

THIAGARAJAR SCHOOL OF MANAGEMENT
AQAR- 2019-20

Program Outcomes (PO)

The five Program Outcomes of MBA and PGDM programme are as follows:.

1. Apply knowledge of management theories and practices to solve business problems. (PO1)
2. Foster Analytical and critical thinking abilities for data-based decision making. (PO2)
3. Ability to develop value-based leadership ability. (PO3)
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business (PO4)
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment (PO5).

Course and PO Correlation table

POs	Courses	
PO1 Apply knowledge of Management theories and practices to solve business problems	17PT11	Organizational Behaviour and Management-I
	17PT12	Micro Economics for Managers
	17PT13	Business Statistics-I
	17PT15	Marketing Management-I
	17PT16	Managerial Communication-I
	17PA11	Seminar on Contemporary Business Issues-I
	17PT21	Organizational Behaviour and Management-II
	17PT22	Macro Economics for Managers
	17PT23	Business Statistics-II
	17PT24	Marketing Management-II (includes Simulation)
	17PT25	Managerial Cost Accounting
	17PT26	Operations Management (includes Simulation)
	17PT27	Managerial Communication-II
	17PT28	Corporate Finance-I
	17PA21	Seminar on Contemporary Business Issues
	17PT31	Corporate Finance-II (Includes Simulation)
	17PT32	Strategic Management (with IIA)
	17PT33	Human Resource Management (Includes Simulation)
	17PT34	Management Science and Applications
17PH35	Core Elective (Research Methods in HR) 1 sec	
17PM35	Core Elective (Research Methods in Marketing) 2 sec	

17PO35	Core Elective (Supply Chain Management) 1 sec
17PF35	Core Elective (Advanced Financial Analysis) 1 sec
17PA31	Seminar on Contemporary Business Issues
17PV31	Comprehensive Viva-Voce
17PI31	Rural Development Immersion Programme
17PM41	Sales and Distribution Management
17PM42	Consumer Behaviour
17PM43	Digital and Social Media Marketing
17PM44	Product and Brand Management
17PF41	Security Analysis and Portfolio Management
17PF42	Fixed Income Securities: Analysis and Valuation
17PF43	Management of Banking and Financial Institutions
17PF44	Financial Modeling through Spreadsheet
17PF45	Company and Business Valuation
17PH41	Learning and Development
17PH43	Psychology at work
17PH44	Emotional Intelligence and Leadership
17PO41	Manufacturing and Materials Management
17PO42	Project Management
17PSB41	Data Mining
17PSB42	Data Analytics Using R
17PT41	Legal Aspects of Business
17PT42	Simulation Games
17PI41	Summer Internship
17PM51	Services Marketing
17PM52	Marketing of Financial Products & Services
17PM53	Integrated Marketing Communications
17PB54	Marketing Analytics
17PF51	Strategic Financial Management
17PF52	Strategic Cost Management
17PF53	Financial Derivatives
17PF54	Micro-Finance
17PH51	Labor Legislation and Administration
17PH52	Strategic Human Resource Management
17PH53	Talent Management
17PH54	Managing People and Performance in Organizations
17PO51	Fundamentals of Operational Analytics
17PS51	E-commerce
17PS52	Data Visualization for Decision Making
17PM62	Global Competitive Marketing Strategy
17PM64	B2B Marketing
17PM63	Bottom of the Pyramid Marketing

	17PF65	Corporate Taxation	
	17PF66	The New Age Banking	
	17PH61	Interpersonal Effectiveness	
	17PH62	Managerial Counselling	
	17PH64	Positive Psychological Capital	
	17PO61	Total Quality Management	
	17PO62	Services operations Management	
	17PS61	Big Data in Management	
	17PS62	Internet of Things & Machine Learning	
	17PV61	Comprehensive Viva Voce	

PO2 Foster Analytical and Critical thinking abilities for Data-based decision making	17PT11	Organizational Behaviour and Management-I
	17PT12	Micro Economics for Managers
	17PT13	Business Statistics-I
	17PT14	Financial Accounting and Reporting
	17PT15	Marketing Management-I
	17PT16	Managerial Communication-I
	17PA11	Seminar on Contemporary Business Issues-I
	17PT21	Organizational Behaviour and Management-II
	17PT22	Macro Economics for Managers
	17PT23	Business Statistics-II
	17PT24	Marketing Management-II (includes Simulation)
	17PT25	Managerial Cost Accounting
	17PT26	Operations Management (includes Simulation)
	17PT27	Managerial Communication-II
	17PT28	Corporate Finance-I
	17PA21	Seminar on Contemporary Business Issues
	17PT31	Corporate Finance-II (Includes Simulation)
	17PT32	Strategic Management (with IIA)
	17PT33	Human Resource Management (Includes Simulation)
	17PT34	Management Science and Applications
	17PH35	Core Elective (Research Methods in HR) 1 sec
	17PM35	Core Elective (Research Methods in Marketing) 2 sec
	17PO35	Core Elective (Supply Chain Management) 1 sec
	17PF35	Core Elective (Advanced Financial Analysis) 1 sec
	17PA31	Seminar on Contemporary Business Issues
	17PV31	Comprehensive Viva-Voce
	17PI31	Rural Development Immersion Programme
	17PM41	Sales and Distribution Management
	17PM42	Consumer Behaviour
	17PM43	Digital and Social Media Marketing
	17PM44	Product and Brand Management
	17PF41	Security Analysis and Portfolio Management
	17PF42	Fixed Income Securities: Analysis and Valuation
	17PF43	Management of Banking and Financial Institutions
	17PF44	Financial Modeling through Spreadsheet
17PF45	Company and Business Valuation	
17PH41	Learning and Development	
17PH43	Psychology at work	
17PH44	Emotional Intelligence and Leadership	

	17PO41	Manufacturing and Materials Management
	17PO42	Project Management
	17PSB41	*Data Mining
	17PSB42	Data Analytics Using R
	17PT41	Legal Aspects of Business
	17PT42	Simulation Games
	17PI41	Summer Internship
	17PM51	Services Marketing
	17PM52	Marketing of Financial Products & Services
	17PB54	Marketing Analytics
	17PF51	Strategic Financial Management
	17PF52	Strategic Cost Management
	17PF53	Financial Derivatives
	17PF54	Micro-Finance
	17PH52	Strategic Human Resource Management
	17PH53	Talent Management
	17PH54	Managing People and Performance in Organizations
	17PO51	Fundamentals of Operational Analytics
	17PS51	E-commerce
	17PS52	Data Visualization for Decision Making
	17PM62	Global Competitive Marketing Strategy
	17PM64	B2B Marketing
	17PM63	Bottom of the Pyramid Marketing
	17PF66	The New Age Banking
	17PH62	Managerial Counselling
	17PH64	Positive Psychological Capital
	17PO61	Total Quality Management
	17PO62	Services operations Management
	17PS61	Big Data in Management
	17PS62	Internet of Things & Machine Learning
	17PV61	Comprehensive Viva Voce
PO3		
Ability to develop Value-based leadership ability	17PT11	Organizational Behaviour and Management-I
	17PT12	Micro Economics for Managers
	17PT15	Marketing Management-I
	17PT16	Managerial Communication-I
	17PT21	Organizational Behaviour and Management-II
	17PT22	Macro Economics for Managers
	17PT24	Marketing Management-II (includes Simulation)
	17PT25	Managerial Cost Accounting

	17PT26	Operations Management (includes Simulation)
	17PT27	Managerial Communication-II
	17PT31	Corporate Finance-II (Includes Simulation)
	17PM35	Core Elective (Research Methods in Marketing) 2 sec
	17PO35	Core Elective (Supply Chain Management) 1 sec
	17PV31	Comprehensive Viva-Voce
	17PI31	Rural Development Immersion Programme
	17PM41	Sales and Distribution Management
	17PM43	Digital and Social Media Marketing
	17PF41	Security Analysis and Portfolio Management
	17PF45	Company and Business Valuation
	17PH41	Learning and Development
	17PH44	Emotional Intelligence and Leadership
	17PO41	Manufacturing and Materials Management
	17PO42	Project Management
	17PT42	Simulation Games
	17PI41	Summer Internship
	17PM52	Marketing of Financial Products & Services
	17PM53	Integrated Marketing Communications
	17PF51	Strategic Financial Management
	17PF53	Financial Derivatives
	17PH53	Talent Management
	17PH54	Managing People and Performance in Organizations
	17PG51	Entrepreneurship Development
	17PM62	Global Competitive Marketing Strategy
	17PM63	Bottom of the Pyramid Marketing
	17PF66	The New Age Banking
	17PH61	Interpersonal Effectiveness
	17PH62	Managerial Counselling
	17PO61	Total Quality Management
	17PO62	Services operations Management
	17PS62	Internet of Things & Machine Learning
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PO4 Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business	17PT11	Organizational Behaviour and Management-I
	17PT12	Micro Economics for Managers
	17PT13	Business Statistics-I
	17PT14	Financial Accounting and Reporting
	17PT15	Marketing Management-I
	17PT16	Managerial Communication-I
	17PA11	Seminar on Contemporary Business Issues-I
	17PT21	Organizational Behaviour and Management-II
	17PT22	Macro Economics for Managers
	17PT23	Business Statistics-II
	17PT24	Marketing Management-II (includes Simulation)
	17PT27	Managerial Communication-II
	17PT28	Corporate Finance-I
	17PA21	Seminar on Contemporary Business Issues
	17PT31	Corporate Finance-II (Includes Simulation)
	17PT32	Strategic Management (with IIA)
	17PT33	Human Resource Management (Includes Simulation)
	17PT34	Management Science and Applications
	17PM35	Core Elective (Research Methods in Marketing) 2 sec
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	17PSB41	*Data Mining
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	17PH61	Interpersonal Effectiveness
	17PH64	Positive Psychological Capital
	17PO62	Services operations Management
	17PS61	Big Data in Management
	17PS62	Internet of Things & Machine Learning
	17PV61	Comprehensive Viva Voce
PO5 Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment	17PT11	Organizational Behaviour and Management-I
	17PT15	Marketing Management-I
	17PT16	Managerial Communication-I
	17PT21	Organizational Behaviour and Management-II
	17PT22	Macro Economics for Managers
	17PT24	Marketing Management-II (includes Simulation)
	17PT26	Operations Management (includes Simulation)
	17PT27	Managerial Communication-II
	17PT28	Corporate Finance-I
	17PT31	Corporate Finance-II (Includes Simulation)
	17PT32	Strategic Management (with IIA)
	17PM35	Core Elective (Research Methods in Marketing) 2 sec

		17PO35	Core Elective (Supply Chain Management) 1 sec
		17PV31	Comprehensive Viva-Voce
		17PI31	Rural Development Immersion Programme
		17PM41	Sales and Distribution Management
		17PM43	Digital and Social Media Marketing
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		17PF41	Security Analysis and Portfolio Management
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		17PH44	Emotional Intelligence and Leadership
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		17PH61	Interpersonal Effectiveness
		17PH64	Positive Psychological Capital
		17PO61	Total Quality Management
		17PO62	Services operations Management
		17PS61	Big Data in Management
		17PV61	Comprehensive Viva Voce

The above course mapping is done for the year 2019-2020.