

ST JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS)
VISAKHAPATNAM

DEPARTMENT OF MANAGEMENT STUDIES

Group: CEM

The department of Management Studies in St. Joseph's College for Women (A) seeks to serve BA-CEM programme for the students who are interested in the management studies. The department gives equips the students with all the management aspects in the combination of Commerce, Economics and Management studies in the BA programme. In order to cater the students with the multiskills which will make them dynamic in their career, the department of Management studies is providing this course. The concerned department concentrate on improving the managerial skills by moulding them into an effective skilled personality which may help them in the sustainability in this dynamic world. from Chalk and talk to Internet Blended Learning the Department has transitioned smoothly enabling the learners to be '**partners in their own learning**' and surge ahead in their careers. It is offered as **One** of the **Majors** along with Economics and Commerce in the BA program to make it a combination called **CEM**. So, **CEM** is an effective stream which enables the students to become multi skilled for their career development.

Vision

“Academic excellence and leadership in management education through high quality teaching, case development, innovative courses and pedagogy of learning”.

Departmental Mission

“To promote a learning environment that welcomes and honors women from diverse cultures for involving themselves in intellectual inquisitiveness, explore knowledge dimensions for future application in industry, business and life”.

Thus the Program and Course Learning Outcomes were targeted towards this very end. Therefore it is easy to measure the PEO fulfillment or Outcomes Attainment rate among the students.

Program Educational Objectives (PEO's) of the BA Program:

The BA Program will:

PEO 1: Expose students to both general and specialized curriculum content through Foundation Courses, Core courses, Electives and Specializations (CBCS) and Add on Courses besides College sponsored Certificate and Diploma Courses for acquiring in depth knowledge and understanding for future career options (Job and Future studies)

PEO 2: Motivate the students to apply the multidisciplinary knowledge through innovative assignments, research projects and internship training and create for themselves a sustainable competitive edge over others.

PEO 3: Train students with a broad range of holistic competencies - the capacity for critical thinking, research aptitude, communication and problem-solving skills, technical/ digital skills, social responsiveness, adaptability and entrepreneurial initiatives.

PEO 4: Prepare graduates for diverse careers in teaching, global management, administration and entrepreneurship through career awareness and preparatory programs

Program Outcomes for a Bachelor of Arts Graduate: A Bachelor of Arts graduate in St. Joseph's College for Women (Autonomous) will have the following Graduate Attributes after graduation, (though it may differ in the fulfillment degree based on different combinations)

1. Subject and Domain Knowledge (SDK): Graduates are able to improve their awareness and knowledge about functioning of local and global environment and society. This helps in acquiring the knowledge base in all subject areas, understanding concepts, theories and linked aspects, applying them in respective domains and exploring the future career and entrepreneurial opportunities in specific and allied fields.

2. Effective Communication Competence (ECC): Usage of various forms of business communication, supported by effective use of appropriate modern technology techniques, logical reasoning, articulation of ideas and presentation. Graduates are expected to develop effective oral and written communication with the use of appropriate technology to succeed in career presentations and interviews.

3. Critical Thinking and Research (CTR): Graduates should be able to conceptualize, organize and resolve contemporary problems or issues with a research aptitude gather the relevant data and document the findings. They should be able to evaluate literary works and also do journal reporting. They can apply the perspective of their chosen specialized area of study to develop fully-reasoned opinions on such contemporary issues.

4. Problem solving and Innovation (PI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing specific data or problems, apply the relevant analysis, generate alternatives and engage in problem solving in functional or practical areas

5. Social Responsiveness (SR): Developing responsiveness to contextual social issues/problems and exploring solutions.. Graduates are expected to identify the contemporary social problems, explore the opportunities for social entrepreneurship, involve themselves in social outreach (NSS, NCC and other platforms and NGO's) and demonstrate ethical standards in all situations.

6. Leadership Development and Teamwork (LDT): Understanding leadership roles at various levels of the institution and leading teams across the Institution. Graduates are expected to collaborate and lead teams across Departmental boundaries and demonstrate leadership qualities, (Leadership positions in the Student Council, Departmental Associations and Clubs) maximize the usage of diverse skills of team members in the related context, thus catering to harmony within diversity

7. Global Competence (GC): The graduates are to demonstrate a global outlook (in consonance with the Vision and Mission Statement of the College) with the ability to identify aspects of the world at large. They are expected to be familiar with the knowledge, skills and attributes needed to live and work in a diverse world.

8. Career and Employability Competencies (CEC): Training students and making them 'future course ready' 'job ready' and 'employable' through the 'employability

component’ in all courses. Graduates are prepared to handle jobs in all sectors like Teaching, Industry, NGO, Service Sector, Hospitality, ITeS etc through varied initiatives.

9. Ethical Outlook and Value Development (EOVD): Inculcating values for good living in a challenging world through the course in Human Values and Professional Ethics, understanding personal ethics and resolving ethical dilemmas and consequentially through diverse initiatives and platforms practice them for their own good.

10. Self-Directed & Lifelong learning (SDLL): Inspiring the students for lifelong learning to equip them to the changing environment and be prepared to take up Master programmes, PG Diplomas, Certificate Courses as well as MOOCs, Online Courses and Self Learning Courses for a better future.

Programme specific outcomes of BA programme with Management Studies

PSOs: Students after Graduation CEM as one of the core subjects in the BA programme will be:

PSO 1: able to demonstrate the basic knowledge in the core areas of Management studies like ‘Principles of management, Business environment and ethics, Business communication, Marketing management, Strategic management, human resource management, Organisational behaviour and Advertising management.

PSO 2: able to get acquaint with all the management aspects which will help the students in their career in the organisation by managing all the issues and functions in the organisation as per the job requirement.

PSO 3: able use all their theoretical knowledge and the practical knowledge with their internship programme to improve their managerial skills.

Assessment Methodology

PSO 1: able to demonstrate the basic knowledge in the core areas of Management studies (‘Principles of management, Business environment and ethics, Business communication, Marketing management, Strategic management, human resource management, Organisational behaviour and Advertising management).

Direct method of computing PSO1 attainment is based on the students performance in all assessment instruments namely online and offline – subjective and objective tests for all the core papers (MS 1901, MS 2901, MS 3901, MS 4901, MS 5901, MS 5902, MS 6901, MSA2 6902, MS A3 6903). These exams tests students’ learning at knowledge, understanding and application levels in the respective courses. Indirect method of computing PSOs is done through students’ course exit survey wherein a structured questionnaire is administered to the students and their response is solicited in a 5 point scale. Responses are consolidated and students’ satisfaction level with reference to course transaction is computed. The theoretical knowledge acquired through all the management papers (MS 1901(4), MS 2901(4), MS helps the students to learn how to plan, organise, direct and control the organisation in all the aspects. The knowledge helps them to understand the various issues, analysing them, to find out the reasons for that so that they could be able to resolve any issues or conflicts. Not only that the acquaintance on the management studies course helps the students to perform the various functions efficiently as per the requirements of the job.

Level of attainment in all the theory courses offered by the department: ---- 78.05%

PSO 2: able use all their theoretical knowledge and the practical knowledge with their internship programme to make their job successful in the future.

Attainment of PSO 2 is ascertained through the internship course by assessing project study in any organisation. This project work provides an opportunity for the student to apply knowledge and skills obtained in management studies coursework. The study is followed by collective report submission and individual oral presentation. Attainment of this learning outcome is ensured and assessed by the concerned faculty member at every stage through direct as well as indirect guidance and monitoring.

Level of attainment in all the projects done by the students: ---- 83.82%

PSO 3: able to access, implement and use the management aspects and also be able to work with the team or lead the team.

Attainment of PSO 3 is ascertained through the practical internship and dissertation course as project work MS 6901(3) by assessing project study as one of the experiments. This project work provides an opportunity for the student to apply knowledge and skills obtained in management studies coursework. From a list of relevant application level topics provided by

the dept., Students choose one topic for study, based on their own interest. The study is followed by collective report submission and individual oral presentation. Attainment of this learning outcome is ensured and assessed by the concerned faculty member at every stage through direct as well as indirect guidance and monitoring.

Level of attainment in all the practical courses offered by the department: - 63.58%

Level of attainment measurement

Level of attainment of course outcomes includes both direct and indirect assessments. Direct assessment is done by testing the knowledge and/or skills of the student in that course by conducting standardised examinations. In indirect assessment we use the student feedback on course which is measured on 5 point scale. The sum of these two assessments is shown as the level of attainment of that course.

Assessment of all the theory courses is done in two parts, namely by formative assessment (40%) which is internal and summative assessment (60%) which is external. The evaluation of 100% of the assessment in each semester is distributed as follows:

- Mid Semester Examination 1 15% (which is offline)
- Mid Semester Examination 2 15% (which is online)
- Accessory Assessment 5% (written quiz, Assignment etc.)
- Attendance 5% (above 75% attendance will be rewarded)
- End semester examination 60% (which is descriptive)

Assessment of internship projects: Assessment is done in two parts, namely by continuous assessment (40%) and summative assessment (60%). In Continuous assessment each practical course will be assessed for 40% by Viva-voice by the externals. Summative assessment (60%) of project is through project records and presentations to test student’s knowledge earned in the project. Project work is assessed by the concerned faculty member through direct and indirect guidance and monitoring (Content in the report, Presentation, Viva).

Paper code	Title of the paper	Course outcomes
MS1901(4)	Principles of Management	This paper will make the students able to— CO 1: discuss and evaluate the management evolution and understand how it will affect the

<p>Level of Attainment from CO1 to CO10:-----</p> <p>MS2901(4)</p>	<p>Business Environment and Ethics</p>	<p>future managers.</p> <p>CO 2: observe and evaluate the influence of historical forces on the current practice of management.</p> <p>CO3: explain how organizations adapt to an uncertain environment and identify techniques which the managers use to influence and control the internal environment.</p> <p>CO 4: practice the process of management's four functions: Planning, Organizing, Leading and Controlling.</p> <p>CO 5: evaluate leadership styles to anticipate the consequences of each leadership style.</p> <p>CO 6: gather and analyse both qualitative and quantitative information to isolate issues and formulate best control methods.</p> <p>CO 7: integrate management principles into management practices.</p> <p>CO 8: assess global situation, including opportunities and threats that will impact management of an organization.</p> <p>CO 9: determine the most effective action to take in specific situations.</p> <p>CO 10: utilize the appropriate analytical skills and approach to deal with issues when employed as manager.</p> <p>68.25% (Good)</p> <p>The course will enable the students to ----</p> <p>CO 1: examine and assess the social and natural</p>
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<p>Level of Attainment from CO1 to</p>		<p>environments within which moral issues in business arise.</p> <p>CO2: introduce core business ethics issues and ethical concepts relevant to resolving moral issues in business.</p> <p>CO3: tackle some ethical dilemmas they might face in their professional life.</p> <p>CO4: get aware of the concrete solutions to a management problem, integrating modernization methods and/or a dimension of technology, innovation or production.</p> <p>CO5: face a management problem suggesting solutions that are ethical and socially responsible and that respect the principles of good governance.</p> <p>CO6: differentiate between the needs and wants of a society and can identify how these are satisfied through business activity.</p> <p>CO7: can discuss why certain business risks have to be taken from time to time.</p> <p>CO8: can discuss how businesses may become more environmentally friendly through sustainable production.</p> <p>CO9: get familiar with the nature of business environment and its components.</p> <p>CO10: demonstrate and develop conceptual framework of business environment and generate interest in international business.</p> <p>80.71% (Very Good)</p>
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<p>Level of Attainment from CO1 to CO10:-----</p> <p>MS5901(4)</p>	<p>Human resource management</p>	<p>entrepreneurial start-up venture.</p> <p>CO4: develop pricing strategies that take into account perceived value, competitive pressures and corporate objectives.</p> <p>CO5: develop strategies for the efficient distribution of products and services.</p> <p>CO6: determine strategies for developing new products and services in an international market or markets.</p> <p>CO7: evaluate results of marketing activities using criteria related to budgeted sales, costs and profits.</p> <p>CO8: communicate marketing information persuasively and accurately in oral, written and graphic formats.</p> <p>CO9: evaluate the impact of changing global, political, economic, competitive environmental, cultural and social systems on marketing strategy development.</p> <p>CO10: examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.</p> <p>77.03% (Very Good)</p> <p>The study of this course leads the students to----</p> <p>CO1: contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention of plans</p>
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<p>Level of Attainment</p>		<p>and processes.</p> <p>CO2: administer and contribute to the design and evaluation of the performance management program.</p> <p>CO3: develop, implement and evaluate employee orientation, training, and development programs.</p> <p>CO4: facilitate and support effective employee and labour relations in both non-union and union environments.</p> <p>CO5: research and support the development and communication of the organization's total compensation plan.</p> <p>CO6: collaborate with others, in the development, implementation, and evaluation of organizational and health safety policies and practices.</p> <p>CO7: manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.</p> <p>CO8: formulate human resources policies and practices that help promote the organization's strategic goals.</p> <p>CO9: use strategic decision making to resolve human resource challenges and make effective business decisions.</p> <p>CO10: conduct research, produce reports, and recommend changes in human resource practices.</p> <p>84.82% (Very Good)</p>
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		<p>CO1: Analyse the individual and group behaviour, and understand the implications of organizational behaviour on the process of management.</p> <p>CO2: Identify different motivational theories and evaluate motivational strategies used in a variety of organisational settings.</p> <p>CO3: Evaluate the appropriateness of various leadership styles and conflict management strategies used in the organizations.</p> <p>CO4: Describe the assess the basic design elements of organisational structure and evaluate their impact on employees.</p> <p>CO5: Explain how organizational change and culture affect working relationships within organizations.</p> <p>CO6: Assess the potential effects of organisational-level factors (such as structure, culture and change) on organisational behaviour.</p> <p>CO7: Critically evaluate the potential effects of important developments in the external environment (such as globalisation and advances in technology) on organisational behaviour.</p> <p>CO8: Understand individual behaviour in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making and motivational theories.</p> <p>CO9: to understand human behaviour in organisations via the disciplinary bases of psychology, Sociology and Anthropology.</p>
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<p>Level of Attainment from CO1 to CO10:-----</p> <p>MS A1 6901(4)</p>	<p>Compensation Management</p>	<p>CO10: Finally to discuss organisational processes from the perspective of individuals and organisations.</p> <p>82.7% (Very Good)</p> <p>At the end of the course the students will be able to:---</p> <p>CO1: to learn basic compensation concepts and the context of compensation practice.</p> <p>CO2: to illustrate different ways to strengthen the pay-for-performance link.</p> <p>CO3: to learn the concepts of payment and employee benefits issues for contingent workers.</p> <p>CO4: to understand the legally required employee benefits.</p> <p>CO5: to learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits.</p> <p>CO6: design and maintain a pay system that is consistent for employees within the organisation.</p> <p>CO7: design a pay structure that will ensure the firm is competitive with other similar firms, and conduct a market survey to determine appropriate levels.</p> <p>CO8: identify and describe variety of reward systems used to determine individual pay levels.</p>
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<p>Level of Attainment from CO1 to CO10:-----</p> <p>MS A2 6902(4)</p>	<p>Industrial relations</p>	<p>CO9: identify and describe typically employee benefits components and systems, and describe in detail those that are legally required.</p> <p>CO10: implement and administer a compensation system according to the firm's policies and legal requirements.</p> <p>76.93% (Very Good)</p> <p>On successful completion of the course students will be able to:--</p> <p>CO1: demonstrate descriptive knowledge of the field of industrial relations.</p> <p>CO2: apply the essential concepts of industrial relations and their interrelationship at the personal, organisational and national levels.</p> <p>CO3: recognise and consider the social, historical and equity issues within industrial relations.</p> <p>CO4: Communicate your knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose.</p> <p>CO5: investigate solutions to industrial relations problems based on research and assessment of current practices.</p> <p>CO6: to recognize the different industrial relations system.</p> <p>CO7: to defend employee rights before supervisory and control institutions.</p> <p>CO8: to analyse the field of labour relations in</p>
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<p>Level of Attainment from CO1 to CO10:-----</p> <p>MS A3 6903(4)</p>	<p>Project work in HRM</p>	<p>an interdisciplinary manner.</p> <p>CO9: to synthesize proposals for legislative measures.</p> <p>CO10: to distinguish the procedure concerning workers participation and participatory institutions and instruments of trade union representations.</p> <p>82.81% (Very Good)</p> <p>After the project work in the organization on HRM perspectives, the students will be able to:-</p> <p>-</p> <p>CO1: demonstrate the knowledge and skills needed to effectively manage human resources.</p> <p>CO2: describe trends in the labour force composition and how they affect human resource management.</p> <p>CO3: describe the fundamental concepts and rules of law that apply to business activities, the employment function and labour.</p> <p>CO4: demonstrate knowledge of human behaviour in organizations and the role of management strategies, including motivational theory to influence behaviour.</p> <p>CO5: communicate management decisions via written memos, revising employee handbook policy, and oral presentations.</p> <p>CO6: compare the common methods for recruiting and selecting human resources.</p>
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<p>Level of Attainment from CO1 to CO10:-----</p>		<p>CO7: summarize how to implement successful training and development programs.</p> <p>CO8: integrate teamwork, leadership and motivational skills to organizational scenarios and evaluate outcomes.</p> <p>CO9: research and design compensation plans and benefit programs appropriate for various types of organizations.</p> <p>CO10: examine and appraise contemporary issues as it relates to human resources.</p> <p>82.93% (Very Good)</p>
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MS 1901 Principles of Management – Input Mapping

Course Outcome	PSO 1	PSO 2	PSO 3
CO 1	3	2	1
CO 2	2		1
CO 3	2		
CO 4	3	3	
CO 5	2	2	
CO 6	2	1	
CO 7	2	1	
CO 8	2	1	
CO 9	1	1	
CO 10	1		2
Average	2	1.1	0.4

Low level of alignment (mapping)

1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

MS 2901(4) Business environment & ethics– Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	3		1
CO 2	3	2	
CO 3	2	2	
CO 4	3	2	
CO 5	3		1
CO 6	2	1	
CO 7	2	2	1
CO 8	3		1
CO 9	3	1	
CO 10	2	1	1
Average	2.2	1.6	1

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

MS 3901(4) Business Communication– Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	3		1
CO 2	3	2	
CO 3	2	2	
CO 4	3	2	

CO 5	3		1
CO 6	2	1	
CO 7	2	2	1
CO 8	3		1
CO 9	3	1	
CO 10	2	1	1
Average	2.2	1.6	1

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

MS 4901(4) Marketing Management– Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	3	1	1
CO 2	3	2	2
CO 3	2	2	2
CO 4	3	2	1
CO 5	3	1	2
CO 6	2	1	2
CO 7	2	2	2
CO 8	3	1	2
CO 9	3	1	1
CO 10	2	1	1
Average	2.6	1.4	1.6

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

MS 5901(4) Human Resource Management– Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	3	3	1
CO 2	3	2	1
CO 3	3	3	2
CO 4	3	3	2
CO 5	3	2	3
CO 6	2	2	1
CO 7	3	3	3
CO 8	2	2	2
CO 9	3	2	1
CO 10	3	3	2
Average	2.8	2.5	1.8

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

MS 5902 (4) Indian Financial Services – Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	3	2	1
CO 2	3	1	

CO 3	3	2	1
CO 4	3	2	2
CO 5	3	2	2
CO 6	3	2	2
CO 7	3	1	
CO 8	3	1	
CO 9	3		
CO 10	2	2	1
Average	2.9	1.5	0.9

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

MS E1 6901 (4) Organizational Behaviour – Input Mapping

Course Outcome	PSO 1	PSO 2	PSO 3
CO 1	3	3	3
CO 2	3	2	2
CO 3	2	1	1
CO 4	3	2	1
CO 5	3	2	1
CO 6	2	2	
CO 7	2	1	
CO 8	3	3	2
CO 9	2	2	1
CO 10	3	2	1
Average	2.6	2.0	1.2

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

MS A1 6901(4) Compensation Management – Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	3	3	2
CO 2	3	2	1
CO 3	3	2	2
CO 4	3	2	1
CO 5	2	3	1
CO 6	1	2	1
CO 7	2	2	1
CO 8	3	2	1
CO 9	3	2	
CO 10	3	2	1
Average	2.6	2.2	1.1

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

MS A2 6902 (4) Industrial Relations – Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
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CO 1	3	2	1
CO 2	3	2	1
CO 3	3	2	1
CO 4	2	2	2
CO 5	3	2	2
CO 6	2	3	3
CO 7	2	3	3
CO 8	3	3	
CO 9	3	3	
CO 10	3	2	1
Average	2.7	2.4	1.4

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3

MS A3 6903(4) Project work in HRM – Input Mapping

Course Outcome	PSO I	PSO 2	PSO 3
CO 1	3	2	1
CO 2	3	2	1
CO 3	3	2	1
CO 4	2	2	2
CO 5	3	2	2
CO 6	2	3	3
CO 7	2	3	3
CO 8	3	3	
CO 9	3	3	
CO 10	3	2	1

Average	2.7	2.4	1.4

Low level of alignment (mapping) 1

Medium level of alignment (mapping) 2

High level of alignment (mapping) 3