

Noorul Islam Centre for Higher Education

(Deemed to be University u/s 3 of the UGC Act 1956)

Kumaracoil, Thuckalay, Kanyakumari District - 629 180

Accredited by NAAC with 'A' Grade

MS24 MPhil BUSINESS ADMINISTRATION



Student Performance and Learning Outcomes

MS24 MPhil BUSINESS ADMINISTRATION

Programme Outcome(PO)	
PO-A	Apply conceptual business knowledge to solve practical decision making problems, both individually and as a team using the techniques such as case analysis, projects and assignments
PO-B	Compare and contrast alternative models of financial and market information
PO-C	Develop an understanding the practical knowledge and the tactics in the marketing through Advertising and Sales Promotion
PO-D	Expose extensive knowledge in consumer behavior
PO-E	Learning the importance of professional and intellectual integrity, professional code of conduct, ethics of research and scholarship and understanding the responsibility to contribute to the community for the sustainable development of the society.
PO-F	Acquaint knowledge and skills to solve business problems
PO-G	create, select, learn and apply appropriate techniques, resources and modern methodologies that suit the present scenario requirements of Business
PO-H	Demonstrate a critical awareness of current issues in Business through leading edged project and practice in the field
PO-I	Inculcate knowledge on computer based information system MIS support for the functions of management
PO-J	Explore the strategic value of HRM.
PO-K	Recognize and integrate life-long learning skills to become pro-active in personal and professional live.
PO-L	Gain knowledge in research

PROGRAMME SPECIFIC OUTCOME(PSO)	
PSO1	To have understanding, skills and the competencies to do higher level of research in different functional areas of management such as Human resource management, financial markets, marketing management and economics and in emerging trends of the management.
PSO2	To acquire expertise in Business and Management Research Methodology and in different data analysis techniques and tools.
PSO3	To prefer the right research methodology and right statistical tools for the research problem chosen.

I.No	Subject Code	Subject Name
SEMESTER II		
1.	MS2401	Research Methodology
2.	MS2402	Applied Management
3.	GE2401	Teaching Methodology
4.	MS24A1	HR STRATEGY: POLICIES AND PRACTICES

MS2401-Research Methodology	
CO1	Can able understand about the research and types of research
CO2	To analyze the Research problem of Research.
CO3	To apply the scaling techniques of research.
CO4	To analysis the various tools to the research (chi-square, ANOVA, correlation)
CO5	To able understand the research Report.

MS2402- Applied Management	
CO1	To provide a general outlook on Management & Strategy
CO2	To get an understanding about intelligent& Creativity
CO3	To gain an in depth knowledge on personality, leadership, & perception.
CO4	To understand the concepts of thinking & perception
CO5	To Know the importance of decisions making skills and Methods.

GE2401 -Teaching Methodology	
CO1	Able to understand the levels of Learning
CO2	Should analyze own professional action and its results in order to stabilize or improve it
CO3	Should analyze the features and development stages of groups and team process.
CO4	Able to understand the technical &tactical training, mental preparation and general life Styles.
CO5	Should remember to develop pupils thinking in a range of different ways including reasoning, understanding & creativity

MS24A1 HR STRATEGY: POLICIES AND PRACTICES	
CO1	To understand human resource management from a systematic strategic perspective
CO2	To understand the HR Environment and its Global perspective
CO3	To study the Emotional Intelligence involving human resource systems.
CO4	To study people management skills essential for HR work
CO5	To study the relevance of theory for practice and be able to apply it to improve practice