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Every Good Work

# SACRED HEART COLLEGE (AUTONOMOUS)

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A Don Bosco Institution of Higher Education, Founded in 1951 \* Affiliated to Thiruvalluvar University, Vellore \* Autonomous since 1987

Accredited by NAAC (4<sup>th</sup> Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

## Name of the Programme: MBA

| S No | Title of the Paper                            | Course Code | Course Objectives  | Course Outcomes  | Relevance |
|------|---|-------------|--|--|-----------|
| 1    | ORGANIZATIONAL BEHAVIOUR & MANAGEMENT PROCESS | MBA130T     | <ul style="list-style-type: none"><li>To enable students to understand specific theories related to organizational behaviour and principles of management.</li><li>To evaluate methods of motivating and rewarding individuals and groups and integrate individual, group and management level concepts.</li></ul> | <ul style="list-style-type: none"><li>Students are expected to develop the ability to understand managerial / organizational situations.</li><li>They will know the framework for managing individual and group performance.</li></ul> | local     |
| 2    | TOTAL QUALITY MANAGEMENT                      | MBA132T     | <ul style="list-style-type: none"><li>To develop an understanding on product quality characteristics and service quality characteristics.</li><li>To learn the key steps in the quality control.</li></ul>   | <ul style="list-style-type: none"><li>Quality management philosophies and tools to facilitate continuous improvement and ensure customer delight are learnt by students.</li></ul>   | local     |

|   |   |         |   |  |       |
|---|---|---------|---|--|-------|
|   |   |         |   | <ul style="list-style-type: none"> <li>Makes the students understand the quality management process in today's dynamic corporate world.</li> </ul>   |       |
| 3 | ADVANCED BUSINESS STATISTICS FOR MANAGEMENT | MBA134T | <ul style="list-style-type: none"> <li>To impart the knowledge to analyze the data using statistical techniques, such as hypothesis testing and regression estimation</li> </ul>  | <ul style="list-style-type: none"> <li>To facilitate objective solutions in business decision making under subjective conditions.</li> </ul>   | local |
| 4 | ENGLISH FOR EXECUTIVE COMMUNICATION         | MBA136P | <ul style="list-style-type: none"> <li>The objective of this paper is to introduce to the students to the basics of English.</li> <li>To enable learners to write in English precisely and effectively.</li> </ul>  | <ul style="list-style-type: none"> <li>The course will help the students to learn from the fundamentals of English.</li> <li>Helps them to learn higher level communication in the language.</li> </ul>  | Local |
| 5 | BUSINESS APPLICATION SOFTWARE               | MBA137X | <ul style="list-style-type: none"> <li>To Understand the Applications of Word, Excel and Power Point</li> </ul>   | Enhancement in the usage level of office tools   | Local |
| 6 | MARKETING MANAGEMENT                        | MBA231T | <ul style="list-style-type: none"> <li>To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.</li> <li>The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.</li> </ul> | <ul style="list-style-type: none"> <li>Students will learn to analyze markets and design customer driven strategies.</li> <li>By reading text and relating the concepts through cases the student will understand the concepts of marketing management.</li> </ul> | local |

