



St. Francis Institute of Management & Research (SFIMAR)

COURSE OUTCOMES - POST GRADUATE DIPLOMA IN MANAGEMENT

Trimester	Subjects	COURSE OUTCOMES		
	1.1 1.1 Perspective Management	CO 1	Understand potential Employers goals & objective and his/her role in the same	
		CO 2	Understand conflict of interest amongst various stakeholders	
		CO 3	Discuss recent trends in Management	
		CO 4	Assess multiple perspectives that impact business and life	
		CO 5	Understand the behaviour, skills and mindset of a manager and of a leader	
	1.2 1.2 Financial Accountancy	CO 1	Understand ethical issues related to the accounting profession.	
		CO 2	Prepare financial statements in accordance with Generally Accepted Accounting Principles.	
		CO 3	Evaluate and analyze financial statements from a managerial perspective	
	1.3 1.3 Managerial Economics	CO 1	Analyse the influence of factors that impact business profits	
		CO 2	Develop decision making capabilities in students	
		CO 3	Assess the impact of macro economic factors on industry and their business as a whole	
			CO 1	Analyse the data by applying the descriptive statistical and demonstrate the understanding of basic quantitative methods, and its importance in business

Trimester I	1.4	1.4 Quantitative Methods	CO 2	Analyse the business situation using basic statistical tools
			CO 3	Apply the concept of time series analysis in analysing the historical data and build a forecasting model
			CO 4	Construct the Index number for measuring the variation in the economic activities across a given time frame
	1.5	1.5 Legal Aspects of Business & Taxation	CO 1	Discuss & understand legal concepts related to a contract, consumer protection and negotiable instruments
			CO 2	Understand the requirements of forming a company under different categories and the importance of MOA, AOA and Prospectus
			CO 3	Differentiate different types of Intellectual property and safeguards available through law against violation of intellectual property rights
			CO 4	Ability to compute the income tax and tax liability of various assesses based on different cases and apply legal aspects of business & service tax
	1.6	1.6 Organisational Behaviour & Cross Cultural Management	CO 1	Define basic concepts of Organizational Behaviour
			CO 2	Identify human behaviour in organizations to enhance their performance
			CO 3	Practise critical analytical skills that will help diagnose problems in organizations and generate effective solutions
	1.7	1.7 Personal effectiveness and Corporate Communication	CO 1	Analyze their current effectiveness in terms of time and priority management
			CO 2	Identify appropriate situations and techniques for assertive communication
			CO 3	Confidently deal with conflict situations and 'difficult' people
			CO 4	Consider the most appropriate Influencing style(s) to achieve positive results
			CO 5	Recognise the factors that contribute to building personal profile and impact
			CO 6	Develop a personal action plan to enhance personal effectiveness at work

Trimester II	2.1	2.1 Human Resource Management	CO 1	Define terminologies and functions of Human Resource Management
			CO 2	Explain modern concepts, techniques and practices in the management of human resources
	2.2	2.2 Marketing Management	CO 1	Understand theoretical concepts in marketing
			CO 2	Develop decision-making skills and strategic thinking ability in the areas of marketing
			CO 3	Create an actionable marketing plan by applying concepts and learning
	2.3	2.3 Financial Management	CO 1	Understand both the theoretical and practical role of financial management in business corporations.
			CO 2	Analyze the finances of individual corporations both in terms of their performance and capital requirements
	2.5	2.5 Operations Management	CO 1	Understand the basic concepts, principles, tools and techniques of operations management
			CO 2	Apply the concepts, tools and techniques learnt for operational analysis and decision making
			CO 3	Evaluation for performing quantitative and qualitative analysis in the contemporary environment for acquiring problem solving and analytical thinking skills
	2.6	2.6 Macro Economics	CO 1	Demonstrate a basic understanding of news relating to the economy as a whole.
			CO 2	Understand the economic implications of changes in government fiscal or monetary policy; how interest rates are determined and the role of interest rates in personal and corporate decision-making.
	2.7	2.7 Research Methodology	CO 1	Describe the Research process, elements of research design and concepts related to it.
			CO 2	Explain types of research and demonstrate the process of problems identification, hypothesis formulation and measurements of variables
			CO 3	Apply suitable sampling technique and data collection method and prepare a research design for specific type of research
			CO 4	Analyze data by applying various statistical parametric and non-parametric test and interpret the result obtained from to prepare research report

Trimester III - Common	3.1	3.1 Operation Research	CO 1	Identify and develop operational research models from the verbal description of the real system.
			CO 2	Understand the mathematical tools that are needed to solve optimisation problems.
			CO 3	Use mathematical software to solve the proposed models.
			CO 4	Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management.
Trimester III- Finance	3.2	3.2 Advanced Financial Management	CO 1	Understand the optimum utilization of capital structure
			CO 2	Understand the latest theories and risk management models which are prevalent in today's contemporary financial environment
	3.3	3.3 Strategic Cost Management	CO 1	Identify and classify cost on the basis of the nature of the cost and prepare a cost sheet for accurate calculation of product cost or service cost
			CO 2	Apply activity based costing, target costing and lifecycle costing, kaizen costing
			CO 3	Prepare various types of budgets and analyse the actual performance of the departments against the plan and analyse and y deviation from the plan
			CO 4	Justify the system of cost allocation and calculate customer profitability
			CO 5	Implement optimum pricing policy form enhancing profitability of the organisation
			CO 6	Evaluate strategic profitability using various performance evaluation tools
	3.4	3.4 Derivatives & Risk Management	CO 1	Explain various basic concepts related to derivative market and functioning of derivative market
			CO 2	Apply various derivative pricing models confidently and understand factors affecting it
			CO 3	Apply various basic and advanced derivative strategies to mitigate the financial risk
			CO 4	Illustrate the risk management using option Greeks and various methods of volatility estimation

	3.5	3.5 Financial Markets, Institutions and Products	CO 1	Understand the structure of the Indian Financial markets and the scope and functioning of each market.
			CO 2	Understand each financial asset class and modern theories and trends related to them
	3.6	3.6 Valuation and Mergers and Acquisition	CO 1	Identify various methods and rationale of inorganic growth strategies and their recent industry trends.
			CO 2	Relate the concepts of mergers and acquisitions in the current business scenarios and classify, describe and explain a business growth strategy.
			CO 3	Interpret, analyse and appraise the robustness of the strategies adopted by the companies
			CO 4	Estimate the valuation of a merger or acquisition and defend it
			CO 5	Evaluate and appraise the deals in the merger and acquisition arena nationally and internationally
	3.7	3.7 Security Analysis and Portfolio Management	CO 1	Calculate risk and potential return with investments in various asset classes and how they can practically reduce them
			CO 2	Describe market efficiency and various modern portfolio management theories and models
			CO 3	Construct and Revise portfolio for themselves or their clients based on risk appetite and expected/actual returns
	3.2	3.2 Marketing Strategy & Practices	CO 1	Apprehend fundamental marketing concepts, theories and principles in areas of marketing principles of market and consumer behavior, of product, distribution, promotion and pricing decisions.
CO 2			Comprehend the role of marketing as a fundamental organizational process.	
CO 3			Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces	
CO 4			Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing national and global context.	
CO 5			Appreciate the importance of cultural adaptation of marketing through a critical analysis of the social, technological, political, legal and economic forces that affect business performance	
		3.3 Integrated	CO 1	Understand the various functions of Media Planning and Buying

Trimester III- Marketing	3.3	3.3 Integrated Market Communication	CO 2	Analyse the strategies and practices involved in the process of advertising management
			CO 3	Apply advertising theories and analytical frameworks to specific cases and examples of advertising practice.
	3.4	3.4 Rural Marketing & Sales Management	CO 1	Develop an understanding of issues in rural markets
			CO 2	Understand the sales process for selling in markets
			CO 3	Create an interface between sales and rural marketing
	3.5	3.5 Distribution & Supply Chain Management	CO 1	Comprehend the concepts of Distribution , logistics, and the pivotal role of SCM
			CO 2	Analyze different types of distribution strategies in the modern world
			CO 3	Understand the role of logistics in e-commerce business segment and role of technology
			CO 4	Analyze the challenges and difficulties of SCM in India
	3.6	3.6 Product & Brand Management	CO 1	Describe and explain theoretical concepts and frameworks of product and brand management
			CO 2	Identify and relate the concepts to industry practices
			CO 3	Analyze industry cases and identify the business problems and opportunities to synthesize solutions and thereby develop decision-making skills in the domain
	3.7	3.7 Consumer & Industrial Buying Behaviour	CO 1	Identify the components of consumer behavior and relate the concepts which will indicate its importance in the context of marketing
			CO 2	Recognize various factors that influence consumer behavior and inspect its application in business world.
			CO 3	Assess the target market and determine the positioning and communication strategy according to consumer characteristics and behavior
			CO 4	Examine the Consumer, as well as Industrial Decision Making Process and Formulate strategy for the target market.

Trimester III-HR	3.2	3.2 Learning & Development	CO 1	Understand the different learning management systems applicable to an organisation
			CO 2	Comprehend the different trainings that can be identified for employees
			Co 3	Develop a learning management system for organisations
	3.3	3.3 Competency Mapping & Performance Management	CO 1	Understand the management theories, practices and experiences applied by organizations in the area of competency modeling and performance Management to solve business problems.
			CO 2	Understanding how Organizations use these Competency Models to survive and thrive in a volatile marketplace.
			CO 3	Understanding how Organizations develop the ability to achieve effective Performance management using the competency modeling in Performance Management in order to achieve organizational goals.
	3.4	3.4 HR Planning & HR Audit	CO 1	Understanding the process by which an organization ensures that it has the right number and the right kind of people at the right place and at the right time in order to enable the organization to meet its organisational objectives and achieve competitive advantage in the market.
			CO 2	Understanding of and implementation of strategies, plans and programmes required in the acquisition, utilization and retention of talented employees.
	3.5	3.5 Compensation, Benefits & Reward System	CO 1	Identify elements of compensation structure and reward strategies to help them to develop organizational compensation policy.
			CO 2	Discuss each element of CTC to create an effective compensation and benefit for the employee.
			CO 3	Construct Compensation packages keeping in mind the laws related to it for effective employee motivation.
	3.6	3.6 Industrial Relations	CO 1	Understand the Labour legislation and legal system prevailing into practice
			CO 2	Develop an understanding of the basic law related to Industry.
	3.7	3.8 Building Learning Organisation and Knowledge	CO 1	Understand the management theories, practices and experiences applied by learning organizations to solve business problems
CO 2			Develop value based leadership abilities to survive and thrive in a volatile marketplace	

		and Knowledge Management	CO 3	Develop the ability to lead themselves and others to achieve organizational goals through an effective team environment
Trimester IV Common Subject	4.1	4.1 International Business	CO 1	Discuss how international factors affect domestic concerns
			CO 2	Understand regional economic integration and economic and political integration
			CO 3	Discuss the main institutions that shape the global marketplace
			CO 4	Discuss how businesses expands abroad
			CO 5	Identify the key legal issues related to businesses operating in other countries
	4.2	4.2 Mutual Fund & Alternative Investment	CO 1	Evaluate various mutual fund schemes for investments
			CO 2	Prepare financial projections and evaluate a financially viable business proposal from alternative investors and promoters point of view
			CO 3	Compose a business plan and Review term sheet before investing in start-ups
	4.3	4.3 Treasury & Risk Management	CO 1	Learning Integrated Treasury products used by Banks, FI's & Corporates
			CO 2	Learning Hedging products used & offered by Banks, Exchanges etc
			CO 3	Understand the Role of Central Bank, Reserve Management, ALM & Capital Adequacy
			CO 4	Discuss the need for Basel I, II & III
			CO 5	Discuss Balance sheet & Interest Rate Risk, Foreign Exchange Risk Management
			CO 6	Analyze impact of Negative interest rates & Yields
			CO 7	Discuss role of IMP, World Bank, etc. in managing BOP, Currency War like situation in different countries

**Trimester IV -
Financial Markets**

4.4 A	4.4 A. Financial Planning & Wealth Management	CO 1	Understand about different capital budgeting proposal.
		CO 2	Understand future taxation policies in India.
		CO 3	Understand different investment scheme including insurance planning, retirement planning, etc.
		CO 4	Learn about risk factor in wealth creation.
4.4 B	4.4.B. Commodities Market	CO 1	Discuss and explain the evolution and development of Indian and global commodity market and functioning of derivative market in India
		CO 2	Compare the trading pattern and pricing of Agricultural and non-agricultural commodities and issues related to the same
		CO 3	Analyze the importance as alternative investment tool and explain the risk management procedures followed by clearing houses and exchanges for derivative trading
		CO 4	Evaluate the importance of essential commodities act, and role of clearing house in monitoring and surveillance of commodity markets in India
4.5	4.5 Fixed Income Securities	CO 1	Demonstrate between the difference between different fixed income securities and their characteristics
		CO 2	Evaluate pricing of fixed income securities through different time conventions and methodologies
		CO 3	Understand passive and active fixed income portfolio management techniques
4.6 A.	4.6 A. Behavioral Finance	CO 1	Understand the difference between a behavioural finance perspective and a traditional finance perspective
		CO 2	Understand and discuss the cognitive biases and errors of judgement that affect financial decisions
		CO 3	Evaluate behavioural influences involving individual's investment decisions
4.6 B.	4.6 B. Global Financial Markets	CO 1	Comprehend various global financial products and instruments
		CO 2	Analysis of the functioning of global financial markets

	4.7	4.7 Open elective - Financial Modelling	CO 1	Know various financial activities using excel	
CO 2			Predict fair value of the equity shares based on quantitative data		
CO 3			Create financial model using quantitative data		
Trimester IV - Retail Management	4.2	4.2 Media Planning & Strategy	CO 1	Understand the various functions of Media Planning and Buying	
			CO 2	Comprehend various sources of media research and the strategy employed in selecting the best media vehicle	
			CO 3	Understand the difference between public space and media space and will also learn to understand their target segment and plan and choose the media accordingly	
			CO 4	Understand the Media plan evaluation through various competitive analysis and also will get to know the basics and approaches of Media Budget	
			CO 5	Understand the elements of Media Plan, building various types of media plan such as Print, TV, Radio etc.	
			CO 6	Comprehend the concepts of BDI and CDI and how to build a media plan	
	4.3	4.3 Managing Retail Environment	CO 1	Equip students in the field of retailing environment	
			CO 2	Apply of retail strategy planning and process so as to be real world professionals and practitioners	
			CO 3	Learn sound conceptual principles of retail	
	4.4	4.4 Retail Strategy & Retail Branding	CO 1	Describe theoretical concepts and frameworks of retail strategy and retail branding	
			CO 2	Analyze real life cases of industry and identify how the concepts relate to business practice	
			CO 3	Demonstrate and apply the concepts to a real business scenario	
			4.5 Advertising	CO 1	Understand how different types of advertising works in different situation

	4.5	4.5 Advertising & Public Relations	CO 2	Develop efficient decision making related to marketing communication
			CO 3	Apply the advertising and PR as an effective tool of Marketing strategy in general and of promotion strategy in particular
	4.6	4.6 Mall Management & Retail Store Management	CO 1	Equip students with awareness of the retail scenario in India
			CO 2	Learn the development process of Mall Management
			CO 3	Understand the concept of tenant mix
			CO 4	Learn marketing planning of a mall
			CO 5	Learn about Maintenance Management of a mall
	4.7	4.7 Social Media Marketing & Digital Marketing	CO 1	Understand the basic metrics to measure and optimise a Digital campaign
			CO 2	Apply social media principles on Digital Platforms
		4.2	4.2 International Employee Branding & Employer Value Proposition	CO 1
CO 2				Applying brand building principles in creation, nurturing and maintaining employer and employee brands
CO 3				Apply brand building principles in creating and maintaining corporate brand through HR functions like effective leadership and corporate governance
4.3		4.3 International HRM	CO 1	Discuss planning and recruitment techniques in the international context
			CO 2	Explain about employment relations in international context
			CO 3	Assess international compensation and benefits, global practices and challenges
				CO 1

Trimester IV - Int HRM	4.4	4.4 Latest Trends in HRM	CO 2	Dealing with a VUCA environment, challenges and strategies
			CO 3	Discuss how Social Media affects organisations and can be used to leverage HR
			CO 4	Determine effect of Technology on HR and need for Analytics in HR
	4.5	4.5 Management of CSR in India & Abroad	CO 1	Discuss Definitions, Concepts and International Frameworks, History and evolution of CSR
			CO 2	Explain the issues in Indian Economy and Social Development Government Expectations, Roles and Responsibilities, CSR and Companies Act 2013
			CO 3	Explain the Preparation, Formulation process, implementation, monitoring and audit of CSR Policy
			CO 4	Describe the role of Brand Building and Corporate Image, Role of Civil Society, Social Entrepreneurs, Supply Chain, banking, Investors in Corporate Governance, CSR and Sustainable Development.
	4.6 A.	4.6 A Global Business Strategy	CO 1	Identify and analyze the company strategy in global business
			CO 2	Examine the competition in the home market
			CO 3	Examine the competition the the foreign market
			CO 4	Application of ethics in business
	4.6 B.	4.6 B International Economics	CO 1	Analyse the International Trade theories
			CO 2	Synthesize the macro economic theories with the theories of International trade
			CO 3	Assess the policy decisions taken by countries regarding international trade for economic growth
	4.7	4.7 HR Trend, Process Design & Automation	CO 1	Understand how to manage data efficiently in day to day operation and troubleshooting
CO 2			Create data to make Analysis & suggest improvement in HR process	

Trimester V	5.1	5.1 Business Environment & Ethics	CO 1	Define the theoretical and practical aspects of Ethics
			CO 2	Apply ethical reasoning to real-world situations
	5.2	5.2 Leading & Managing Projects	CO 1	Recognize the Project Management knowledge areas with key inputs, tools and techniques, and outputs
			CO 2	Understand the Project Management policies and procedures required to fulfil Professional Responsibility
			CO 3	Apply Project Management principles through class exercises in project scope management, project time management and teaming
	5.3	5.3 Business Data Analytics	CO 1	Enable all students to recognise, understand and apply the R language models of the field of business analytics
			CO 2	Foster an ability to critically analyse, synthesise and solve complex unstructured business problems
			CO 3	Encourage an aptitude for business improvement and innovation action
	5.4	5.4 High Performance Leadership	CO 1	Describe the basic concepts of leadership
			CO 2	Understand different types of leadership
			CO 3	Describe levels of leadership
			CO 4	Describe the application of transformational leadership
	5.5 (FIN)	5.5 (FIN) Financial Market, Regulations & Compliance	CO 1	Explain the importance of SEBI Act and SCRA act in Financial market regulation and proectecting the interest of investors
			CO 2	Demonstrate the understanding of FEMA Act and SEBI regulations for Mutual Fund and insider trading
			CO 3	Explain the understanding of Prevention of money laundering Act, NBFC ACT and DRT Act and draw linkages of law with organization and the Society as whole
			CO 4	Describe the grievance redressal compliance followed by Regulations like SEBI, RBI and IRDA

	5.5 (MKTG)	5.5 (MKTG) Market Research & Analytics	CO 1	Interpret the concepts of research and develop skills to carry out research for business
			CO 2	Determine and evaluate the use and usage of various data analysis tools and techniques
			CO 3	Demonstrate how to organise and conduct research in a more appropriate manner, and build better data analysis skills which will further help to make critical decisions
	5.5 (HR)	5.5 (HR) Employment Laws	CO 1	Explain concepts, ideas, processes, methods and procedures of different employment laws
			CO 2	Acquire the capacity to apply these legal provisions while working as and when context demands
			CO 3	Manage employee grievances and develop ethical & legal system in the organization
Trimester VI	6.1	6.1 Strategy & Leadership	CO 1	Underline the role of strategy in leadership
			CO 2	Describe the roles and responsibility of strategy leaders
			CO 3	Access the competency it required to be a strategy leaders
	6.2	6.2 Strategic Management	CO 1	Comprehend the concept of SM and its significance
			CO 2	Apply different types of strategies for implementation in various functional departments
			CO 3	Analyse the stuck in the middle strategy faced by organization while implementing strategic mission and vision of top management
			CO 4	Evaluate the strategic fit of the organization by using different strategic matrixes
			CO 5	Analyse different leadership qualities and team management