



DEPARTMENT OF MANAGEMENT STUDIES
FACULTY OF COMMERCE & MANAGEMENT STUDIES
JAI NARAIN VYAS UNIVERSITY, JODHPUR
(Opposite Senapati Bhawan)

DMS-PO, PSO, COs for all program

Program Objective- Master of Business Administration (MBA) focuses to develop managerial ability in students. Following are the main program objectives of MBA.

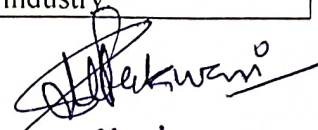
- PO1- Business Leadership and Management- To demonstrate an ability to apply a significant amount of business administration knowledge within the following domains of the MBA program.
- PO2-Strategic Planning and problem solving skills- To demonstrate an ability to identify problems.
- PO3- Communication and Team Management Skills- To demonstrate an ability to communicate effectively with all stakeholders and mobilize team for a common purpose.
- PO4- Social Responsibility & Ethical decision- making skills- To demonstrate the ability to understand and analyze corporate social responsibilities and apply ethical decision making principles during day-to- day operations.
- PO5- Entrepreneurship- To develop the enthusiasm in students to create successful start-ups in India for generating the maximum revenue.

Masters of Business Administration – (MBA)

Program Specific Objective (PSO) - To empower students with the skills and knowledge of their choice in various functional areas to tap into the future.

Semester I

Subject Code	Subject	Subject Objective
101	Principles and practices of Management	To inculcate the ability to apply the multifunctional approach to the organizational objective
102	Accounting for Managers	To develop the skills and knowledge in students to maximize profit and minimize losses
103	Managerial Economics	To analyze economic problems of business & suggest solutions
104	Quantitative Techniques	To classify features, count them, and construct statistical models
105	Organizational Behavior	To understand the human interactions in an organization
106	Information Technology for Managers	To develop more efficient and functional capabilities that enables the organization to be competitive in industry


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107	Communication Skills Development	To develop the communication skills and soft skills of the students.
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Semester 2

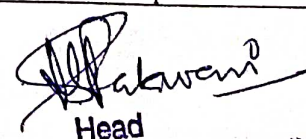
Subject Code	Subject	Subject Objective
201	Financial Management	To develop the skills and abilities helps them in maximizing the revenue.
202	Human Resource Management	To create availability of a competent and willing workforce to the organization
203	Marketing Management	To maximize consumer satisfaction; and maximize enterprise profitability
204	Production and operation management	To provide knowledge of logistics for better productivity of the organization.
205	Business Research Methods	To gain deeper insights into the contenders & current market trends,
206	Business Environment	To understand the different environments in the business climate

Semester 3

Subject Code	Subject	Subject Objective
301	Entrepreneurship and start-up management	To empower people to create employment opportunities
302	International Business	To provide knowledge, skills, and abilities to understand the global economic, political, cultural, and social environment within which firms operate.
303	Legal Aspects of Business	To gain knowledge of the branches of law related to business transactions, certain corporate bodies, and related matters

Semester 4

Subject Code	Subject	Subject Objective
401	Business Policy and Strategic Management	To develop in students a holistic perspective of the enterprise and


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		critical business skills needed to plan and manage strategic activities effectively.
402	Organizational Effectiveness and Change	To implement clear decision-making processes and communication pipelines.
403	Project Management-	To plan, organize, motivate, and control the resources to achieve specific project goals

Program Objective- Master of Business Administration (MBA) focuses on to develop managerial ability in the students. Following are the main program objectives of MBA.

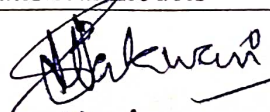
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- PO3- Communication and Team Management Skills- To demonstrate an ability to communicate effectively with all stakeholders and mobilize team for a common purpose.
- PO4- Social Responsibility & Ethical decision- making skills- To demonstrate the ability to understand and analyze corporate social responsibilities and apply ethical decision making principles during day-to- day operations.

Masters of Business Administration Executive – (MBA E)

Program Specific Objective (PSO) – To enhance the skills and professional competencies of the students and polish their working skills from top faculty and get expert mentorship with 360 degree career support.

Semester I

Subject Code	Subject	Subject Objective
E 101	Principles and practices of Management	To inculcate the ability to apply the multifunctional approach to the organizational objective
E 102	Accounting for Managers	To enhance the skills and abilities of students to generate maximum revenue
E 103	Managerial Economics	To analyze economic problems of business & suggest solutions
E 104	Quantitative Techniques	To classify features, count them, and construct statistical models


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E 105	Organizational Behavior	To understand the human interactions in an organization
E 106	Information Technology for Managers	To learn how to get maximum Results with Minimum Efforts

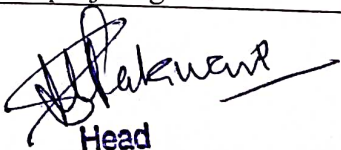
Semester 2

Subject Code	Subject	Subject Objective
E 201	Research Methodology	To gain deeper insights into the contenders, current market trends,
E 202	Marketing Management	To develop the skills and abilities in the students helps them in maximizing the revenue with due consideration of customer satisfaction.
E 203	Production and operation management	To enhance the knowledge of production and operations in creating better logistics and operations.
E 204	Financial Management	To achieve optimal profit
E 205	Human Resource Management	To make availability of a competent and willing workforce to the organization
E 206	Legal Aspects of Business	To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies, and related matters

Semester 3

Subject Code	Subject	Subject Objective
E 301	Business Environment	To understand the different environments in the business climate
E 302	Business Communication	To develop the communication skills and soft skills of the students.
E 303	Organizational effectiveness and change	To implement clear decision-making processes and communication pipelines
E 304	Project Management	To plan, organize, motivate, and control the resources to achieve specific project goals

Semester 4


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Subject Code	Subject	Subject Objective
E 401	Business policy and strategic management	To offer guidelines for managers to take appropriate decisions. 2) Strategic Management is a means of putting a policy into effect within certain time limits.
E 402	Entrepreneurship and small business management	To empower people to create employment opportunities
E 403	International Business	To provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural, and social environment within which firms operate.
E 404	Business Ethics and Corporate Governance	To understand the Business Ethics and to provide best practices of business ethics.

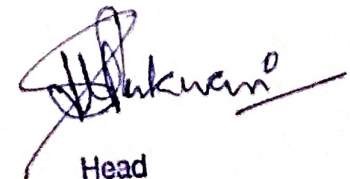
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- PO2-Strategic Planning and problem solving skills- To demonstrate an ability to identify problems.
- PO3- Communication and Team Management Skills- To demonstrate an ability to communicate effectively with all stakeholders and mobilize team for a common purpose.
- PO4- Social Responsibility & Ethical decision- making skills- To demonstrate the ability to understand and analyze corporate social responsibilities and apply ethical decision making principles during day-to- day operations.
- PO5- Entrepreneurship- To develop the enthusiasm in students to create successful start-ups in India for generating the maximum revenue.

Masters of Business Administration Financial Services – (MBA FS)

Program Specific Objective (PSO) - To empower students with the skills and knowledge of their choice in various functional areas of finance to tap into the future.

Semester I


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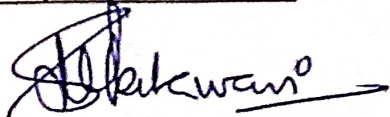
Subject Code	Subject	Subject Objective
FS 101	Management Process and Organizational Behavior	To understand the human interactions in an organization
FS 102	Quantitative Methods	To classify features, count them, and construct statistical models
FS 103	Managerial Economics	To analyze economic problems of business suggest solutions
FS 104	Computer application and managerial skill development	To operate a variety of advanced spreadsheet, operating system and word processing functions
FS 105	Accounting for Managers	To enable managers to maximize profit and minimize losses
FS 106	Human Resource Management	To make available of a competent and willing workforce to the organization

Semester 2

FS 201	Corporate evolution and strategic management	To put a policy into effect within certain time limits.
FS 202	Business Legislation	To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies, and related matters
FS 203	Financial Management	To achieve optimal profit
FS 204	Research Methodology	To gain deeper insights into the contenders, current market trends,
FS 205	Management Information system	To study of people, technology, organizations, and the relationships among them.
FS 206	Financial Services	To maintain the public's confidence in the financial system.

Semester 3

Subject Code	Subject	Subject Objective
FS 301	Risk management	To help an students to identify, evaluate, analyze, monitor, and mitigate the risks that threaten the achievement of the organization's strategic objectives in a disciplined and systematic way



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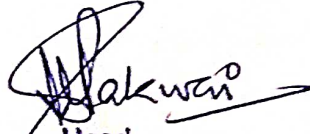
FS 302	Financial Institutions and markets	To learn how to maintain the public's confidence in the financial system.
FS 303	Merchant Banking services	To learn how to maintain the public's confidence in the financial system.
FS 304	Commercial Bank management	To deal with the management of deposits, lending activities, investments, bank capital, bank liquidity and off-balance sheet activities
FS 305	Marketing of Financial Services	To learn how to maintain the public's confidence in the financial system.

Semester 4

Subject Code	Subject	Subject Objective
FS 401	Portfolio Management	To learn how to create wealth through capital appreciation. Protecting your earnings from market volatility
FS 402	International Financial Management	To maximize shareholder wealth.
FS 403	Insurance Management	To learn how to minimize of losses arising from future risks and uncertainties
FS 404	Foreign Exchange Management	To help learning facilitate external trade and payments in India.
FS 405	Mergers acquisition and corporate restructuring	To mitigate the weaknesses of either business and to bolster their combined strengths

Program Objective- Master of Business Administration (MBA) focuses on to develop managerial ability in the students. Following are the main program objectives of MBA.

- **PO1- Business Leadership and Management-** To demonstrate an ability to apply a significant amount of business administration knowledge within the following domains of the MBA program.
- **PO2-Strategic Planning and problem solving skills-** To demonstrate an ability to identify problems.


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- **PO3- Communication and Team Management Skills-** To demonstrate an ability to communicate effectively with all stakeholders and mobilize team for a common purpose.
- **PO4- Social Responsibility & Ethical decision- making skills-** To demonstrate the ability to understand and analyze corporate social responsibilities and apply ethical decision making principles during day-to- day operations.

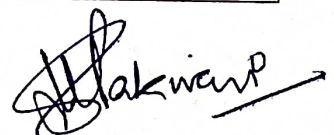
Masters of Business Administration Tourism & Hospitality – (MBA T & H)

Program Specific Objective (PSO) - To help students clutch unprecedented growth and ever increasing career opportunities in tourism and hospitality related services.

Semester I

Subject Code	Subject	Subject Objective
T&H 101	Fundamentals of Tourism	To understand what tourism is: definition, components, and importance.
T&H 102	Profile of India & Rajasthan	To develop the understanding of the main destinations and festivals of India and Rajasthan.
T&H 103	Quantitative Techniques and Statistical Methods	To objective measurements and the statistical, mathematical, or numerical analysis of data
T&H 104	Basics of Hospitality	To acquire basic knowledge, skill, personal qualities and competencies which are essential for the exceptional and ethical practice of the hospitality and tourism profession.
T&H 105	Managerial Economics	To analyze economic problems of business and suggest solutions and help the managers in decision-making.
T&H 106	Principles and practices of Management	To provide an understanding of basic concepts, principles, and practices of management.

Semester 2



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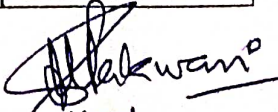


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Subject Code	Subject	Subject Objective
T&H 201	Hotel Industry	To provide knowledge of the ways to generate maximum revenue in hotel industry
T&H 202	Tourism Marketing	To promote the business, make it stand out from rivals, attract customers, and generate brand awareness
T&H 203	Organizational Behavior	To understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals.
T&H 204	Travel Agency and tour operation	To manage & Understand Changing Roles of Travel Agents and Tour Operators
T&H 205	Research Applications in Tourism	To understand the characteristics, preferences, attitudes and opinions of visitors and the travel trade.
T&H 206	Financial Management	To develop the skills in students which help them in optimizing profit by minimizing cost of the firm.

Semester 3

Subject Code	Subject	Subject Objective
T&H 301	Tourism and travel Industry of India	To understand the destinations and travel industry of India
T&H 302	Hotel Management and Operation	To develop the basic skills of the students who will be working in the hospitality industry in the near future
T&H 303	Strategic Tourism management	To implement priority development goals in tourism, defined by the national economy which is affected by development of tourism.
T&H 304	Human Resource management	To make available competent and willing workforce for the tourism sector.
T&H 305	Global tourism geography	To develop an understanding as well as a sense of responsiveness for


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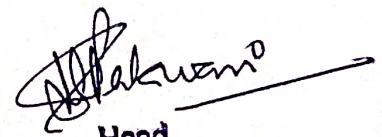
		cultural values and traditions that exist beyond their own culture.
T&H 306	Tourism products of India	To provide knowledge of heritage, cultural, medical, business and sports tourism.

Semester 4

T&H 401	Eco tourism and Environment	To overarching goal of ecotourism is to create experiences that benefit everyone equally, not just the tourist and stakeholders
T&H 402	Business Communication	To develop the communication skills and soft skills of the students.
T&H 403	Event Management	To imbibe knowledge on analyzing, marketing, planning and strategies in business administration to its students.
T&H 404	Hotel Management	To develop the basic skills of the students who will be working in the hospitality industry in the near future.
T&H 405	Itinery planning and ticketing	To develop Practical knowledge in Travel Industry
T&H 406	IT for tourism	To help tourism and hospitality industries replace expensive human labor with technological labor

Program Objective- Post Graduate Diploma in Human Resource Management focuses on to develop managerial ability in the students. Following are the main program objectives of PGDTHM

- **PO1- Business Leadership and Management-** To demonstrate an ability to apply a significant amount of business administration knowledge within the following domains of the MBA program.
- **PO2-Strategic Planning and problem solving skills-** To demonstrate an ability to identify problems.
- **PO3- Communication and Team Management Skills-** To demonstrate an ability to communicate effectively with all stakeholders and mobilize team for a common purpose.
- **PO4- Social Responsibility & Ethical decision- making skills-** To demonstrate the ability to understand and analyze corporate social responsibilities and apply ethical decision making principles during day-to- day operations.


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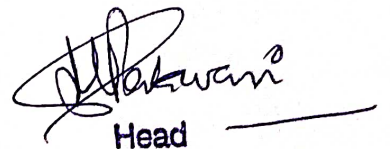
Post Graduate Diploma in Human Resource Management (PGDTHM)

Program Specific Objective (PSO) - To help students clutch unprecedented growth and ever increasing career opportunities in tourism and hospitality related services.

To prepare students for a variety of roles including HR generalist or specialist in compensation, global human resources, employment relations and employee development.

Semester I

Subject Code	Subject	Subject Objective
101	Profile of India	To strengthen and renew the bond of brotherhood and belongingness.
102	Tourism and Travel Management	To provide relevant and up to date knowledge of travel and tourism
103	Hotel Management Operations	To develop the basic skills of the students who will be working in the hospitality industry in the near future
104	Hotel Management- Management and Control	To produce graduates who have: Acquired basic knowledge, skill, personal qualities and competencies which are essential for the exceptional and ethical practice of the hospitality and tourism profession.


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