



MBA 2016
Pattern



Gokhale Education Society's
J.D.C. Bytco Institute of Management Studies and Research, Nashik 5

Program outcomes:

1. To equip students with requisite knowledge, problem solving ability and skills
2. To inculcate team spirit and leadership
3. To develop strong professional and ethical values
4. To develop capability of assuming a pivotal role in various sectors of the Indian Economy
5. To develop sensitivity towards environmental, social issues and sustainability
6. To harness entrepreneurial approach and skillsets.

Program specific outcomes:

1. Apply knowledge, skills to achieve desired results.
2. To be able to apply collaboration, delegation, planning, controlling, communication and decision-making to solve problems.
3. To be able to use critical thinking, through research and analysis provide solutions to managerial problems
4. Actions taken should be deeply rooted with ethics and sensitivity towards environmental, social issues and sustainability


Dr. S.T. Aurangabadkar
Director



Gokhale Education Society's
J.D.C. Bytco Institute of Management Studies and Research, Nashik 5
Course Outcomes for MBA Programme (2016 Pattern)

Core Subjects:

Course Code and Course Name	Course Outcomes
101 Accounting for Business Decisions	<ol style="list-style-type: none"> 1. To understand the basic concepts of financial accounting, cost accounting and management accounting. 2. To understand difference between financial, cost accounting and management accounting 3. To know various tools from accounting and cost accounting that would facilitate the decision making. 4. To develop analytical abilities to face the business situations.
102 Economic Analysis for Business Decisions	<ol style="list-style-type: none"> 1. To understand basic concepts of economics, demand and supply and cost concepts 2. To equip the students with tools and techniques of managerial economics and appreciate its relevance in decision making. 3. To equip students with an understanding of how economics affect the business strategy To understand role of and functions of Money and Capital Markets in India 4. To familiarize with terms and practices related to National Income
103 Legal Aspects of Business	<ol style="list-style-type: none"> 1. To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders. 2. To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively 3. To understand meaning and essentials of various general business laws 4. To know the liabilities of the business under general business laws
104 Business Research Methods	<ol style="list-style-type: none"> 1. To understand the concept and process of business research in business environment 2. To know how to use research techniques for exploratory, conclusive and causal research 3. To understand the concept of measurement in empirical systems 4. To use statistical techniques for analysis of research data 5. To learn to draft a research proposal and write a Research Report
105 Organizational Behaviour	<ol style="list-style-type: none"> 1. Describe the concept Organisational Behaviour and understand the need to study it under management and gain understanding of how human behavior influences organizational performance 2. Understand individual processes like personality, attitude, perception, values and belief and how it influences individual and group behavior 3. Understand and describe classification of different motivation theories

	<ol style="list-style-type: none"> 4. Realize the importance of organization culture and role of leadership 5. and explain the need for Organizational Change and methods to overcome Resistance to Change
106 Basics of Marketing	<ol style="list-style-type: none"> 1. To introduce marketing as a business function and a philosophy 2. To emphasize importance of understanding external environment in marketing decision making 3. To expose students to marketing approaches for services, goods, household consumers and organizational buyers. 4. To learn the concepts of Segmentation, Target Marketing & Positioning

Elective Subjects:

Course Code and Course Name	Course Outcomes
107 Management Fundamentals	<ol style="list-style-type: none"> 1. To know the various concepts of management 2. To understand the contemporary management practices 3. To acquaint with professional challenges that managers face in various organization 4. To appreciate the emerging ideas and practices in the field of management
109 MS Excel & Advanced Excel Lab	<ol style="list-style-type: none"> 1. To acquire basic to intermediate skills for using Excel in the classroom and Business Applications 2. To get hands-on experience on MS Excel Utilities 3. To learn to use Analysis Tool Pak of Excel 4. To gain proficiency in creating solutions for Data Management and Reporting
114 Foreign Language - I Lab	<ol style="list-style-type: none"> 1. To learn chosen Foreign Language Skill to manage basic oral and written Communication 2. To build a basic vocabulary in the selected Foreign Language
115 Enterprise Analysis - Desk Research	<ol style="list-style-type: none"> 1. To acquaint with basic aspects of an Enterprise 2. To understand the need for Enterprise Analysis and the steps involved in it 3. To learn to analyze an Enterprise w.r.t given set of basic parameters 4. To know basic terminology used in Enterprise Analysis

Core Subjects:

Course Code and Course Name	Course Outcomes
201 Marketing Management	<ol style="list-style-type: none"> 1. To introduce concepts of New Product Development & Product Life Cycle 2. To understand concept of Marketing Mix as a framework for Marketing Decision making 3. To emphasize the need, importance and process of Marketing Planning and Control

	4. To sensitize the students to the dynamic nature of Marketing Function
202 Financial Management	<ol style="list-style-type: none"> 1. To understand various concepts related to financial management. 2. To understand the meaning of Capital Structure and factors affecting it 3. To study in detail, various tools and techniques in the area of finance. 4. To develop the analytical skills that would facilitate the decision making in Business situations. 5. To learn to solve numerical problems on Cost of Capital, Ratio analysis, Fund flow statement, Capital budgeting and Working Capital
203 Human Resource Management	<ol style="list-style-type: none"> 1. To understand and appreciate the role of HRM in an organization 2. To learn how HRM provides competitive advantage through people 3. To learn to study and design HRM system 4. To understand various management processes like HR planning, training and development, compensation and employee relations linked with human resource
204 Decision Science	<ol style="list-style-type: none"> 1. To understand role of quantitative techniques in managerial decision making 2. To understand process of decision problem formulation 3. To understand applications of various quantitative techniques in managerial settings 4. To understand various concepts like probability, networking, simulation linked with managerial decision making
205 Operations & Supply Chain Management	<ol style="list-style-type: none"> 1. Introduction to Operations Management and Processes 2. To familiarize with various concepts of Quality 3. To learn role and functions Production Planning & Control 4. To understand process of Inventory Planning and Control 5. Introduction to Supply Chain Management and its integrated framework
206 Management Information Systems	<ol style="list-style-type: none"> 1. Introduction to need, purpose and objectives of Management Information Systems 2. To develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business 3. To learn to use Information Technology to gain competitive advantage in business 4. To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce 5. Discuss applications of MIS in functional areas and service sector with help of case studies

Elective Subjects:

Course Code Course Name	Course Outcomes
207 Emotional Intelligence & Managerial Effectiveness Lab	<ol style="list-style-type: none"> 1. To understand emotional intelligence and develop emotional competence 2. To learn Theories of Individual & Organizational 3. To develop understanding and competence for personal and managerial effectiveness 4. To learn to work at individual and group level
211	1. To understand relationship between political power and geographic space amidst

Geopolitics & the World Economic System	<p>world economic system</p> <ol style="list-style-type: none"> To learn about various facets of international political economy & national system political economy Introduction to International Monetary System To understand interrelationship between the trading system, international financial system and the participants in the changed economic system
213 Computer aided Personal Productivity Tools Lab	<ol style="list-style-type: none"> To gain mastery in MS Office To enhance personal productivity through advanced features of MS Word, MS Excel & MS PowerPoint Learn to use MS Outlook Introduction to basic social networking tools
215 Industry Analysis-Desk Research	<ol style="list-style-type: none"> To understand the dynamics of a specific industry To acquaint with financial aspects particular to an industry To gain knowledge of recent developments in a specific industry To understand cross functional perspective of the functioning of a business enterprise and an industry

Core Subjects:

Course Code Course Name	Course Outcomes
301 Strategic Management	<ol style="list-style-type: none"> To expose participants to various perspectives and concepts in the field of Strategic Management To learn to analyze company's internal environment To help develop skills for applying Strategic Management concepts to the solution of business problems To help students master the analytical tools of strategic management To understand the link between Sustainability & Strategic Management
302 Enterprise Performance Management	<ol style="list-style-type: none"> To acquaint the students with a perspective of different facets of management of an enterprise To provide inputs with reference to the Investment Decisions along with the techniques for those decisions To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing To develop the knowledge of the concept of auditing and its applicability as performance management tool
303 Startup and New Venture Management	<ol style="list-style-type: none"> Gain an understanding of Entrepreneurship concept, the competencies and traits required to choose entrepreneurship as a career Learn through case studies various factors leading to success /failures of entrepreneurs Learn to identify Entrepreneurial opportunities and business idea Define Small Scale Enterprise and its role in Economic Development of India Understand the format of Project Report

	6. Get acquainted with role of various support institutions in Entrepreneurial Growth and specific laws related to the same
304 Summer Internship Project	<ol style="list-style-type: none"> 1. To give an insight into the working of the real organizations 2. To gain deeper understanding in specific functional areas 3. To appreciate the linkages among different functions and departments 4. To help the students in exploring career opportunities in their areas of interest 5. To offer opportunity for the students to acquire on job the skills, knowledge and attitudes

Core Specialisation Subjects:

Course Code and Course Name	Course Outcomes
305MKT Contemporary Marketing Research	<ol style="list-style-type: none"> 1. To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective. 2. Learn to evaluate a research proposal & understand the quality of research studies 3. To learn the basic skills to conduct professional marketing research. 4. To understand the applications of business research tools in Marketing decision making.
306MKT Consumer Behaviour	<ol style="list-style-type: none"> 1. To highlight the importance of understanding consumer behavior in Marketing. 2. To study the environmental and individual influences on consumers 3. To understand consumer behavior in Indian context. 4. Introduction to Consumerism, Organizational Buying and Organizational Influences on Buying Behavior
305 FIN Direct Taxation	<ol style="list-style-type: none"> 1. To understand the basic concepts in Income Tax Act, 1961. 2. To Calculate Gross Total Income and Tax Liability of an Individual. 3. To acquaint with online filling of various forms and Returns. 4. To learn to solve numerical problems on Income from Salary, Income from House Property, Profits and Gains of Business or Profession and Computation of Taxable Income, Tax Liability of an Individual 5. To do practicals on TDS, Advance Tax and E-filing of IT Returns
306 FIN Financial Systems of India, Markets & Services	<ol style="list-style-type: none"> 1. Introduction to practical dynamics of the Indian Financial System, Markets, Institution and Financial Services. 2. To acquainted with Regulators of Financial System in India 3. To understand Concept, Nature and scope of financial Services, Merchant Banking and Venture Capital 4. To gain knowledge of various Financial Institutions in India

305 HR Labour and social security Laws	<ol style="list-style-type: none"> 1. Introduction to Philosophy of Labour Laws 2. To make the students understand rationale behind labour laws 3. To equip students with important provisions of various labour laws 4. To give students insight into the implementation of labour laws.
306 HR Human Resource Accounting & Compensation Management	<ol style="list-style-type: none"> 1. To understand concepts related to human resource accounting & compensation management 2. To understand the Investment Approach of Human Resource & 3. Human Capital Investment 4. To gain knowledge of theories related to compensation Management 5. To understand Issues Related to Compensation
305 SCM Essentials of Supply Chain Management	<ol style="list-style-type: none"> 1. To understand how supply chain impacts all areas of the firm 2. Introduction to basic concepts of supply chain management 3. To understand the building blocks of SCM 4. To provide insights into supply chain's linkages with customer value
306 SCM Logistics Management	<ol style="list-style-type: none"> 1. To make students understand the role and importance of logistics in modern day economy. 2. To discuss the relationship between logistics and other functional areas. 3. analyze logistics systems from different perspectives to meet desired corporate objectives 4. Introduction to Service Response Logistics- service Operations and service productivity
305 OPE Planning & Control of Operations	<ol style="list-style-type: none"> 1. Introduction to Planning & Control of Operations 2. To understand role of forecasting in the operations planning process. 3. To know the need for aggregate planning and the steps in aggregate planning. 4. To understand how is capacity planning is done in organizations and its relationship with MRP 5. To know the importance of scheduling in operations management
306 OPE Inventory Management	<ol style="list-style-type: none"> 1. Introduction to elements of Inventory Management 2. To understand the impact of types of inventory costs on inventory management decisions 3. To learn the principles of JIT 4. To know the factors influencing Make Or Buy Decisions
305IT IT Management and Cyber Laws	<ol style="list-style-type: none"> 1. To introduce Computer Input output technologies and devices 2. To Understand hardware and networking management 3. To introduce general application software and their management 4. To understand System software and their management 5. To understand computer security management and management of IT people 6. To know Cyber laws and related concepts 7. To certifying authorities, domain name related issues and cyber crime
306 IT E- Business	<ol style="list-style-type: none"> 1. To introduce E- Business basics with architecture 2. To understand e- business infrastructure and design

and Business Intelligence	<ol style="list-style-type: none"> 3. To understand E- Business Strategy 4. To introduce Business Intelligence related concepts 5. To understand BI applications in HR, CRM and production
305 IB International Business Economics	<ol style="list-style-type: none"> 1. To understand background of Internal Business and economics 2. To understand International trade theory 3. To understand International Trade Policy and Foreign Exchange 4. To understand World Financial Environment 5. To understand International banking concepts- related to reserves, debt and risk
306 IB Export Documentation and Procedures	<ol style="list-style-type: none"> 1. To understand significance of procedures and documentation in International Trade 2. To understand export related documentation and procedures like 3. To know methods of payment, UCPDC guidelines, RBI provisions 4. To know Role of EXIM bank and ECGC 5. To know major export promotion schemes in India 6. To understand major laws governing International trade

Elective Specializations Subjects:

Course Code and Course Name	Course Outcomes
307MKT Integrated Marketing Communication	<ol style="list-style-type: none"> 1. To gain understanding of tools available for Marketing Communications 2. To understand basic principles of planning and execution in Marketing Communications 3. To learn concepts and techniques in the application for developing and 4. designing an effective advertising and sales promotion program 5. To acquaint with facets of advertising, public relation and promotion Management
310 MKT Personal Selling Lab	<ol style="list-style-type: none"> 1. Introduction to Personal Selling & Salesmanship 2. To understand various Personal Selling Processes like Prospecting, Customer need discovery & Analysis 3. To understand role of sales executives as planners of sales operations 4. To understand Skills for Personal Selling like Negotiation, Communication, Listening Skills, Presentation and Demonstration
312 MKT Customer Relationship Management	<ol style="list-style-type: none"> 1. Introduction to core concepts and fundamentals of CRM 2. To understand CRM as a business strategy 3. To understand the process of managing Customer Life Cycle 4. To know how to manage Networks for CRM
315 MKT Marketing of Financial Services -I	<ol style="list-style-type: none"> 1. To understand financial market fundamentals 2. To understand mutual funds 3. To understand insurance and marketing channels in Insurance markets 4. To understand other financial services like leasing, housing finance, credit cards 5. To understand the marketing of financial services

307FIN Strategic Cost Management	<ol style="list-style-type: none"> 1. To understand Meaning and scope of Strategic Cost Management 2. To know techniques of strategic cost management 3. To understand concepts of activity based costing 4. To understand value based concepts of value based organization 5. To understand learning curve theory 6. To know lean management
311 FIN Equity Research, Credit Analysis and Appraisal	<ol style="list-style-type: none"> 1. To understand concepts of equity research 2. To understand financial modeling design 3. To understand company analysis using market information 4. To understand company analysis using technical analysis 5. To know how to write equity research report 6. To understand principles of credit management 7. To understand importance of documentation and security of documentation
313FIN Banking Operations-I	<ol style="list-style-type: none"> 1. To introduce history of banking 2. To understand regulatory framework 3. To understand types of banks and banking 4. To understand funding and recovery 5. To understand concepts of banking and accounting of transactions
316 FIN Financial Instruments and derivatives	<ol style="list-style-type: none"> 1. Introduction to the theory and practice of financial instruments 2. To understand money market instruments 3. To understand capital market instruments 4. To understand derivatives 5. To understand option contract
307HR Employee Health & Safety	<ol style="list-style-type: none"> 1. To understand basic concepts of safety management 2. To understand concept of Occupational and Work Related Health and Safety 3. To understand various provisions of employee health and safety 4. To understand labour welfare concepts 5. To understand environmental pollution and protection related concepts
314HR Lab in Recruitment and Selection	<ol style="list-style-type: none"> 1. To understand the aspects of recruitment advertisements - Job Specification/ 2. description, Mode of selection, Other details - Documentation for Recruitment 3. To study sample recruitment advertisements from Newspaper 4. To study interview modes, List of questions for interviewers, methods of interviews
316 HR Lab in Training	<ol style="list-style-type: none"> 1. To make students understand training need analysis 2. To study training programs of various companies 3. To help students design Training Programmes 4. To make students understand & design training methods
318HR Lab in	<ol style="list-style-type: none"> 1. To understand drafting of interview letters, appointment orders, promotion, transfer letters etc.

Personnel Administration- Application and Procedure	<ol style="list-style-type: none"> 2. To understand drafting of suspension orders, show-cause notice, memo, charge sheet, warning, letter of termination 3. To understand rules and calculations of superannuation, gratuity, bonus, TDS etc. 4. To solve practical assignments of above
309 OPE Facilities Planning	<ol style="list-style-type: none"> 1. Introduction to Facilities Planning – its significance and objectives 2. To understand various aspects related to Logistics and Facilities Location 3. To understand Warehouse operations and functions 4. To understand scope and principles of Material Handling
310 OPE Manufacturing Resource Planning	<ol style="list-style-type: none"> 1. To understand need, objectives and functions of Master Production Scheduling 2. To understand Capacity Management and Requirement Planning 3. To know Roles and functions of Material Requirements Planning-I 4. To know Roles and functions of Material Requirements Planning-II
313 OPE Designing Operations Systems	<ol style="list-style-type: none"> 1. To understand concept of Process Analysis- Types, Measuring Process Performance 2. To understand the Job Design concept- Labour Specialization, Job Enrichment etc 3. To know Work Measurement concepts - Time Study, Work Sampling, Comparison 4. To understand Designing of various Service Processes like Production line approach, Self-service approach and Personal attention approach
314 OPE Toyota Production System	<ol style="list-style-type: none"> 1. To understand operational excellence as a strategic weapon 2. To know Toyota Production System (TPS) and Lean Production 3. To understand the concept Waste Elimination 4. To learn 14 Toyota Way Principles
307 SCM Managing Material Flow in Supply Chains Management – I	<ol style="list-style-type: none"> 1. To understand various Flows in Supply Chain 2. To understand functionality and Principles of Transportation 3. To acquaint with Warehouse Management and Operations 4. To understand the essentials of Packaging and Materials Handling from Logistics point of view
308 SCM Inventory Management	<ol style="list-style-type: none"> 1. To understand the Process of Aggregate Planning and its link with Inventory Management 2. To understand concept of Supply Chain Inventory and 3. To study basic variants of EOQ models 4. To recognize role and importance of Supply Chain 5. Inventory Management in delivering perfect customer order 6. To acquaint with safety and environmental aspects of Inventory Management
310 SCM Six Sigma	<ol style="list-style-type: none"> 1. To provide a comprehensive understanding of six sigma 2. To introduce the six sigma methodology and philosophy 3. To understand and use DMAIC (Design, Measure, Analyse, Improve and Control) model for implementing Six Sigma 4. To understand parameters on which impact of six sigma is measured

311 SCM Supply Chain Planning	<ol style="list-style-type: none"> 1. To understand essentials of Demand Management 2. To get acquainted to Supply Chain Aggregate Planning 3. 3 To understand how predictable variability in Supply Chain is managed 4. To understand basic Network Planning Design Models.
306 IB Export Documentatio n and Procedures	<ol style="list-style-type: none"> 1. To understand significance of documents and procedures in International trade, role of ICC, INCOTERMS 2. To understand export order processing and other related procedure and documentation 3. To understand payment methods, guidelines, role of EXIM bank 4. To understand major export promotion schemes and promoting institutions in India 5. To understand regulations for International trade
307 IB International Management	<ol style="list-style-type: none"> 6. To learn Concept, Dimensions and Approaches of International Management 7. To understand various challenges faced during Global Planning 8. To know Organization design and structure of international companies 9. To understand HR processes related to Management of Personnel with Different Social and Cultural Backgrounds
312 IB Global Logistics and supply chains	<ol style="list-style-type: none"> 1. To introduce Global Logistics ,documentation, transportation and air cargo 2. To understand carriage of goods by land, by sea and freight calculations 3. To know shipping formalities, intermediaries, major Port Trust Act 1963, and shipping corporation of India 4. To know about Indian and world major ports, sea routes and international chamber of shipping 5. To know about containerization, Container depots and freight stations
314 IB Legal Dimensions of International Business	<ol style="list-style-type: none"> 6. To understand legal framework of International Business 7. To understand legal framework of WTO 8. To know about various regulations and treaties 9. To understand Indian laws governing International Business transactions 10. To understand national and international dimensions of competition law and consumer law 11. To understand electronic commerce framework
315 IB Global Strategic Management	<ol style="list-style-type: none"> 1. To introduce global strategic management 2. To know about hybrid forms of economic organizations 3. To understand strategic issues and alternatives in globally competitive market 4. To understand corporate diversification strategies 5. To understand organizational learning
307 IT Software Engineering with System Analysis and design	<ol style="list-style-type: none"> 1. Introduction to Software Engineering, Software Process, Basic System Development Life Cycle 2. To understand different approaches and models for System 3. To know the process of Requirements Anticipation, Investigation and Specifications 4. To understand Use-case Driven Object oriented Analysis

310 IT Software Quality Assurance and CMM Levels	<ol style="list-style-type: none"> 1. To understand software quality and related concepts 2. To understand pre project SQA components 3. To understand SQA components on project life cycle activity assessment 4. To understand various factors in Software Quality 5. To understand Software Quality standards like ISO and CMM
311 IT E-learning tools and methods	<ol style="list-style-type: none"> 1. Introduce basic concepts of e- learning 2. To understand types of e-learning and technologies required. 3. To know hardware and networks used for E-learning 4. To know tools for accessing, offering and creating e-learning 5. To understand standards of e-learning and trends in e-learning
312 IT Software Marketing	<ol style="list-style-type: none"> 1. Introduction to the concept of Software quality 2. To understand Pre-project Software Quality Assurance (SQA) Components 3. To know SQA components in Project life cycle activities assessment 4. Introduction to Software Quality Factors

Core Subjects:

Course Code and Course Name	Course Outcomes
401 Managing for Sustainability	<ol style="list-style-type: none"> 1. To understand the concept of Corporate social responsibility 2. and its stakeholders 3. Introduction to the concept, need and importance of sustainable development 4. To understand meaning and purpose of Corporate Governance, issues related to it and best practice in governance 5. To appreciate Corporate Ethics and its relation to Corporate Excellence 6. To discuss Indian and Global case studies on Business Ethics and values
402 Dissertation	<ol style="list-style-type: none"> 1. To undertake research on contemporary issues in management 2. To develop deep understanding of varied aspects of particular specialty area 3. To learn to prepare dissertation report outlining the entire problem, survey of literature and the various results obtained along with suggestions 4. To develop oral presentation skills

Core Specialisation Subjects:

Course Code and Course Name	Course Outcomes
403MKT Services Marketing	<ol style="list-style-type: none"> 1. To understand significance of services marketing in the global economy 2. To understand the deeper aspects of successful services marketing 3. To gain insights to the challenges and opportunities in services marketing 4. To discuss case studies on applications of Service Marketing in sectors like Tourism, Hospitality, Airlines, Telecom, IT & ITES, Sports & Entertainment,

	Logistics, Healthcare
404MKT Sales and Distribution Management	<ol style="list-style-type: none"> 1. Introduction to Sales and Distribution Management 2. Introduction to various facets of the job of a sales manager like Sales Planning & Control, Organizing the Sales Force, Sales Audit 3. To know significance and role of Marketing channels 4. Introduction to nature and importance of Retailing
403 FIN Indirect Taxation	<ol style="list-style-type: none"> 1. To understand the basic concepts in various Indirect Tax Act 2. To understand procedural part of Indirect Taxes 3. To acquaint with online filling of various Forms & Returns. 4. To do Practical's on E-filling of Central Excise Duty and Custom Duty
404 FIN International Finance	<ol style="list-style-type: none"> 1. To familiarize with the operations in foreign exchange markets 2. To understand the complexities of managing finance of multinational firm. 3. To know the importance of the regulatory framework within which international financial transactions can take place, with special reference to India 4. To understand International Financial Reporting Standards (I.F.R.S) and Indian Accounting Standards (I.A.S) on foreign transactions
403 HR Employment Relations	<ol style="list-style-type: none"> 1. To get insight into the Industrial Relations (IR) scenario in India 2. To understand important laws governing IR 3. To learn about Worker's Participation in Management and Collective Bargaining as Employee Relations Initiatives 4. To know the role of Govt., society and trade union in IR
404 HR Strategic Human Resource Management	<ol style="list-style-type: none"> 1. To understand HR implications on organizational strategies 2. To understand the various strategies for Talent Management 3. To know issues & challenges of Strategic HRM 4. To understand HR strategies in Indian & global perspective
403 SCM Strategic Supply Chain Management	<ol style="list-style-type: none"> 1. To understand the role and objectives of Strategic Supply Chain Management 2. To understand the concept of managing SC for Strategic fit 3. To recognize the role and importance of strategic partnerships and alliances in Supply Chain Management 4. To appreciate the increasing scope of Supply Chain Management and its future challenges
404 SCM Knowledge Management in Supply Chains	<ol style="list-style-type: none"> 1. To know Supply Chain Systems Classification 2. Introduction to Supply Chain Information Systems 3. To understand the role of IT as an enabler of Supply Chain Management 4. Introduction to Information Technology infrastructure
403 OPE Operations Strategy and Research	<ol style="list-style-type: none"> 1. To know role of operations in the growth and profitability of Organizations 2. To understand concepts and principles in operations strategy 3. To learn Methodology for developing and implementing Operations Strategy 4. To introduce quantitative tools in solving typical Operations Domain Problems

404 OPE Total Quality Management	<ol style="list-style-type: none"> 1. To gain knowledge on perspectives on Quality and various contributors to Quality 2. To understand the various QC tools 3. To know necessity and importance of Statistical Quality Control 4. Introduction to the frameworks of Global Quality Awards
403 IT Software Project Management	<ol style="list-style-type: none"> 1. To introduce basics of software project management 2. To understand software effort estimation, activity planning, contract management and Software Quality Management 3. To understand risk management and resource monitoring 4. To know and use project management software
404 IT Enterprise resource Planning	<ol style="list-style-type: none"> 1. To introduce basic concepts of Enterprise Resource Planning 2. To understand ERP Implementation related concepts 3. To know about various functional modules of ERP 4. To know about emerging trends in ERP applications 5. To study ERP cases from service and manufacturing sectors
403IB International Business Environment	<ol style="list-style-type: none"> 1. To understand global business context 2. To understand international financial environment 3. To understand economic institutions and agreements 4. To understand various issues in international business 5. To understand structure and functions and role of regional economic groupings
404 IB Indian Economy and Trade dependencies	<ol style="list-style-type: none"> 1. To introduce Indian economy 2. To understand planning and economic development of India 3. To review industrial growth under 10th and 11th Five year plan 4. Understand impact of foreign trade and need for foreign capital 5. To view India in the global setting

Elective Specialisation Subjects:

Course Code and Course Name	Course Outcomes
406MKT Rural Marketing	<ol style="list-style-type: none"> 1. Introduction to Rural Marketing and its environment 2. Introduction to Rural Consumer Behavior and Marketing Research 3. To understand concepts of Segmentation, Targeting & Positioning for Rural Product 4. To acquaint with product & pricing strategy in Rural Markets and Rural Distribution & Communication
408 MKT International Marketing	<ol style="list-style-type: none"> 1. To introduce meaning nature and importance of International Marketing 2. To understand international product strategies 3. To understand pricing for International markets 4. To understand distribution management at international level 5. To understand promotional mix at the International level
410MKT Marketing Strategy	<ol style="list-style-type: none"> 1. To understand Marketing's role in formulating and implementing strategies 2. To acquaint with meaning of markets, forecasting based on current and past demand 3. To learn how to target attractive Market Segments and the Positioning Process 4. To understand Marketing Strategies for New Market Entries & Growth Markets

	5. To know Marketing Strategies for mature & declining markets
413 MKT E-Marketing and analytics	<ol style="list-style-type: none"> 1. Introduction to Concept of E Marketing and its 7 Step Plan 2. To understand E -Marketing Environment 3. To understand concepts of Consumer Behavior, Segmenting and Targeting Online Customers 4. To know Product Mix of E-Marketing
408 FIN Online Trading of Financial Assets	<ol style="list-style-type: none"> 1. To overview capital markets 2. To understand products in capital markets 3. To understand online trading 4. To know how to analyse using online information 5. To understand portfolios and profit management
409 FIN Banking operations II	<ol style="list-style-type: none"> 6. To know role of banking in India 7. To understand legal aspects of banking in India 8. To understand interest rates by and for bankers 9. To understand funding and procedural compliances 10. To know concepts in International banking
413FIN Wealth and Portfolio Management	<ol style="list-style-type: none"> 1. Introduction to concept of Wealth Management 2. To understand the concept of Portfolio Management 3. To understand various tools and methods of evaluating the portfolio 4. Introduction to Portfolio Theory
414 FIN Principles of Insurance	<ol style="list-style-type: none"> 1. To introduce fundamentals of insurance 2. To know underwriting, claims, intermediaries 3. To understand insurance pricing and finance 4. To understand marketing of insurance products 5. To understand risk management in insurance
406HR Global HR	<ol style="list-style-type: none"> 1. Introduction to international HRM, difference between domestic and international HR and key issues in international HR 2. international HR and key issues in international HR 3. To understand the process of Staffing for international assignments and Issues in staff selection 4. To understand training and developing process of staff through international assignments 5. To know objectives and key components of international compensation program
407HR Employee Reward Management	<ol style="list-style-type: none"> 1. To understand importance of reward management system in organizations 2. To know and learn various types of Grade and pay structures 3. To understand Reward management for special groups like directors and senior Executives 4. Executives 5. To know role of Union in Reward Management
410 HR Lab in CSR	<ol style="list-style-type: none"> 1. To understand aims & objectives, importance of CSR 2. To discuss Case study of various CSR initiatives adopted by organization in Indian Context as well as Global context 3. To visit local organizations to understand their CSR activities and present the same

412 HR Lab in Legal Compliances	<ol style="list-style-type: none"> 1. To understand various compliances for HR head under different Acts 2. To be able to draft the compliances like <ol style="list-style-type: none"> a) Monthly return under The Factories Act b) Annual return under the Factories Act c) MPCB Act compliance and return d) Payment of wages return e) Minimum Wages return f) Accident details form no 16 and 14 g) Factory License renewal h) PF payment and return i) Payment of Bonus return j) ESIC Payment and return 3. To be able to present the learning's in classroom
405 OPE Quality Management standards	<ol style="list-style-type: none"> 1. Introduction to various Quality Management Standards and implementation requirements 2. To understand QMS standards 3. To understand EMS standards 4. To understand OHSAS 18001:2007 standards 5. To understand apex manual and procedural manual of QMS
407 OPE Business Process Re- Engineering	<ol style="list-style-type: none"> 1. To introduce business processes and business process reengineering 2. To understand BPR in manufacturing industry 3. To understand role of information technology in re-engineering 4. To understand BPR implementation methodology 5. To know factor for success and barriers to success in BPR
408OPE Enterprise Resource Planning	<ol style="list-style-type: none"> 1. To understand concept of Enterprise Resource Planning 2. To understand processes of Business Process Reengineering, Data Warehousing, Data Mining and OLAP 3. To acquaint with concepts of CRM, ERP Functional Modules, Integration of ERP, Supply Chain and CRM 4. To understand Operations and maintenance of the ERP
412 OPE Challenges and opportunities in Operations Management	<ol style="list-style-type: none"> 1. To introduce risk management framework 2. To understand various technological, ethical and environmental issues 3. To understand global reporting , guidelines and social accountability and Indian case study 4. To understand Kyoto protocol 5. To understand sustainability in operations 6. To understand social accountability
406 SCM Enterprise Resource Planning	<ol style="list-style-type: none"> 1. To understand basic concepts of ERP 2. To know ERP related technologies 3. To understand ERP Implementation and challenges 4. To understand ERP operations and future trends 5. To understand ERP Systems processes and management control

410SCM SC Performance Measurement	<ol style="list-style-type: none"> 1. To able to describe Relationship between Company Strategy & Supply Chain Metrics 2. To understand various traditional measures like Productivity , Quality, Customer, Service and Cost Measures 3. To understand concepts of Balanced Scorecard, Activity Based Management & Costing and EVA 4. To know how to quantifying financial impacts of SC Metrics
412SCM Global Logistics	<ol style="list-style-type: none"> 1. To understand 7R's of Logistics Management and 5 P's of Logistics 2. To describe various modes of transportation, transportation of goods through Air 3. To know various Acts related to carriage of Goods by Land 4. To know process of Carriage of Goods by Sea & Ocean Freight 5. To be able to explain various Shipping Formalities 6. Introduction to concept of Containerization - dimensions and capacity, container Flavours, Container Classification and benefits
413SCM SC Practices- II	<ol style="list-style-type: none"> 1. To understand the practice of supply chain management for Projects like Construction (Housing, Infrastructure), Power Plants and New Factories 2. To understand virtual supply chain management practices for Books, Electronic Goods, Tourism 3. To understand Supply Chains for SMEs and MSMEs 4. To understand Global Supply Chains for PCs, Luxury Cars and other products
405 IT Web Designing and multimedia Applications	<ol style="list-style-type: none"> 1. To introduce basic concepts of multimedia and overview multimedia software tools 2. To introduce fundamental concepts of video and digital audio 3. To know basics of HTML 4. To Introduce VBscript 5. To Introduce JavaScript
408 IT Software Testing Methods	<ol style="list-style-type: none"> 1. To introduce software testing principles 2. To understand various levels and types of testing 3. To understand test management and execution concepts 4. To understand functional and structural testing 5. To know about various software testing tools including open source tools
410 IT Data Warehousing and Data Mining	<ol style="list-style-type: none"> 1. To introduce data mining 2. To understand Data Warehouse architecture 3. To understand Data warehouse implementation 4. To know Data pre-processing 5. To know Data mining primitives
413 IT Internet marketing and Internet of Things	<ol style="list-style-type: none"> 1. To know concepts of Internet marketing 2. To know social media, social networking sites 3. To understand blogging as a marketing strategy 4. To understand video as social media tool and marketing tool 5. To understand E- commerce websites from marketing viewpoint and web-store –layout 6. To know online promotion techniques like email marketing
409 IB	<ol style="list-style-type: none"> 1. To introduce concepts of E- commerce

E- Commerce	<ol style="list-style-type: none"> 2. To understand Business to Consumer E- Commerce applications 3. To understand Business to Business E- Commerce 4. To know electronic payment systems and security issues in E- Commerce 5. To understand regulatory aspects and ethical issues in E- Commerce
410 IB Enterprise Resource planning	<ol style="list-style-type: none"> 1. To understand basic concepts of ERP 2. To know ERP related technologies 3. To understand ERP Implementation and challenges 4. To understand ERP operations and future trends 5. To understand ERP Systems processes and management control
411 IB Global HR	<ol style="list-style-type: none"> 1. Introduction to international HRM, difference between domestic and international HR and key issues in international HR 2. To understand the process of Staffing for international assignments and Issues in staff selection 3. To understand training and developing process of staff through international assignments 4. To know objectives and key components of international compensation program
412 IB WTO and Intellectual Property Rights	<ol style="list-style-type: none"> 1. To know evolution of WTO 2. To Introduce and understand intellectual property law 3. To know about international protection of intellectual property and agreements 4. To understand trademark concepts

Skill Development Component

The University has prescribed a separate 4 credit weightage on skill development.

Talley ERP (Offered in Semester III)	<ol style="list-style-type: none"> 1. To understand the basic operations of the Talley ERP software 2. To practically understand how to maintain company data using Talley ERP 3. To know how to create various master files 4. To understand how to perform various advance voucher entries 5. To learn Inventory Management related
Soft skills (Offered in Semester IV)	<ol style="list-style-type: none"> 1. To Strengthen grammatical base of English communication 2. To improve oral and spoken communication in different situations 3. Improve and refine non-verbal and written English communication skills 4. Build and practice good presentation skills 5. To understand and build telecommunication and electronic communication skills 6. To introduce self-management and team management concepts

The University has also introduced additional courses on **Human Rights and Cyber Security**

<p>Human Rights Education I- Introduction to Human Rights and Duties (Semester I)</p>	<ol style="list-style-type: none"> 1. To introduce basic concepts of Human Rights 2. To understand perspectives of rights and duties 3. To introduce terminology of various legal instruments 4. To Introduce history of human rights 5. To know provisions in United Nations Charters 6. To know various rights, duties, limitations and final provisions.
<p>Human Rights II- Human rights of vulnerable and disadvantaged groups (Semester II)</p>	<ol style="list-style-type: none"> 1. To introduce basic concepts 2. To know about International and national standards of human rights of women and children. 3. To learn various concepts and provisions related to socially and economically disadvantaged and vulnerable groups 4. To know human rights in Indian Context, enforcement 5. To understand Human rights violation and Indian Polity 6. To understand role of advocacy groups
<p>Cyber Security I - Pre-requisites in Information and Network Security (Semester I)</p>	<ol style="list-style-type: none"> 1. To understand basic networking concepts 2. To understand information security concepts 3. To understand security threats and vulnerabilities 4. To understand concepts of cryptography and encryption
<p>Cyber Security II - Pre-requisites in Information and Network Security (Semester II)</p>	<ol style="list-style-type: none"> 1. To introduce security management practices 2. To understand security laws, IPR 3. To understand security standards 4. To know concepts of security audit
<p>Cyber Security III- Information and Network Security (Semester III)</p>	<ol style="list-style-type: none"> 1. To understand user management and access control 2. To understand concept and types of firewalls 3. To understand VPN and multimedia networks security 4. To know various computing platforms 5. To understand cloud technology and security
<p>Cyber Security IV - System and Application Security (Semester IV)</p>	<ol style="list-style-type: none"> 1. To understand Security Architectures and Models 2. To know system security- desktop, email, web, database 3. To understand OS security 4. To understand wireless networks and security

Muanglehadbar
Dr. S.T. Aurangabadkar
Director





MBA 2019
Pattern



Gokhale Education Society's
**J.D.C. Bytco Institute of Management Studies and
Research, Nashik 5**

Programme Outcomes for MBA Programme (2019 Pattern)

1. **Generic and Domain Knowledge** - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2. **Problem Solving & Innovation** - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3. **Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4. **Effective Communication** - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. **Leadership and Team Work** - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. **Global Orientation and Cross-Cultural Appreciation:** Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. **Entrepreneurship** - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

8. **Environment and Sustainability** - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.

9. **Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.

10. **Life Long Learning** – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.


Dr. S. T. Aurangabadkar
Director





Gokhale Education Society's
**J.D.C. Bytco Institute of Management Studies and
Research, Nashik 5**

**Programme Specific Outcomes for MBA Programme
(2019 Pattern)**

Specialization	Marketing Management
PSO1	To understand various research designs and underlying techniques for marketing research
PSO2	To develop the skill to apply various research designs, collect and analyze data and interpret the results to solve marketing research problems
PSO3	To understand basic concepts related to consumer behaviour and apply them to real world situations. To create awareness about use of internet, e commerce, changing marketplace and consumer.
PSO4	To understand role of various social media such as Facebook, Google Ad words etc. and actually learn to use these for real products.
PSO5	To be able to design content for the social media and to design campaigns using digital media.
PSO6	Understand various basic aspects related to financial products and services. To be able to compare and evaluate them from investor point of view.
Specialization	Financial Management
PSO7	To understand basic concepts and practical aspects related to accounting and financial management.
PSO8	To understand concepts of financial markets and banking operations
PSO9	To understand concepts and practical aspects of personal financial planning
PSO10	To be able to prepare personal financial plan as per requirements
PSO11	To understand current direct tax related regulations
PSO12	To practically apply the regulations to various situations and perform computations related to direct tax

Specialization	Human Resource Management
PSO13	To understand various concepts related to performance and competency development
PSO14	To map own competencies and to recognise competencies required for different roles at different levels To develop models
PSO15	To create awareness of important and critical issues in Employee Relation. To understand roles of various stake holders and to understand various legal provisions
Specialization	Operations and Supply chain Management
PSO16	To understand basic concepts and acquire practical knowledge related to service operations
PSO17	To Understand concept and structure of real life supply chains. To learn and practice practical aspects related to Supply chain Management


 Dr. S.T. Aurangabadkar
 Director
Director
 J.D.C. Bytco IMSR,
 Nashik-05.





Gokhale Education Society's
**J.D.C. Bytco Institute of Management Studies and
 Research, Nashik 5**

**Course Outcomes for MBA Programme (2019 Pattern)
 Semester I**

Course Code and Course Name		101 – Managerial Accounting
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO101.1	Remembering	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO101.2	Understanding	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO101.3	Applying	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	Analysing	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	Evaluating	EVALUATE the financial impact of the decision.
Course Code and Course Name		102 - Organizational Behaviour
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO102.1	Remembering	DESCRIBE the key concepts of organizational behavior.
CO102.2	Understanding	UNDERSTAND theories about how managers should behave to motivate and control employees.
CO102.3	Understanding	ARTICULATE aspects of organizational culture and interpret cultural diversity.
CO102.4	Applying	BUILD people and leadership skills essential for managerial success.
CO102.5	Analysing	ANALYSE causes of conflict and OUTLINE conflict management strategies that managers can use to resolve organizational conflict effectively.
CO102.6	Evaluating	EXPLAIN group and teams dynamics leading to organizational effectiveness.

Course Code and Course Name	103 – Economic Analysis for Business Decisions	
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO103.1	Remembering	DEFINE the key terms in economics
CO103.2	Understanding	EXPLAIN the reasons for existence of firms and their decision making goals.
CO103.3	Applying	MAKE USE OF the basic concepts of Demand, Supply, Demand Forecasting, Equilibrium and their determinants.
CO103.4	Analysing	ANALYSE cost function and the difference between short-run and long-run cost function and establish the REATIONSHIP between production function and cost function.
CO103.5	Analysing	EXAMINE the effect of non-price factors on products and services of monopolistic and oligopoly firms.
CO103.6	Evaluating	DESIGN competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products, the market structures and Business Cycles.
Course Code and Course Name		
104 - Business Research Methods		
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO104.1	Remembering	Enumerate and define various concepts & terms associated with scientific business research.
CO104.2	Understanding	Explain the various types of measurement scales & attitude scaling techniques and their application in the context of business research.
CO104.3	Applying	Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling and sample size determination to contemporary business research problems.
CO104.4	Analysing	Analyse and graphically present quantitative data and derive actionable inferences from the same from a decision making perspective.
CO104.5	Evaluating	Construct different types of testable hypotheses and interpret the statistical test outcomes.
CO104.6	Creating	Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design.

Course Code and Course Name		105 – Basics of Marketing
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO105.1	Remembering	DEFINE the various concepts, terms in marketing and the various company orientations towards the market place.
CO105.2	Understanding	CLASSIFY the various components of the marketing environment of a firm and explain the same in detail.
CO105.3	Applying	APPLY principles of segmentation, targeting and positioning to real world marketing offering (commodities, goods, services, e-products/e-services.)
CO105.4	Analysing	BREAKDOWN the consumer buying behavior journey into various components and DISTINGUISH between various buying roles for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO105.5	Evaluating	DEVELOP and EXPLAIN the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO105.6	Creating	ELABORATE on the various types of Product Life Cycles and RELATE them with the marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).
Course Code and Course Name		106 – Digital Business
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO106.1	Remembering	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO106.2	Understanding	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	Applying	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	Analysing	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	Analysing	CLASSIFY the prevalent digital business models into various groups and OUTLINE their benefits and limitations.
CO106.6	Evaluating	EXPLAIN the various applications of Digital Business in the present day world.

Course Code and Course Name		107 – Management Fundamentals
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO107.1	Remembering	ENUMERATE various managerial competencies and approaches to management.
CO107.2	Understanding	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO107.3	Applying	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO107.4	Analysing	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
CO107.5	Evaluating	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
CO107.6	Creating	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.
Course Code and Course Name		108 – Indian Economy
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO108.1	Remembering	DESCRIBE the present state of Indian Economy and LIST major economic policy issues in the current context.
CO108.2	Understanding	SUMMARIZE the sectoral composition of the Indian Economy and DISCUSS the trends therein.
CO108.3	Applying	PREDICT consequences of Growth of Monopolies, Concentration of Economic Power and Inequality in the Indian Economy.
CO108.4	Analysing	EXAMINE the changing profile of human capital, employment, productivity and ILLUSTRATE the linkages with GDP composition of India
CO108.5	Evaluating	EVALUATE the role of Foreign Trade in the Indian Economy.
CO108.6	Creating	BUILD a case for co-existence of LPG model along with the role of the state in the Indian Economy.

Course Code and Course Name		109 – Entrepreneurship Development
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO109.1	Remembering	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth
CO109.2	Understanding	DISCUSS the various theories of entrepreneurship
CO109.3	Applying	CONSTRUCT a framework for a typical EDP.
CO109.4	Analysing	OUTLINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
CO109.5	Evaluating	COMPOSE an inventory of possible entrepreneurial opportunities in contemporary local, regional and national context.
CO109.6	Creating	CREATE a business plan for an entrepreneurial venture.
Course Code and Course Name		110 – Essentials of Psychology for Managers
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO110.1	Remembering	DEFINE the basic concepts of psychology.
CO110.2	Understanding	EXPLAIN the sensing and perceiving processes.
CO110.3	Applying	APPLY principles of learning and conditioning to human behavior
CO110.4	Analysing	ILLUSTRATE the linkages between learning, memory and information processing.
CO110.5	Evaluating	EXPLAIN the basic intrapersonal processes that influence social perception.

Course Code and Course Name		111 - Legal Aspects of Business
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO111.1	Remembering	DESCRIBE the key terms involved in each Act.
CO111.2	Understanding	SUMMARIZE the key legal provisions of each Act.
CO111.3	Applying	ILLUSTRATE the use of the Acts in common business situations.
CO111.4	Analysing	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
Course Code and Course Name		112 – Demand Analysis and Forecasting
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO112.1	Remembering	DESCRIBE the key terms associated with demand analysis, demand estimation and demand forecasting.
CO112.2	Understanding	SUMMARIZE the use of demand forecasting in various functions of management.
CO112.3	Applying	IDENTIFY the pros and cons of various forecasting methods
CO112.4	Analysing	DECONSTRUCT a forecast into its various components
CO112.5	Evaluating	BUILD a forecast for common products and services using time-series data.
Course Code and Course Name		113 - Verbal Communication Lab
CO #	Cognitive Abilities	Course Outcomes
CO113.1	Remembering	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO113.2	Understanding	EXPRESS themselves effectively in routine and special real world business interactions.
CO113.3	Applying	DEMONSTRATE appropriate use of body language.
CO113.4	Analysing	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO113.5	Evaluating	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO113.6	Creating	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.

Course Code and Course Name		114 - Enterprise Analysis - Desk Research
CO #	Cognitive Abilities	Course Outcomes
CO113.1	Remembering	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO113.2	Understanding	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO113.3	Applying	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO113.4	Analysing	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
CO113.5	Evaluating	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
CO113.6	Creating	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).
Course Code and Course Name		115 - Selling & Negotiations Skills Lab
CO #	Cognitive Abilities	Course Outcomes
CO115.1	Remembering	DESCRIBE the various selling situations and selling types.
CO115.2	Understanding	OUTLINE the pre-sales work to be carried out by a professional salesperson.
CO115.3	Applying	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
CO115.4	Analysing	FORMULATE a sales script for a real world sales call for a product/ service / e-product/ e-service.
CO115.5	Evaluating	DECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
CO115.6	Creating	DEVELOP a sales proposal for a real world product/ service / e-product / eservice and for a real world selling situation.

Course Code and Course Name		116 - MS Excel
CO #	Cognitive Abilities	Course Outcomes
CO116.1	Remembering	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
CO116.2	Understanding	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
CO116.3	Applying	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
CO116.4	Analysing	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
CO116.5	Evaluating	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
CO116.6	Creating	CREATE standard Excel Templates for routine business data management and analysis activities
Course Code and Course Name		117 - Business Systems and Procedures
CO #	Cognitive Abilities	Course Outcomes
CO116.1	Remembering	TABULATE the key elements of a typical business system and related work flow procedures.
CO116.2	Understanding	EXPLAIN a business system and related procedures
CO116.3	Applying	PREDICT the fail points / bottle necks in a typical business process.
CO116.4	Analysing	BREAK DOWN a business system into simpler components and explain the interrelationships.
CO116.5	Evaluating	DEVELOP a process based thinking approach.
CO116.6	Creating	CREATE standard operating procedures and flow charts / other visual representations for typical business systems and processes.

Course Code and Course Name		118 - Managing Innovation
CO #	Cognitive Abilities	Course Outcomes
CO118.1	Remembering	DESCRIBE the key ideas relevant to innovation, intellectual property, business models
CO118.2	Understanding	INTERPRET the various theories of innovation and EXPLAIN with examples the types of innovation.
CO118.3	Applying	EXPERIMENT WITH innovation as a systematic process and generate innovative ideas for new products and services.
CO118.4	Analysing	DISSECT contemporary start-up businesses for their business models, extent of innovation, success and failure.
CO118.5	Evaluating	CREATE an inventory of product and process innovations for daily use consumer products and routine business processes in a typical organization.
CO118.6	Creating	CREATE a potential list of innovation needs for India in the local, regional and national context and ASSESS the likelihood of constructing a business model around these needs in the current local, regional and national context.
Course Code and Course Name		119 - Foreign Language I
CO #	Cognitive Abilities	Course Outcomes
CO119.1	Remembering	RECALL and SPELL simple words in the foreign language
CO119.2	Understanding	TRANSLATE simple sentences from English to the foreign language and vice-versa.
CO119.3	Applying	CONSTRUCT a dialogue, in the foreign language, for basic human interactions in a social context.
CO119.4	Analysing	TAKE PART IN an interaction in a non-business setting using the foreign language.
CO119.5	Evaluating	INTERPRET a short write up written in the foreign language.

Semester II

Course Code and Course Name		201 – Marketing Management
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO201.1	Remembering	DESCRIBE the key terms associated with the 4 Ps of marketing
CO201.2	Understanding	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	Applying	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.4	Analysing	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	Evaluating	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.6	Creating	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
Course Code and Course Name		202 – Financial Management
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO202.1	Remembering	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	Understanding	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	Applying	PERFORM all the required calculations through relevant numerical problems.
CO202.4	Analysing	ANALYZE the situation and <ul style="list-style-type: none"> • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals
CO202.5	Evaluating	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

Course Code and Course Name	203 – Human Resource Management	
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO203.1	Remembering	DESCRIBE the role of Human Resource Function in an Organization
CO203.2	Remembering	ENUMERATE the emerging trends and practices in HRM.
CO203.3	Understanding	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	Applying	DEMONSTRATE the use of different appraisal and training methods in an Organization.
CO203.5	Analysing	OUTLINE the compensation strategies of an organization
CO203.6	Evaluating	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
Course Code and Course Name	204 – Operations & Supply Chain Management	
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO204.1	Remembering	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO204.2	Understanding	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO204.3	Understanding	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO204.4	Applying	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO204.5	Analysing	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.

Course Code and Course Name		207 – Contemporary Frameworks in Management
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO207.1	Remembering	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
CO207.2	Understanding	DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
CO207.3	Applying	APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.
CO207.4	Analysing	EXAMINE the fundamental causes of organizational politics and team failure.
CO207.5	Evaluating	EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.
Course Code and Course Name		208 - Start Up and New Venture Management
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO208.1	Remembering	DESCRIBE the strategic decisions involved in establishing a startup.
CO208.2	Understanding	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO208.3	Applying	IDENTIFY the issues in developing a team to establish and grow a startup
CO208.4	Analysing	FORMULATE a go to market strategy for a startup.
CO208.5	Evaluating	DESIGN a workable funding model for a proposed startup.
CO208.6	Creating	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

Course Code and Course Name		209 - Geopolitics & World Economic Systems
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO209.1	Remembering	ENUMERATE the various elements of global economic system.
CO209.2	Understanding	EXPLAIN the role of key trade organizations in the global economic system
CO209.3	Applying	IDENTIFY the crucial elements of international trade laws.
CO209.4	Analysing	ANALYSE the forces that work for and against globalization.
CO209.5	Evaluating	ASSESS the impact of the elements of the Global Economic System on the Indian Economy.
Course Code and Course Name		210 – Qualitative Research Methods
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO210.1	Remembering	ENUMERATE the key terms associated with Qualitative research approach.
CO210.2	Understanding	COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
CO210.3	Applying	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
CO210.4	Analysing	ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
CO210.5	Evaluating	EVALUATE the quality of Qualitative Research work
CO210.6	Creating	COMBINE Qualitative and Quantitative research approaches in a real world research project.

Course Code and Course Name		211 – Business, Government & Society
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO211.1	Remembering	DESCRIBE the economic roles of government in the Indian context.
CO211.2	Understanding	EXPLAIN the macroeconomic crises around the world.
CO211.3	Applying	ILLUSTRATE the inter-linkages between economic growth, poverty and inequality.
CO211.4	Analysing	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
CO211.5	Evaluating	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
CO211.6	Creating	DISCUSS the interplay between technology, business and society.
Course Code and Course Name		212 - Business Process Reengineering
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO212.1	Remembering	DEFINE the key terms associated with Business Process Reengineering
CO212.2	Understanding	EXPLAIN the various supporting and opposing forces to Business Process Reengineering in simple business situations.
CO212.3	Applying	APPLY modeling tools for simple business processes.
CO212.4	Analysing	FORMULATE a working plan to establish a Business Process Reengineering team.
CO212.5	Evaluating	EVALUATE the success of a BPR initiative in relation to the impact on organizational KPIs.
CO212.6	Creating	IMAGINE ways to improve business or non-business processes.

Course Code and Course Name		213 - Written Analysis and Communication Lab
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO213.1	Remembering	DESCRIBE stages in a typical communication cycle and the barriers to effective communication.
CO213.2	Understanding	SUMMARIZE long essays and reports into précis and executive summaries.
CO213.3	Applying	USE Dictionary and Thesaurus to draft and edit a variety of business written communication.
CO213.4	Analysing	EXAMINE sample internal communications in a business environment for potential refinements.
CO213.5	Evaluating	COMPOSE variety of letters, notices, memos and circulars.
Course Code and Course Name		214 - Industry Analysis - Desk Research
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO214.1	Remembering	DESCRIBE the key characteristics of the players in an industry.
CO214.2	Understanding	SUMMARIZE the management ethos and philosophy of the players in the industry.
CO214.3	Applying	DEMONSTRATE an understanding of the regulatory forces acting on the industry
CO214.4	Analysing	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
CO214.5	Evaluating	ASSESS the impact of recent developments on the industry and its key players.
CO214.6	Creating	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).

Course Code and Course Name	215 – Entrepreneurship Lab	
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO215.1	Remembering	IDENTIFY a basket of potential business opportunities in the local, regional or national context.
CO215.2	Understanding	COMPARE and CONTRAST the shortlisted business opportunities to SELECT the most suitable / promising opportunity.
CO215.3	Applying	DEVELOP a business model around the shortlisted business opportunity.
CO215.4	Analysing	FORMULATE the organization structure for the proposed start up
CO215.5	Evaluating	EVALUATE the market potential and ESTIMATE the financing requirements for the initial 1 to 3 years after launch.
CO215.6	Creating	CREATE a proposal for funding the start up.
Course Code and Course Name	216 - SPSS	
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO216.1	Remembering	IDENTIFY the key menus of SPSS and DESCRIBE their functionality
CO216.2	Understanding	EXPLAIN the main features of SPSS
CO216.3	Applying	MAKE USE OF various tools to manage data, describe data and display graphical output using SPSS.
CO216.4	Analysing	ANALYSE data using various statistical tests of SPSS
CO216.5	Evaluating	INTERPRET and EXPLAIN the outputs from SPSS
CO216.6	Creating	DESIGN, DEVELOP and TEST advanced multivariate models using SPSS.

Course Code and Course Name		217 - Foreign Language II
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO217.1	Remembering	LISTEN to simple audio-visual recordings in the foreign language.
CO217.2	Understanding	TRANSLATE simple letters from English to the foreign language and vice-versa.
CO217.3	Applying	CONSTRUCT a business email, in the foreign language.
CO217.4	Analysing	TAKE PART IN an interaction in a business setting using the foreign language.
CO217.5	Evaluating	COMPOSE a covering letter and resume in the foreign language.

Foundation Courses (Elective) - Semester I & II		
Course Code and Course Name		FOU – 001: Elementary English
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU001.1	Remembering	LABEL the different parts of a sentence, correctly SPELL and PRONOUNCE the words in common usage and effectively LISTEN to short AV material (English).
CO-FOU 001.2	Understanding	PARAPHRASE published written and audio visual content (English) in own words.
CO-FOU 001.3	Applying	CONSTRUCT short paragraphs and essays (English) for a specified task, to elicit, to select, to describe, to summarize information.
CO-FOU001.4	Analysing	TAKE PART IN conversations using general, social and professional (English) language.
CO-FOU001.5	Evaluating	CHECK written and audio visual content (English) for grammatical correctness.
CO-FOU001.6	Creating	SUBSTITUTE right words / terms / phrases in a compiled text.

Course Code and Course Name		FOU – 002: Elementary Mathematics and Statistics
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU002.1	Remembering	MEMORIZE and REPRODUCE all basic formulae covered in the syllabus.
CO-FOU 002.2	Understanding	EXPRESS numbers in various forms such as fractions, percentages, equivalent simplest fractions.
CO-FOU 002.3	Applying	CALCULATE Percentages, Profit & Loss, Simple & Compound Interest, frequency, cumulative frequency, basic areas and basic volumes.
CO-FOU002.4	Analysing	ILLUSTRATE relationships using direct and inverse proportion, simple graphs, linear and quadratic equations.
CO-FOU002.5	Evaluating	INTERPRET basic statistical data, graphs, and Venn diagrams.
CO-FOU002.6	Creating	CREATING and SOLVING simple simultaneous equations.
Course Code and Course Name		FOU – 003: Elementary Business Economics
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU003.1	Remembering	ENUMERATE the basic terms covered in the syllabus
CO-FOU 003.2	Understanding	INTERPRET the historical trends in key economic data from a managerial and business perspective.
CO-FOU 003.3	Applying	MAKE USE OF key Government and Non-Government economic publications to gather insights from a managerial and business perspective.
CO-FOU003.4	Analysing	ILLUSTRATE broad inter-relationships between various economic parameters within the national context and global context.
CO-FOU003.5	Evaluating	EXPLAIN the role and objectives of Monetary and Fiscal policy.
CO-FOU003.6	Creating	HYPOTHESIZE the expected short term trends of key economic indices.

Course Code and Course Name	FOU – 004: Elementary Accounting	
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU004.1	Remembering	DESCRIBE the basic accounting terminologies and concepts covered in the course syllabus.
CO-FOU004.2	Understanding	EXPLAIN the concepts covered in the course syllabus.
CO-FOU004.3	Applying	APPLY concepts covered in the course syllabus to accurately do the required calculations.
CO-FOU004.4	Applying	DETERMINE the key elements of business transactions and complete their accounting.
CO-FOU004.5	Evaluating	DESIGN and OPERATE the entire accounting process (from entry to Balance - Sheet) for any given transaction.
Course Code and Course Name	FOU – 005: Elementary Information Technology	
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU005.1	Remembering	DESCRIBE various components of a computer, network.
CO-FOU005.2	Understanding	EXPLAIN the characteristics and usage of various elements of a computer, a network and operating systems.
CO-FOU005.3	Applying	USE various input, output, memory and local network devices.
CO-FOU005.4	Analysing	TEST and do basic troubleshooting of a standalone desktop or desktop connected to a network.
CO-FOU005.5	Evaluating	EXPLAIN basic terminology related to data and information.
CO-FOU005.6	Creating	DISCUSS emerging trends in IT.

Course Code and Course Name		FOU – 006: Elementary Business Etiquette
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU006.1	Remembering	DEFINE terms and concepts used to describe appropriate business etiquette attitudes and behaviors.
CO-FOU006.2	Understanding	EXPLAIN what is meant by business etiquette and how it impacts the workplace.
CO-FOU006.3	Applying	DEMONSTRATE appropriate behaviors within specific business situations.
CO-FOU006.4	Applying	TAKE PART IN professional business meetings and real & virtual business conversations.
CO-FOU006.5	Evaluating	DETERMINE the right attire for business, casual and multicultural events.
CO-FOU006.6	Creating	PLAN a professional business meeting and a business meal.
Course Code and Course Name		FOU – 007: Elementary MS Word
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU007.1	Remembering	SHOW basic menus of MS WORD on the screen and RECALL the functionality.
CO-FOU007.2	Understanding	DEMONSTRATE the use of formatting, layout and printing tools of MS Word to create professional word documents.
CO-FOU007.3	Applying	APPLY the viewing, referencing tools of MS Word.
CO-FOU007.4	Analysing	ILLUSTRATE the use of reviewing tools for collaborative MS word documents
CO-FOU007.5	Evaluating	DESIGN and execute Mail merged documents.
CO-FOU007.6	Creating	COMPILE a professional report using templates, Tables, Table of contents, referencing, headers, footers and page numbers.

Course Code and Course Name		FOU – 008: Elementary MS PowerPoint
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU008.1	Remembering	SHOW basic menus of MS PowerPoint on the screen and RECALL the functionality.
CO-FOU008.2	Understanding	DEMONSTRATE the use slide management, slide layout and reviewing tools of MS PowerPoint to create professional presentations.
CO-FOU008.3	Applying	USE tables, charts, smart art, animation and references in a PowerPoint presentation.
CO-FOU008.4	Applying	ILLUSRATE the various modes of delivery of the final PowerPoint Presentation.
CO-FOU008.5	Evaluating	DEVELOP custom themes and customize slide masters and layouts.
CO- FOU008.6	Creating	COMPILE a professional PowerPoint presentation using templates, tables, images, hyperlinks, animation, templates, headers, footers and slide numbers, etc.
Course Code and Course Name		FOU – 009: Data Interpretation and Logical Reasoning
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU009.1	Remembering	RECOGNIZE when additional information is needed to solve problems
CO-FOU009.2	Understanding	EXPRESS quantitative and non-quantitative data, associations and linkages in a logical format.
CO-FOU009.3	Applying	USE statistical information when reported in condensed form or as summary statistics to make informed decisions.
CO-FOU009.4	Analysing	DISSECT arguments, SEQUENCE relationships, EXAMINE assumptions, DETECT fallacies and INFERENCE from the same.
CO-FOU009.5	Evaluating	ESTIMATE and CHECK answers to logical and data sufficiency problems in order to determine reasonableness, identify alternatives, and select correct options.
CO-FOU009.6	Creating	DEVELOP and EVALUATE inferences and predictions based on the data and information provided.

Course Code and Course Name		FOU – 010: Verbal Ability & Reading Comprehension
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU010.1	Remembering	IDENTIFY parts of speech
CO-FOU010.2	Understanding	SUMMARIZE a given text material in defined word limits.
CO-FOU010.3	Applying	MAKE USE OF foreign words in English Language, idioms and phrases.
CO-FOU010.4	Applying	EXAMINE given text sentences and paragraphs for errors and correct them.
CO-FOU010.5	Evaluating	SELECT the appropriate words in a given context.
CO-FOU010.6	Creating	CONSTRUCT meaningful sentences and COMPOSE meaningful paragraphs from jumbled ones.
Course Code and Course Name		FOU – 011: Quantitative Ability
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU011.1	Remembering	RECALL the formulas.
CO-FOU011.2	Understanding	INTERPRET quantitative information and INFER from it.
CO-FOU011.3	Applying	DEMONSTRATE number sense, including dimensional analysis and conversions between fractions, decimals, and percentages.
CO-FOU011.4	Analysing	EXAMINE the validity and DETECT possible biases in arguments presented in quantitative forms.
CO-FOU011.5	Evaluating	DETERMINE when approximations are appropriate and when exact calculations are necessary.
CO-FOU011.6	Creating	FORMULATE the problem quantitatively and USE appropriate arithmetical,

Specialization – subject core and elective courses

Specialization: Marketing Management

Course Code and Course Name		205MKT: Marketing Research
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO205MKT.1	Remembering	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
CO205MKT.2	Understanding	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses
CO205MKT.3	Applying	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
CO205MKT.4	Analysing	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO205MKT.5	Evaluating	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
CO205MKT.6	Creating	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
Course Code and Course Name		206MKT: Consumer Behavior
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO206MKT.1	Remembering	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
CO206MKT.2	Understanding	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
CO206MKT.3	Applying	APPLY consumer behavior concepts to real world strategic marketing management decision making.
CO206MKT.4	Analysing	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
CO206MKT.5	Evaluating	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
CO206MKT.6	Creating	DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer.

Course Code and Course Name		217MKT: Integrated Marketing Communications
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO217MKT.1	Remembering	DESCRIBE the IMC mix and the IMC planning process.
CO217MKT.2	Understanding	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
CO217MKT.3	Applying	CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
CO217MKT.4	Analysing	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
CO217MKT.5	Evaluating	DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.
CO217MKT.6	Creating	DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.
Course Code and Course Name		218MKT: Product and Brand Management
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO218MKT.1	Remembering	DEFINE the key concepts and DESCRIBE the elements of a product strategy.
CO218MKT.2	Understanding	EXPLAIN the process and methods of brand management, including how to establish brand identity and build brand equity.
CO218MKT.3	Applying	IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.4	Analysing	EXAMINE the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.5	Evaluating	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.6	Creating	COLLECT brand audit data using appropriate tools and PROPOSE strategic recommendations for Reinforcing / Revitalizing / Rejuvenating failed Brands for real life consumer, business products and services in various markets and in the digital space.

Course Code and Course Name		219MKT: Personal Selling Lab
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO219MKT.1	Remembering	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals
CO219MKT.2	Understanding	EXPLAIN the theories and concepts that are central to personal selling.
CO219MKT.3	Applying	Apply the interpersonal and team skills necessary in successful relationship selling.
CO219MKT.4	Analysing	ILLUSTRATE the use of various sales techniques needed to achieve a profitable sale in a real world scenario for a real world product/ service / e-product / e-service.
CO219MKT.5	Evaluating	DEVELOP a customer plan that identifies all elements of personal selling, essential to creating successful sales in a real world scenario for a real world product/ service / e-product / e-service.
CO219MKT.6	Creating	CREATE sales presentation for a real world product/ service / e-product / eservice and for variety of selling situations.
Course Code and Course Name		220MKT: Digital Marketing - I
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO220MKT.1	Remembering	DEFINE various concepts related to Digital Marketing.
CO220MKT.2	Understanding	EXPLAIN the role of Facebook, Google Ad words, YouTube and Email in digital marketing.
CO220MKT.3	Applying	MAKE USE OF Facebook, Google Ad words, YouTube and Email for carrying out digital marketing of real life products.
CO220MKT.4	Analysing	ILLUSTRATE the use of Facebook, Google Ad words, YouTube and Email in various contexts of Digital Marketing.
CO220MKT.5	Evaluating	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, YouTube and Email.
CO220MKT.6	Creating	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.

Course Code and Course Name		221MKT: Marketing of Financial Services - I
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO221MKT.1	Remembering	RECALL and DESCRIBE the key terminology of Financial Services.
CO221MKT.2	Understanding	DESCRIBE the various types of financial products and services.
CO221MKT.3	Applying	DEVELOP FAQs for each kind of financial products and services from an investment advisor’s perspective.
CO221MKT.4	Analysing	COMPARE and CONTRAST the various types of financial products and services and ILLUSTRATE their benefits and limitations.
CO221MKT.5	Evaluating	EVALUATE the financial products and services from an investment perspective for various kinds of investors.
CO221MKT.6	Creating	COLLECT the application forms for all kinds of investments and DISCUSS each of them.
Course Code and Course Name		222MKT: Marketing of Luxury Products
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO222MKT.1	Remembering	RECALL and DESCRIBE the key concepts and principles of luxury brand management and marketing.
CO222MKT.2	Understanding	DESCRIBE the unique consumer behavior in the context of luxury products.
CO222MKT.3	Applying	IDENTIFY potential new luxury products and how they relate to a variety of markets, including emerging markets & India.
CO222MKT.4	Analysing	COMPARE and CONTRAST the luxury products , brands and industry with routine products, brands and industry.
CO222MKT.5	Evaluating	ASSESS internal and external factors impacting the luxury markets, nationally, internationally and globally.
CO222MKT.6	Creating	Formulate marketing strategy for contemporary luxury products and brand.

Specialization: Financial Management

Course Code and Course Name		205FIN: Financial Markets and Banking Operations
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO205FIN.1	Remembering	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO205FIN.2	Understanding	UNDERSTAND the concepts of financial markets, their working and importance
CO205FIN.3	Applying	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO205FIN.4	Analysing	ANALYZE the linkages in the Financial Markets.
CO205FIN.5	Evaluating	EXPLAIN the various banking and accounting transactions
CO205FIN.6	Creating	DEVELOP necessary competencies expected of a finance professional.
Course Code and Course Name		206FIN: Personal Financial Planning
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO206FIN.1	Remembering	UNDERSTAND the need and aspects of personal financial planning
CO206FIN.2	Understanding	DESCRIBE the investment options available to an individual
CO206FIN.3	Applying	IDENTIFY types of risk and means of managing it
CO206FIN.4	Analysing	DETERMINE the ways of personal tax planning
CO206FIN.5	Evaluating	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO206FIN.6	Creating	CREATE a financial plan for a variety of individuals.

Course Code and Course Name		217FIN: Securities Analysis & Portfolio Management
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO217FIN.1	Remembering	REMEMBER various concepts taught in the syllabus
CO217FIN.2	Understanding	EXPLAIN various theories of Investment Analysis and Portfolio Management.
CO217FIN.3	Applying	CALCULATE risk and return on investment using various concepts covered in the syllabus.
CO217FIN.4	Analysing	ANALYZE and DISCOVER intrinsic value of a security.
CO217FIN.5	Evaluating	DESIGN/ CREATE optimal portfolio
Course Code and Course Name		218FIN: Futures & Options
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO218FIN.1	Remembering	DESCRIBE the basic concepts related to Derivatives, Types of Derivative products and Risk Management
CO218FIN.2	Understanding	EXPLAIN in detail the terminology used in the Futures and Options segment of finance domain
CO218FIN.3	Applying	UNDERSTAND and DIFFERENTIATE between Options and Futures pricing and apply the understanding in the simulated virtual trading platform.
CO218FIN.4	Analysing	ANALYZE and offer optimum solutions in the cases of risk management through hedging with futures and options.
CO218FIN.5	Evaluating	EVALUATE the various derivative strategies for their application in different situations.

Course Code and Course Name		219FIN: Direct Taxation
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO219FIN.1	Remembering	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
CO219FIN.2	Understanding	EXPLAIN how tax planning can be done
CO219FIN.3	Understanding	ILLUSTRATE how online filling of various forms and returns can be done.
CO219FIN.4	Applying	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
CO219FIN.5	Analysing	ANALYZE and DISCOVER intrinsic value of a security.
CO219FIN.6	Evaluating	DESIGN/ DEVELOP / CREATE tax saving plan
Course Code and Course Name		220FIN: Financial Reporting
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO219FIN.1	Remembering	Describe the basic concepts related to Financial Reporting taught through the syllabus.
CO219FIN.2	Understanding	Explain, in detail, all the theoretical concepts taught through the syllabus.
CO219FIN.3	Applying	Do all the necessary calculations pertaining to financial reporting.
CO219FIN.4	Analysing	Analyze the situation and decide the key elements of financial reporting through the financial statements.
CO219FIN.5	Evaluating	Evaluate the compliance and quality of financial reporting

Course Code and Course Name		221FIN: Securities Analysis & Portfolio Management
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO221FIN.1	Remembering	Remember and describe the key concepts covered in the syllabus
CO221FIN.2	Understanding	Explain in detail the Retail Credit Evaluation, Lending and Recovery Process as well as other relevant concepts covered in the syllabus
CO221FIN.3	Applying	Calculate the loan eligibility of the retail borrower and the amount to be classified as NPA.
CO221FIN.4	Analysing	Determine the key elements of retail lending and recovery process and documentation therein.
CO221FIN.5	Evaluating	Design the Retail Lending and Recovery Process for a Bank & NBFC.
Course Code and Course Name		222FIN: Banking Laws & Regulations
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO222FIN.1	Remembering	REMEMBER various concepts taught in the syllabus
CO222FIN.2	Understanding	EXPLAIN the Regulatory Framework in the Indian Banking system.
CO222FIN.3	Understanding	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
CO222FIN.4	Understanding	DISCUSS the various laws related to banking.
CO222FIN.5	Applying	APPLY the various commercial laws for the smooth functioning of banking operations.

Course Code and Course Name		223FIN: Fundamentals of Life Insurance – Products and Underwriting
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO223FIN.1	Remembering	RECALL all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.2	Understanding	Explain all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.3	Applying	DETERMINE the key elements of the Life Insurance Products and Services.
CO223FIN.4	Analysing	APPLY the life insurance product knowledge to suit to the clients' needs.
CO223FIN.5	Evaluating	DESIGN the life insurance cover strategy for clients.
Course Code and Course Name		224FIN: General Insurance – Health and Vehicle
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO224FIN.1	Remembering	DESCRIBE the various terms related to General insurance and Health Insurance.
CO224FIN.2	Understanding	UNDERSTAND General insurance, Health Insurance (including travel insurance) and Motor / Vehicle Insurance
CO224FIN.3	Analysing	COMPARE and CONTRAST insurance plans
CO224FIN.4	Analysing	ANALYZE and USE risk management techniques
CO224FIN.5	Evaluating	FACILITATE the development of an insurance claim.
CO224FIN.6	Evaluating	FACILITATE the compliance required for acquiring the policy and settlement of claims.

Specialization: Human Resource Management

Course Code and Course Name		205HRM: Competency Based Human Resource Management System
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO205HRM.1	Remembering	DEFINE the key terms related to performance management and competency development.
CO205HRM.2	Understanding	EXPLAIN various models of competency development.
CO205HRM.3	Applying	PRACTICE competency mapping.
CO205HRM.4	Analysing	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO205HRM.5	Evaluating	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO205HRM.6	Creating	DEVELOP a customized competency model in accordance with the corporate requirements.
Course Code and Course Name		206HRM: Employee Relations and Labour Legislations
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO206HRM.1	Remembering	SHOW awareness of important and critical issues in Employee Relations
CO206HRM.2	Understanding	INTERPRET and relate legislations governing employee relations.
CO206HRM.3	Applying	DEMONSTRATE an understanding of legislations relating to working environment.
CO206HRM.4	Analysing	OUTLINE the role of government, society and trade union in ER.
CO206HRM.5	Evaluating	EXPLAIN aspects of collective bargaining and grievance handling.
CO206HRM.6	Creating	DISCUSS the relevant provisions of various Labour Legislations.

Course Code and Course Name		217HRM: Labour Welfare
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO217HRM.1	Remembering	ENUMERATE the key concepts of the subject matter.
CO217HRM.2	Understanding	DESCRIBE the key aspects of the labour policy regulation in the country.
CO217HRM.3	Applying	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO217HRM.4	Analysing	EXAMINE the traditional concept of labour welfare in the industry.
CO217HRM.5	Evaluating	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO217HRM.6	Creating	ELABORATE upon the perspective of labour problems and remedial measures in the country.
Course Code and Course Name		218HRM: Lab in Recruitment and Selection
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO218HRM.1	Remembering	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
CO218HRM.2	Understanding	COMPARE and CONTRAST various methods of Recruitment and Selection.
CO218HRM.3	Applying	DEVELOP Job Specifications and Job descriptions in a variety of context.
CO218HRM.4	Analysing	ANALYZE various Personality types
CO218HRM.5	Evaluating	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
CO218HRM.6	Creating	COMPILE a list of questions for Recruitment and Selection interviews.

Course Code and Course Name		219HRM: Learning & Development
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO219HRM.1	Remembering	DESCRIBE the key concepts associated with Learning & Development
CO219HRM.2	Understanding	EXPLAIN the training process and the various methods of training for various categories of employees in a variety of organizational contexts.
CO219HRM.3	Applying	IDENTIFY training needs of various categories of employees in a variety of organizational contexts.
CO219HRM.4	Analysing	EXAMINE the impact of training on various organizational and HR aspects.
CO219HRM.5	Evaluating	EVALUATE the training process of various categories of employees in a variety of organizational contexts.
CO219HRM.6	Creating	DESIGN a training programme for various categories of employees in a variety of organizational contexts.
Course Code and Course Name		220HRM: Public Relations & Corporate Communications
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO220HRM.1	Remembering	DESCRIBE the various forms of Corporate Communications from a HR perspective.
CO220HRM.2	Understanding	EXPLAIN the role of Public Relations & Corporate Communications in HRM.
CO220HRM.3	Applying	PLAN and EXECUTE a PR activity
CO220HRM.4	Analysing	EXAMINE the PR campaign & strategies of real world organizations.
CO220HRM.5	Evaluating	DEVELOP a strategic communication plan for a real life Corporate communication issue.
CO220HRM.6	Creating	COMPLIE an analytical report on the PR activities and communication strategies designed & practiced by the organizations and IMPROVE on it.

Course Code and Course Name		221HRM: HR Analytics
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO221HRM.1	Remembering	ENUMERATE the key concepts related to the subject matter
CO221HRM.2	Understanding	DEMONSTRATE experimentation and innovation
CO221HRM.3	Applying	USE thinking & decision making ability beyond the existing capabilities and present environment.
CO221HRM.4	Analysing	ANALYSE the behavioral Patterns of an individual & Map the competency- the audit Perspective.
CO221HRM.5	Evaluating	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
CO221HRM.6	Creating	FORMULATE the linkage between HR Analytics and Business Analytics.
Course Code and Course Name		222HRM: Conflict & Negotiation Management
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO222HRM.1	Remembering	DEFINE the key concepts of the subject matter.
CO222HRM.2	Understanding	EXPLAIN the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA)
CO222HRM.3	Applying	APPLY the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA) for successful negotiations.
CO222HRM.4	Analysing	APPRAISE the importance of in business negotiations and managing conflicts.
CO222HRM.5	Evaluating	DEVELOP the logical thinking, communication skills and other prerequisite for successful business negotiations and handling organizational conflict.
CO222HRM.6	Creating	COMBINE the theoretical concepts practical methods of managing and resolving organizational conflict and negotiation styles in the organizational context.

Specialization: Operations & Supply Chain Management

Course Code and Course Name		205OSCM: Service Operations Management – I
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO205OSCM.1	Remembering	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
CO205OSCM .2	Understanding	DESCRIBE the service design elements of variety of services
CO205OSCM .3	Applying	USE service blueprinting for mapping variety of real life service processes.
CO205OSCM .4	Analysing	ANALYSE alternative locations and sites for variety of service facilities
CO205OSCM .5	Evaluating	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
CO205OSCM .6	Creating	CREATE flow process layouts for variety of services.
Course Code and Course Name		206OSCM: Supply Chain Management
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO206OSCM.1	Remembering	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO206OSCM.2	Understanding	EXPLAIN the structure of modern day supply chains.
CO206OSCM.3	Applying	IDENTIFY the various flows in real world supply chains.
CO206OSCM.4	Analysing	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
CO206OSCM.5	Evaluating	EXPLAIN the key Operational Aspects in Supply Chain Management.
CO206OSCM.6	Creating	DISCUSS the relationship between Customer Value and Supply Chain Management.

Course Code and Course Name		217OSCM: Planning & Control of Operations
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO217OSCM.1	Remembering	DESCRIBE the building blocks of Planning & Control of Operations.
CO217OSCM.2	Understanding	EXPLAIN the need for aggregate planning and the steps in aggregate planning.
CO217OSCM.3	Applying	MAKE USE OF the various forecasting approaches in the context of operations planning process.
CO217OSCM.4	Analysing	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
CO217OSCM.5	Evaluating	EXPLAIN the importance of scheduling in operations management.
CO217OSCM.6	Creating	CREATE a Bill of Materials.
Course Code and Course Name		218OSCM: Productivity Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO218OSCM.1	Remembering	DEFINE various types of productivity and measures of productivity.
CO218OSCM.2	Understanding	DEMONSTRATE the linkages between various measures of productivity
CO218OSCM.3	Applying	APPLY Value Analysis and Value Engineering principles to simple situations related to operations management.
CO218OSCM.4	Analysing	APPLY various types of charts and diagrams to carry out work study and method study.
CO218OSCM.5	Evaluating	DETERMINE the Standard Time using Techniques of Work Measurement.
CO218OSCM.6	Creating	ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing.

Course Code and Course Name		219OSCM: Inventory Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO219OSCM.1	Remembering	DEFINE the key terms associated with Inventory Management
CO219OSCM.2	Understanding	CLASSIFY various types of inventory, and inventory costs.
CO219OSCM.3	Applying	CALCULATE Economic Order Quantity and stock levels under various conditions.
CO219OSCM.4	Analysing	COMPARE and CONTRAST various methods of inventory control.
CO219OSCM.5	Evaluating	ASSESS various factors influencing Make or Buy decisions.
CO219OSCM.6	Creating	SOLVE problems based on ABC classification of inventory.
Course Code and Course Name		220OSCM: Theory of Constraints
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO220OSCM.1	Remembering	DEFINE the key concepts of TOC.
CO220OSCM.2	Understanding	DEMONSTRATE knowledge & understanding of the fundamentals of TOC.
CO220OSCM.3	Applying	IDENTIFY and mitigate both real constraints and managerial constraints.
CO220OSCM.4	Analysing	ILLUSTRATE the tools and techniques that help in managing constraints to improve organizational performance.
CO220OSCM.5	Evaluating	EXPLAIN the benefits an organization may reap through the successful implementation of the TOC.
CO220OSCM.6	Creating	DEVELOP solutions to common problems in Project Management, Operations Management and Supply Chain Management using TOC principles and methods.

Course Code and Course Name		221OSCM: Quality Management Standards
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO221OSCM.1	Remembering	DESCRIBE the concepts of Quality and importance of the Quality Management Principles.
CO221OSCM.2	Understanding	INTERPRET the requirements of ISO 9001:2015 standard.
CO221OSCM.3	Applying	APPLY process based thinking and risk based thinking for managing and improving the functioning of an organization.
CO221OSCM.4	Analysing	TAKE PART IN planning, conducting and follow-up of QMS audits directed towards maintenance and continual improvements of the QMS.
CO221OSCM.5	Evaluating	DEVELOP skills for Corrective Action Management and Continual Improvement Project management.
CO221OSCM.6	Creating	BUILD stakeholder confidence by managing processes in line with the latest requirements.
Course Code and Course Name		222OSCM: Service Value Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO222OSCM.1	Remembering	DEFINE the core concepts related to Service Value Chain, Service Profit Chain, Innovation, CRM, networks.
CO222OSCM.2	Understanding	ILLUSTRATE managing the service process through service value chain.
CO222OSCM.3	Applying	IDENTIFY factors influencing Innovation and service organizational design.
CO222OSCM.4	Analysing	EXAMINE the inter-relationships between the Focal firm, Supplier Networks, Distribution Networks, etc.
CO222OSCM.5	Evaluating	EVALUATE the role of Business Networks as partners in value creation.
CO222OSCM.6	Creating	DEVELOP strategies built on Principles of Service Value Chain & Service Profit Chain for various types of organizations.

Course Code and Course Name	223OSCM: Industry 4.0	
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO223OSCM.1	Remembering	DESCRIBE the drivers, enablers and compelling forces for Industry 4.0's advancement.
CO223OSCM.2	Understanding	UNDERSTAND the power of Cloud Computing in a networked economy.
CO223OSCM.3	Applying	IDENTIFY the opportunities, challenges brought about by Industry 4.0.
CO223OSCM.4	Analysing	OUTLINE the various systems used in a manufacturing plant and their role in an Industry 4.0 paradigm.
CO223OSCM.5	Evaluating	APPRAISE the smartness in Smart Factories, Smart cities, smart products and smart services.
CO223OSCM.6	Creating	PREDICT how organizations and individuals should prepare to reap the benefits.

Specialization : Business Analytics

Course Code and Course Name		205BA: Basic Business Analytics using R
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO205BA.1	Remembering	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
CO205BA.2	Understanding	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
CO205BA.3	Applying	DEVELOP a thought process to think like a data scientist/business analyst.
CO205BA.4	Analysing	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO205BA.5	Evaluating	SELECT the right functions of R for the given analytics task.
CO205BA.6	Creating	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
Course Code and Course Name		206BA: Data Mining
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO206BA.1	Remembering	DEFINE the key terms associated with Data Mining
CO206BA.2	Understanding	EXPLAIN the various aspects of Data
CO206BA.3	Applying	APPLY classification models
CO206BA.4	Analysing	ANALYSE using clustering models
CO206BA.5	Evaluating	SELECT appropriate association analysis and anomaly detection tools.
CO206BA.6	Creating	COMBINE various data mining tools and use them in live analytical projects in business scenarios.

Course Code and Course Name		217BA: Marketing Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO217BA.1	Remembering	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
CO217BA.2	Understanding	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
CO217BA.3	Applying	IDENTIFY what customers' value in a product, and assess what they are willing to pay for it.
CO217BA.4	Analysing	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
CO217BA.5	Evaluating	DETERMINE the most effective target markets.
CO217BA.6	Creating	DESIGN a study that incorporates the key tools of Marketing Analytics.
Course Code and Course Name		218BA: Retailing Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO2018BA.1	Remembering	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
CO2018BA.2	Understanding	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
CO2018BA.3	Applying	USE various kinds of data for performing Retailing Analytics.
CO2018BA.4	Analysing	ILLUSTRATE the use of various tools and frameworks for predictive retail analytics.
CO2018BA.5	Evaluating	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO2018BA.6	Creating	BUILD value for Retail and Marketing by deriving Marketing ROI metrics..

Course Code and Course Name		219BA: Workforce Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO2019BA.1	Remembering	ENUMERATE the use of Workforce Analytics.
CO2019BA.2	Understanding	UNDERSTAND the process of creating and using HR analytics
CO2019BA.3	Applying	USE dashboards, pivot tables for data driven decision making in HR.
CO2019BA.4	Analysing	ILLUSTRATE the use of various tools and frameworks for predictive analytics.
CO2019BA.5	Evaluating	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
CO2019BA.6	Creating	BUILD value for HR departments by showing clear links between HR and Business outcomes.
Course Code and Course Name		220BA: Tableau
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO220BA.1	Remembering	DEFINE Tableau terminology and SHOW how to Connect to your data, Edit and save a data source.
CO220BA.2	Understanding	ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts.
CO220BA.3	Applying	MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values
CO220BA.4	Analysing	INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins.
CO220BA.5	Evaluating	CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations.
CO220BA.6	Creating	BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding.

Course Code and Course Name		221BA: Data Warehousing Project Life Cycle Management
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO221BA.1	Remembering	DESCRIBE various stages in Data Warehouse development process.
CO221BA.2	Understanding	EXPLAIN the significance of and Project Management issues to be considered in the Data warehouse and Business Intelligence projects and the practicality of each phase.
CO221BA.3	Applying	MAKE USE OF the Data warehouse Lifecycle.
CO221BA.4	Analysing	FORMULATE Requirements Definition using requirements gathering methods.
CO221BA.5	Evaluating	DETERMINE users of information and SELECT appropriate Information Delivery Tools, OLAP models and Data Mining Techniques.
CO221BA.6	Creating	CREATE an Implementation Plan for a Data warehouse Project

S.T. Aurangabadkar
Dr. S.T. Aurangabadkar

Director
Director
J.D.C. Bytco IMSR,
Nashik-05.



MBA 2019 Pattern

Programme Outcomes

Programme Specific

Outcomes

Course Outcomes

Programme

Outcomes



Gokhale Education Society's
**J.D.C. Bytco Institute of Management Studies and
Research, Nashik 5**

Programme Outcomes for MBA Programme (2019 Pattern)

1. **Generic and Domain Knowledge** - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2. **Problem Solving & Innovation** - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3. **Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4. **Effective Communication** - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. **Leadership and Team Work** - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. **Global Orientation and Cross-Cultural Appreciation:** Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. **Entrepreneurship** - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

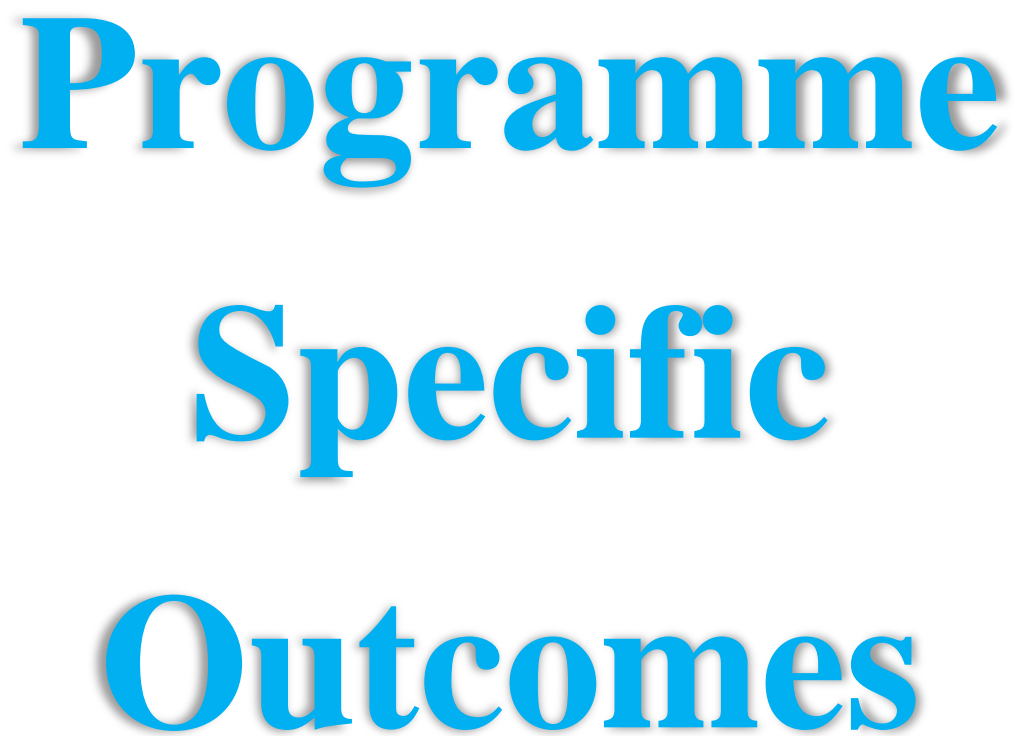
8. **Environment and Sustainability** - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.

9. **Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.

10. **Life Long Learning** – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.


Dr. S. T. Aurangabadkar
Director





**Programme
Specific
Outcomes**



Gokhale Education Society's
**J.D.C. Bytco Institute of Management Studies and
Research, Nashik 5**

**Programme Specific Outcomes for MBA Programme
(2019 Pattern)**

Specialization	Marketing Management
PSO1	To understand various research designs and underlying techniques for marketing research
PSO2	To develop the skill to apply various research designs, collect and analyze data and interpret the results to solve marketing research problems
PSO3	To understand basic concepts related to consumer behaviour and apply them to real world situations. To create awareness about use of internet, e commerce, changing marketplace and consumer.
PSO4	To understand role of various social media such as Facebook, Google Ad words etc. and actually learn to use these for real products.
PSO5	To be able to design content for the social media and to design campaigns using digital media.
PSO6	Understand various basic aspects related to financial products and services. To be able to compare and evaluate them from investor point of view.
Specialization	Financial Management
PSO7	To understand basic concepts and practical aspects related to accounting and financial management.
PSO8	To understand concepts of financial markets and banking operations
PSO9	To understand concepts and practical aspects of personal financial planning
PSO10	To be able to prepare personal financial plan as per requirements
PSO11	To understand current direct tax related regulations
PSO12	To practically apply the regulations to various situations and perform computations related to direct tax

Specialization	Human Resource Management
PSO13	To understand various concepts related to performance and competency development
PSO14	To map own competencies and to recognise competencies required for different roles at different levels To develop models
PSO15	To create awareness of important and critical issues in Employee Relation. To understand roles of various stake holders and to understand various legal provisions
Specialization	Operations and Supply chain Management
PSO16	To understand basic concepts and acquire practical knowledge related to service operations
PSO17	To Understand concept and structure of real life supply chains. To learn and practice practical aspects related to Supply chain Management
Specialization	Business Analytics
PSO18	To understand basic concepts and acquire practical knowledge related to analysis of data
PSO19	To acquire the skill to understand data and apply appropriate analytical tool to support managerial decision making


 Dr. S.T. Aurangabadkar
 Director
Director
 J.D.C. Bytco IMSR,
 Nashik-05.





Course Outcomes



Gokhale Education Society's
**J.D.C. Bytco Institute of Management Studies and
 Research, Nashik 5**

**Course Outcomes for MBA Programme (2019 Pattern)
 Semester I**

Course Code and Course Name		101 – Managerial Accounting
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO101.1	Remembering	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO101.2	Understanding	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO101.3	Applying	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	Analysing	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	Evaluating	EVALUATE the financial impact of the decision.
Course Code and Course Name		102 - Organizational Behaviour
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO102.1	Remembering	DESCRIBE the key concepts of organizational behavior.
CO102.2	Understanding	UNDERSTAND theories about how managers should behave to motivate and control employees.
CO102.3	Understanding	ARTICULATE aspects of organizational culture and interpret cultural diversity.
CO102.4	Applying	BUILD people and leadership skills essential for managerial success.
CO102.5	Analysing	ANALYSE causes of conflict and OUTLINE conflict management strategies that managers can use to resolve organizational conflict effectively.
CO102.6	Evaluating	EXPLAIN group and teams dynamics leading to organizational effectiveness.

Course Code and Course Name	103 – Economic Analysis for Business Decisions	
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO103.1	Remembering	DEFINE the key terms in economics
CO103.2	Understanding	EXPLAIN the reasons for existence of firms and their decision making goals.
CO103.3	Applying	MAKE USE OF the basic concepts of Demand, Supply, Demand Forecasting, Equilibrium and their determinants.
CO103.4	Analysing	ANALYSE cost function and the difference between short-run and long-run cost function and establish the REATIONSHIP between production function and cost function.
CO103.5	Analysing	EXAMINE the effect of non-price factors on products and services of monopolistic and oligopoly firms.
CO103.6	Evaluating	DESIGN competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products, the market structures and Business Cycles.
Course Code and Course Name		
104 - Business Research Methods		
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO104.1	Remembering	Enumerate and define various concepts & terms associated with scientific business research.
CO104.2	Understanding	Explain the various types of measurement scales & attitude scaling techniques and their application in the context of business research.
CO104.3	Applying	Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling and sample size determination to contemporary business research problems.
CO104.4	Analysing	Analyse and graphically present quantitative data and derive actionable inferences from the same from a decision making perspective.
CO104.5	Evaluating	Construct different types of testable hypotheses and interpret the statistical test outcomes.
CO104.6	Creating	Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design.

Course Code and Course Name		105 – Basics of Marketing
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO105.1	Remembering	DEFINE the various concepts, terms in marketing and the various company orientations towards the market place.
CO105.2	Understanding	CLASSIFY the various components of the marketing environment of a firm and explain the same in detail.
CO105.3	Applying	APPLY principles of segmentation, targeting and positioning to real world marketing offering (commodities, goods, services, e-products/e-services.)
CO105.4	Analysing	BREAKDOWN the consumer buying behavior journey into various components and DISTINGUISH between various buying roles for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO105.5	Evaluating	DEVELOP and EXPLAIN the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO105.6	Creating	ELABORATE on the various types of Product Life Cycles and RELATE them with the marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).
Course Code and Course Name		106 – Digital Business
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO106.1	Remembering	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO106.2	Understanding	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	Applying	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	Analysing	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	Analysing	CLASSIFY the prevalent digital business models into various groups and OUTLINE their benefits and limitations.
CO106.6	Evaluating	EXPLAIN the various applications of Digital Business in the present day world.

Course Code and Course Name	107 – Management Fundamentals	
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO107.1	Remembering	ENUMERATE various managerial competencies and approaches to management.
CO107.2	Understanding	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO107.3	Applying	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO107.4	Analysing	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
CO107.5	Evaluating	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
CO107.6	Creating	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.
Course Code and Course Name	108 – Indian Economy	
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO108.1	Remembering	DESCRIBE the present state of Indian Economy and LIST major economic policy issues in the current context.
CO108.2	Understanding	SUMMARIZE the sectoral composition of the Indian Economy and DISCUSS the trends therein.
CO108.3	Applying	PREDICT consequences of Growth of Monopolies, Concentration of Economic Power and Inequality in the Indian Economy.
CO108.4	Analysing	EXAMINE the changing profile of human capital, employment, productivity and ILLUSTRATE the linkages with GDP composition of India
CO108.5	Evaluating	EVALUATE the role of Foreign Trade in the Indian Economy.
CO108.6	Creating	BUILD a case for co-existence of LPG model along with the role of the state in the Indian Economy.

Course Code and Course Name		109 – Entrepreneurship Development
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO109.1	Remembering	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth
CO109.2	Understanding	DISCUSS the various theories of entrepreneurship
CO109.3	Applying	CONSTRUCT a framework for a typical EDP.
CO109.4	Analysing	OUTLINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
CO109.5	Evaluating	COMPOSE an inventory of possible entrepreneurial opportunities in contemporary local, regional and national context.
CO109.6	Creating	CREATE a business plan for an entrepreneurial venture.
Course Code and Course Name		110 – Essentials of Psychology for Managers
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO110.1	Remembering	DEFINE the basic concepts of psychology.
CO110.2	Understanding	EXPLAIN the sensing and perceiving processes.
CO110.3	Applying	APPLY principles of learning and conditioning to human behavior
CO110.4	Analysing	ILLUSTRATE the linkages between learning, memory and information processing.
CO110.5	Evaluating	EXPLAIN the basic intrapersonal processes that influence social perception.

Course Code and Course Name		111 - Legal Aspects of Business
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO111.1	Remembering	DESCRIBE the key terms involved in each Act.
CO111.2	Understanding	SUMMARIZE the key legal provisions of each Act.
CO111.3	Applying	ILLUSTRATE the use of the Acts in common business situations.
CO111.4	Analysing	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
Course Code and Course Name		112 – Demand Analysis and Forecasting
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO112.1	Remembering	DESCRIBE the key terms associated with demand analysis, demand estimation and demand forecasting.
CO112.2	Understanding	SUMMARIZE the use of demand forecasting in various functions of management.
CO112.3	Applying	IDENTIFY the pros and cons of various forecasting methods
CO112.4	Analysing	DECONSTRUCT a forecast into its various components
CO112.5	Evaluating	BUILD a forecast for common products and services using time-series data.
Course Code and Course Name		113 - Verbal Communication Lab
CO #	Cognitive Abilities	Course Outcomes
CO113.1	Remembering	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO113.2	Understanding	EXPRESS themselves effectively in routine and special real world business interactions.
CO113.3	Applying	DEMONSTRATE appropriate use of body language.
CO113.4	Analysing	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO113.5	Evaluating	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO113.6	Creating	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.

Course Code and Course Name		114 - Enterprise Analysis - Desk Research
CO #	Cognitive Abilities	Course Outcomes
CO113.1	Remembering	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO113.2	Understanding	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO113.3	Applying	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO113.4	Analysing	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
CO113.5	Evaluating	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
CO113.6	Creating	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).
Course Code and Course Name		115 - Selling & Negotiations Skills Lab
CO #	Cognitive Abilities	Course Outcomes
CO115.1	Remembering	DESCRIBE the various selling situations and selling types.
CO115.2	Understanding	OUTLINE the pre-sales work to be carried out by a professional salesperson.
CO115.3	Applying	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
CO115.4	Analysing	FORMULATE a sales script for a real world sales call for a product/ service / e-product/ e-service.
CO115.5	Evaluating	DECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
CO115.6	Creating	DEVELOP a sales proposal for a real world product/ service / e-product / eservice and for a real world selling situation.

Course Code and Course Name		116 - MS Excel
CO #	Cognitive Abilities	Course Outcomes
CO116.1	Remembering	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
CO116.2	Understanding	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
CO116.3	Applying	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
CO116.4	Analysing	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
CO116.5	Evaluating	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
CO116.6	Creating	CREATE standard Excel Templates for routine business data management and analysis activities
Course Code and Course Name		117 - Business Systems and Procedures
CO #	Cognitive Abilities	Course Outcomes
CO116.1	Remembering	TABULATE the key elements of a typical business system and related work flow procedures.
CO116.2	Understanding	EXPLAIN a business system and related procedures
CO116.3	Applying	PREDICT the fail points / bottle necks in a typical business process.
CO116.4	Analysing	BREAK DOWN a business system into simpler components and explain the interrelationships.
CO116.5	Evaluating	DEVELOP a process based thinking approach.
CO116.6	Creating	CREATE standard operating procedures and flow charts / other visual representations for typical business systems and processes.

Course Code and Course Name		118 - Managing Innovation
CO #	Cognitive Abilities	Course Outcomes
CO118.1	Remembering	DESCRIBE the key ideas relevant to innovation, intellectual property, business models
CO118.2	Understanding	INTERPRET the various theories of innovation and EXPLAIN with examples the types of innovation.
CO118.3	Applying	EXPERIMENT WITH innovation as a systematic process and generate innovative ideas for new products and services.
CO118.4	Analysing	DISSECT contemporary start-up businesses for their business models, extent of innovation, success and failure.
CO118.5	Evaluating	CREATE an inventory of product and process innovations for daily use consumer products and routine business processes in a typical organization.
CO118.6	Creating	CREATE a potential list of innovation needs for India in the local, regional and national context and ASSESS the likelihood of constructing a business model around these needs in the current local, regional and national context.
Course Code and Course Name		119 - Foreign Language I
CO #	Cognitive Abilities	Course Outcomes
CO119.1	Remembering	RECALL and SPELL simple words in the foreign language
CO119.2	Understanding	TRANSLATE simple sentences from English to the foreign language and vice-versa.
CO119.3	Applying	CONSTRUCT a dialogue, in the foreign language, for basic human interactions in a social context.
CO119.4	Analysing	TAKE PART IN an interaction in a non-business setting using the foreign language.
CO119.5	Evaluating	INTERPRET a short write up written in the foreign language.

Semester II

Course Code and Course Name		201 – Marketing Management
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO201.1	Remembering	DESCRIBE the key terms associated with the 4 Ps of marketing
CO201.2	Understanding	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	Applying	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.4	Analysing	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	Evaluating	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.6	Creating	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
Course Code and Course Name		202 – Financial Management
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO202.1	Remembering	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	Understanding	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	Applying	PERFORM all the required calculations through relevant numerical problems.
CO202.4	Analysing	ANALYZE the situation and <ul style="list-style-type: none"> • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals
CO202.5	Evaluating	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

Course Code and Course Name	203 – Human Resource Management	
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO203.1	Remembering	DESCRIBE the role of Human Resource Function in an Organization
CO203.2	Remembering	ENUMERATE the emerging trends and practices in HRM.
CO203.3	Understanding	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	Applying	DEMONSTRATE the use of different appraisal and training methods in an Organization.
CO203.5	Analysing	OUTLINE the compensation strategies of an organization
CO203.6	Evaluating	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
Course Code and Course Name	204 – Operations & Supply Chain Management	
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO204.1	Remembering	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO204.2	Understanding	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO204.3	Understanding	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO204.4	Applying	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO204.5	Analysing	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.

Course Code and Course Name		207 – Contemporary Frameworks in Management
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO207.1	Remembering	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
CO207.2	Understanding	DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
CO207.3	Applying	APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.
CO207.4	Analysing	EXAMINE the fundamental causes of organizational politics and team failure.
CO207.5	Evaluating	EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.
Course Code and Course Name		208 - Start Up and New Venture Management
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO208.1	Remembering	DESCRIBE the strategic decisions involved in establishing a startup.
CO208.2	Understanding	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO208.3	Applying	IDENTIFY the issues in developing a team to establish and grow a startup
CO208.4	Analysing	FORMULATE a go to market strategy for a startup.
CO208.5	Evaluating	DESIGN a workable funding model for a proposed startup.
CO208.6	Creating	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

Course Code and Course Name		209 - Geopolitics & World Economic Systems
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO209.1	Remembering	ENUMERATE the various elements of global economic system.
CO209.2	Understanding	EXPLAIN the role of key trade organizations in the global economic system
CO209.3	Applying	IDENTIFY the crucial elements of international trade laws.
CO209.4	Analysing	ANALYSE the forces that work for and against globalization.
CO209.5	Evaluating	ASSESS the impact of the elements of the Global Economic System on the Indian Economy.
Course Code and Course Name		210 – Qualitative Research Methods
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO210.1	Remembering	ENUMERATE the key terms associated with Qualitative research approach.
CO210.2	Understanding	COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
CO210.3	Applying	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
CO210.4	Analysing	ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
CO210.5	Evaluating	EVALUATE the quality of Qualitative Research work
CO210.6	Creating	COMBINE Qualitative and Quantitative research approaches in a real world research project.

Course Code and Course Name		211 – Business, Government & Society
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO211.1	Remembering	DESCRIBE the economic roles of government in the Indian context.
CO211.2	Understanding	EXPLAIN the macroeconomic crises around the world.
CO211.3	Applying	ILLUSTRATE the inter-linkages between economic growth, poverty and inequality.
CO211.4	Analysing	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
CO211.5	Evaluating	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
CO211.6	Creating	DISCUSS the interplay between technology, business and society.
Course Code and Course Name		212 - Business Process Reengineering
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO212.1	Remembering	DEFINE the key terms associated with Business Process Reengineering
CO212.2	Understanding	EXPLAIN the various supporting and opposing forces to Business Process Reengineering in simple business situations.
CO212.3	Applying	APPLY modeling tools for simple business processes.
CO212.4	Analysing	FORMULATE a working plan to establish a Business Process Reengineering team.
CO212.5	Evaluating	EVALUATE the success of a BPR initiative in relation to the impact on organizational KPIs.
CO212.6	Creating	IMAGINE ways to improve business or non-business processes.

Course Code and Course Name		213 - Written Analysis and Communication Lab
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO213.1	Remembering	DESCRIBE stages in a typical communication cycle and the barriers to effective communication.
CO213.2	Understanding	SUMMARIZE long essays and reports into précis and executive summaries.
CO213.3	Applying	USE Dictionary and Thesaurus to draft and edit a variety of business written communication.
CO213.4	Analysing	EXAMINE sample internal communications in a business environment for potential refinements.
CO213.5	Evaluating	COMPOSE variety of letters, notices, memos and circulars.
Course Code and Course Name		214 - Industry Analysis - Desk Research
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO214.1	Remembering	DESCRIBE the key characteristics of the players in an industry.
CO214.2	Understanding	SUMMARIZE the management ethos and philosophy of the players in the industry.
CO214.3	Applying	DEMONSTRATE an understanding of the regulatory forces acting on the industry
CO214.4	Analysing	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
CO214.5	Evaluating	ASSESS the impact of recent developments on the industry and its key players.
CO214.6	Creating	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).

Course Code and Course Name	215 – Entrepreneurship Lab	
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO215.1	Remembering	IDENTIFY a basket of potential business opportunities in the local, regional or national context.
CO215.2	Understanding	COMPARE and CONTRAST the shortlisted business opportunities to SELECT the most suitable / promising opportunity.
CO215.3	Applying	DEVELOP a business model around the shortlisted business opportunity.
CO215.4	Analysing	FORMULATE the organization structure for the proposed start up
CO215.5	Evaluating	EVALUATE the market potential and ESTIMATE the financing requirements for the initial 1 to 3 years after launch.
CO215.6	Creating	CREATE a proposal for funding the start up.
Course Code and Course Name	216 - SPSS	
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO216.1	Remembering	IDENTIFY the key menus of SPSS and DESCRIBE their functionality
CO216.2	Understanding	EXPLAIN the main features of SPSS
CO216.3	Applying	MAKE USE OF various tools to manage data, describe data and display graphical output using SPSS.
CO216.4	Analysing	ANALYSE data using various statistical tests of SPSS
CO216.5	Evaluating	INTERPRET and EXPLAIN the outputs from SPSS
CO216.6	Creating	DESIGN, DEVELOP and TEST advanced multivariate models using SPSS.

Course Code and Course Name		217 - Foreign Language II
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO217.1	Remembering	LISTEN to simple audio-visual recordings in the foreign language.
CO217.2	Understanding	TRANSLATE simple letters from English to the foreign language and vice-versa.
CO217.3	Applying	CONSTRUCT a business email, in the foreign language.
CO217.4	Analysing	TAKE PART IN an interaction in a business setting using the foreign language.
CO217.5	Evaluating	COMPOSE a covering letter and resume in the foreign language.

Foundation Courses (Elective) - Semester I & II		
Course Code and Course Name		FOU – 001: Elementary English
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU001.1	Remembering	LABEL the different parts of a sentence, correctly SPELL and PRONOUNCE the words in common usage and effectively LISTEN to short AV material (English).
CO-FOU 001.2	Understanding	PARAPHRASE published written and audio visual content (English) in own words.
CO-FOU 001.3	Applying	CONSTRUCT short paragraphs and essays (English) for a specified task, to elicit, to select, to describe, to summarize information.
CO-FOU001.4	Analysing	TAKE PART IN conversations using general, social and professional (English) language.
CO-FOU001.5	Evaluating	CHECK written and audio visual content (English) for grammatical correctness.
CO-FOU001.6	Creating	SUBSTITUTE right words / terms / phrases in a compiled text.

Course Code and Course Name		FOU – 002: Elementary Mathematics and Statistics
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU002.1	Remembering	MEMORIZE and REPRODUCE all basic formulae covered in the syllabus.
CO-FOU 002.2	Understanding	EXPRESS numbers in various forms such as fractions, percentages, equivalent simplest fractions.
CO-FOU 002.3	Applying	CALCULATE Percentages, Profit & Loss, Simple & Compound Interest, frequency, cumulative frequency, basic areas and basic volumes.
CO-FOU002.4	Analysing	ILLUSTRATE relationships using direct and inverse proportion, simple graphs, linear and quadratic equations.
CO-FOU002.5	Evaluating	INTERPRET basic statistical data, graphs, and Venn diagrams.
CO-FOU002.6	Creating	CREATING and SOLVING simple simultaneous equations.
Course Code and Course Name		FOU – 003: Elementary Business Economics
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU003.1	Remembering	ENUMERATE the basic terms covered in the syllabus
CO-FOU 003.2	Understanding	INTERPRET the historical trends in key economic data from a managerial and business perspective.
CO-FOU 003.3	Applying	MAKE USE OF key Government and Non-Government economic publications to gather insights from a managerial and business perspective.
CO-FOU003.4	Analysing	ILLUSTRATE broad inter-relationships between various economic parameters within the national context and global context.
CO-FOU003.5	Evaluating	EXPLAIN the role and objectives of Monetary and Fiscal policy.
CO-FOU003.6	Creating	HYPOTHESIZE the expected short term trends of key economic indices.

Course Code and Course Name	FOU – 004: Elementary Accounting	
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU004.1	Remembering	DESCRIBE the basic accounting terminologies and concepts covered in the course syllabus.
CO-FOU004.2	Understanding	EXPLAIN the concepts covered in the course syllabus.
CO-FOU004.3	Applying	APPLY concepts covered in the course syllabus to accurately do the required calculations.
CO-FOU004.4	Applying	DETERMINE the key elements of business transactions and complete their accounting.
CO-FOU004.5	Evaluating	DESIGN and OPERATE the entire accounting process (from entry to Balance - Sheet) for any given transaction.
Course Code and Course Name	FOU – 005: Elementary Information Technology	
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU005.1	Remembering	DESCRIBE various components of a computer, network.
CO-FOU005.2	Understanding	EXPLAIN the characteristics and usage of various elements of a computer, a network and operating systems.
CO-FOU005.3	Applying	USE various input, output, memory and local network devices.
CO-FOU005.4	Analysing	TEST and do basic troubleshooting of a standalone desktop or desktop connected to a network.
CO-FOU005.5	Evaluating	EXPLAIN basic terminology related to data and information.
CO-FOU005.6	Creating	DISCUSS emerging trends in IT.

Course Code and Course Name		FOU – 006: Elementary Business Etiquette
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU006.1	Remembering	DEFINE terms and concepts used to describe appropriate business etiquette attitudes and behaviors.
CO-FOU006.2	Understanding	EXPLAIN what is meant by business etiquette and how it impacts the workplace.
CO-FOU006.3	Applying	DEMONSTRATE appropriate behaviors within specific business situations.
CO-FOU006.4	Applying	TAKE PART IN professional business meetings and real & virtual business conversations.
CO-FOU006.5	Evaluating	DETERMINE the right attire for business, casual and multicultural events.
CO-FOU006.6	Creating	PLAN a professional business meeting and a business meal.
Course Code and Course Name		FOU – 007: Elementary MS Word
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU007.1	Remembering	SHOW basic menus of MS WORD on the screen and RECALL the functionality.
CO-FOU007.2	Understanding	DEMONSTRATE the use of formatting, layout and printing tools of MS Word to create professional word documents.
CO-FOU007.3	Applying	APPLY the viewing, referencing tools of MS Word.
CO-FOU007.4	Analysing	ILLUSTRATE the use of reviewing tools for collaborative MS word documents
CO-FOU007.5	Evaluating	DESIGN and execute Mail merged documents.
CO-FOU007.6	Creating	COMPILE a professional report using templates, Tables, Table of contents, referencing, headers, footers and page numbers.

Course Code and Course Name		FOU – 008: Elementary MS PowerPoint
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU008.1	Remembering	SHOW basic menus of MS PowerPoint on the screen and RECALL the functionality.
CO-FOU008.2	Understanding	DEMONSTRATE the use slide management, slide layout and reviewing tools of MS PowerPoint to create professional presentations.
CO-FOU008.3	Applying	USE tables, charts, smart art, animation and references in a PowerPoint presentation.
CO-FOU008.4	Applying	ILLUSRATE the various modes of delivery of the final PowerPoint Presentation.
CO-FOU008.5	Evaluating	DEVELOP custom themes and customize slide masters and layouts.
CO- FOU008.6	Creating	COMPILE a professional PowerPoint presentation using templates, tables, images, hyperlinks, animation, templates, headers, footers and slide numbers, etc.
Course Code and Course Name		FOU – 009: Data Interpretation and Logical Reasoning
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU009.1	Remembering	RECOGNIZE when additional information is needed to solve problems
CO-FOU009.2	Understanding	EXPRESS quantitative and non-quantitative data, associations and linkages in a logical format.
CO-FOU009.3	Applying	USE statistical information when reported in condensed form or as summary statistics to make informed decisions.
CO-FOU009.4	Analysing	DISSECT arguments, SEQUENCE relationships, EXAMINE assumptions, DETECT fallacies and INFERENCE from the same.
CO-FOU009.5	Evaluating	ESTIMATE and CHECK answers to logical and data sufficiency problems in order to determine reasonableness, identify alternatives, and select correct options.
CO-FOU009.6	Creating	DEVELOP and EVALUATE inferences and predictions based on the data and information provided.

Course Code and Course Name		FOU – 010: Verbal Ability & Reading Comprehension
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU010.1	Remembering	IDENTIFY parts of speech
CO-FOU010.2	Understanding	SUMMARIZE a given text material in defined word limits.
CO-FOU010.3	Applying	MAKE USE OF foreign words in English Language, idioms and phrases.
CO-FOU010.4	Applying	EXAMINE given text sentences and paragraphs for errors and correct them.
CO-FOU010.5	Evaluating	SELECT the appropriate words in a given context.
CO-FOU010.6	Creating	CONSTRUCT meaningful sentences and COMPOSE meaningful paragraphs from jumbled ones.
Course Code and Course Name		FOU – 011: Quantitative Ability
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU011.1	Remembering	RECALL the formulas.
CO-FOU011.2	Understanding	INTERPRET quantitative information and INFER from it.
CO-FOU011.3	Applying	DEMONSTRATE number sense, including dimensional analysis and conversions between fractions, decimals, and percentages.
CO-FOU011.4	Analysing	EXAMINE the validity and DETECT possible biases in arguments presented in quantitative forms.
CO-FOU011.5	Evaluating	DETERMINE when approximations are appropriate and when exact calculations are necessary.
CO-FOU011.6	Creating	FORMULATE the problem quantitatively and USE appropriate arithmetical,

Specialization – subject core and elective courses

Specialization: Marketing Management

Course Code and Course Name		205MKT: Marketing Research
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO205MKT.1	Remembering	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
CO205MKT.2	Understanding	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses
CO205MKT.3	Applying	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
CO205MKT.4	Analysing	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO205MKT.5	Evaluating	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
CO205MKT.6	Creating	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
Course Code and Course Name		206MKT: Consumer Behavior
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO206MKT.1	Remembering	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
CO206MKT.2	Understanding	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
CO206MKT.3	Applying	APPLY consumer behavior concepts to real world strategic marketing management decision making.
CO206MKT.4	Analysing	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
CO206MKT.5	Evaluating	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
CO206MKT.6	Creating	DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer.

Course Code and Course Name		217MKT: Integrated Marketing Communications
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO217MKT.1	Remembering	DESCRIBE the IMC mix and the IMC planning process.
CO217MKT.2	Understanding	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
CO217MKT.3	Applying	CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
CO217MKT.4	Analysing	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
CO217MKT.5	Evaluating	DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.
CO217MKT.6	Creating	DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.
Course Code and Course Name		218MKT: Product and Brand Management
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO218MKT.1	Remembering	DEFINE the key concepts and DESCRIBE the elements of a product strategy.
CO218MKT.2	Understanding	EXPLAIN the process and methods of brand management, including how to establish brand identity and build brand equity.
CO218MKT.3	Applying	IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.4	Analysing	EXAMINE the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.5	Evaluating	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.6	Creating	COLLECT brand audit data using appropriate tools and PROPOSE strategic recommendations for Reinforcing / Revitalizing / Rejuvenating failed Brands for real life consumer, business products and services in various markets and in the digital space.

Course Code and Course Name		219MKT: Personal Selling Lab
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO219MKT.1	Remembering	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals
CO219MKT.2	Understanding	EXPLAIN the theories and concepts that are central to personal selling.
CO219MKT.3	Applying	Apply the interpersonal and team skills necessary in successful relationship selling.
CO219MKT.4	Analysing	ILLUSTRATE the use of various sales techniques needed to achieve a profitable sale in a real world scenario for a real world product/ service / e-product / e-service.
CO219MKT.5	Evaluating	DEVELOP a customer plan that identifies all elements of personal selling, essential to creating successful sales in a real world scenario for a real world product/ service / e-product / e-service.
CO219MKT.6	Creating	CREATE sales presentation for a real world product/ service / e-product / eservice and for variety of selling situations.
Course Code and Course Name		220MKT: Digital Marketing - I
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO220MKT.1	Remembering	DEFINE various concepts related to Digital Marketing.
CO220MKT.2	Understanding	EXPLAIN the role of Facebook, Google Ad words, YouTube and Email in digital marketing.
CO220MKT.3	Applying	MAKE USE OF Facebook, Google Ad words, YouTube and Email for carrying out digital marketing of real life products.
CO220MKT.4	Analysing	ILLUSTRATE the use of Facebook, Google Ad words, YouTube and Email in various contexts of Digital Marketing.
CO220MKT.5	Evaluating	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, YouTube and Email.
CO220MKT.6	Creating	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.

Course Code and Course Name		221MKT: Marketing of Financial Services - I
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO221MKT.1	Remembering	RECALL and DESCRIBE the key terminology of Financial Services.
CO221MKT.2	Understanding	DESCRIBE the various types of financial products and services.
CO221MKT.3	Applying	DEVELOP FAQs for each kind of financial products and services from an investment advisor’s perspective.
CO221MKT.4	Analysing	COMPARE and CONTRAST the various types of financial products and services and ILLUSTRATE their benefits and limitations.
CO221MKT.5	Evaluating	EVALUATE the financial products and services from an investment perspective for various kinds of investors.
CO221MKT.6	Creating	COLLECT the application forms for all kinds of investments and DISCUSS each of them.
Course Code and Course Name		222MKT: Marketing of Luxury Products
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO222MKT.1	Remembering	RECALL and DESCRIBE the key concepts and principles of luxury brand management and marketing.
CO222MKT.2	Understanding	DESCRIBE the unique consumer behavior in the context of luxury products.
CO222MKT.3	Applying	IDENTIFY potential new luxury products and how they relate to a variety of markets, including emerging markets & India.
CO222MKT.4	Analysing	COMPARE and CONTRAST the luxury products , brands and industry with routine products, brands and industry.
CO222MKT.5	Evaluating	ASSESS internal and external factors impacting the luxury markets, nationally, internationally and globally.
CO222MKT.6	Creating	Formulate marketing strategy for contemporary luxury products and brand.

Specialization: Financial Management

Course Code and Course Name		205FIN: Financial Markets and Banking Operations
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO205FIN.1	Remembering	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO205FIN.2	Understanding	UNDERSTAND the concepts of financial markets, their working and importance
CO205FIN.3	Applying	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO205FIN.4	Analysing	ANALYZE the linkages in the Financial Markets.
CO205FIN.5	Evaluating	EXPLAIN the various banking and accounting transactions
CO205FIN.6	Creating	DEVELOP necessary competencies expected of a finance professional.
Course Code and Course Name		206FIN: Personal Financial Planning
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO206FIN.1	Remembering	UNDERSTAND the need and aspects of personal financial planning
CO206FIN.2	Understanding	DESCRIBE the investment options available to an individual
CO206FIN.3	Applying	IDENTIFY types of risk and means of managing it
CO206FIN.4	Analysing	DETERMINE the ways of personal tax planning
CO206FIN.5	Evaluating	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO206FIN.6	Creating	CREATE a financial plan for a variety of individuals.

Course Code and Course Name		217FIN: Securities Analysis & Portfolio Management
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO217FIN.1	Remembering	REMEMBER various concepts taught in the syllabus
CO217FIN.2	Understanding	EXPLAIN various theories of Investment Analysis and Portfolio Management.
CO217FIN.3	Applying	CALCULATE risk and return on investment using various concepts covered in the syllabus.
CO217FIN.4	Analysing	ANALYZE and DISCOVER intrinsic value of a security.
CO217FIN.5	Evaluating	DESIGN/ CREATE optimal portfolio
Course Code and Course Name		218FIN: Futures & Options
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO218FIN.1	Remembering	DESCRIBE the basic concepts related to Derivatives, Types of Derivative products and Risk Management
CO218FIN.2	Understanding	EXPLAIN in detail the terminology used in the Futures and Options segment of finance domain
CO218FIN.3	Applying	UNDERSTAND and DIFFERENTIATE between Options and Futures pricing and apply the understanding in the simulated virtual trading platform.
CO218FIN.4	Analysing	ANALYZE and offer optimum solutions in the cases of risk management through hedging with futures and options.
CO218FIN.5	Evaluating	EVALUATE the various derivative strategies for their application in different situations.

Course Code and Course Name		219FIN: Direct Taxation
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO219FIN.1	Remembering	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
CO219FIN.2	Understanding	EXPLAIN how tax planning can be done
CO219FIN.3	Understanding	ILLUSTRATE how online filling of various forms and returns can be done.
CO219FIN.4	Applying	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
CO219FIN.5	Analysing	ANALYZE and DISCOVER intrinsic value of a security.
CO219FIN.6	Evaluating	DESIGN/ DEVELOP / CREATE tax saving plan
Course Code and Course Name		220FIN: Financial Reporting
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO219FIN.1	Remembering	Describe the basic concepts related to Financial Reporting taught through the syllabus.
CO219FIN.2	Understanding	Explain, in detail, all the theoretical concepts taught through the syllabus.
CO219FIN.3	Applying	Do all the necessary calculations pertaining to financial reporting.
CO219FIN.4	Analysing	Analyze the situation and decide the key elements of financial reporting through the financial statements.
CO219FIN.5	Evaluating	Evaluate the compliance and quality of financial reporting

Course Code and Course Name		221FIN: Securities Analysis & Portfolio Management
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO221FIN.1	Remembering	Remember and describe the key concepts covered in the syllabus
CO221FIN.2	Understanding	Explain in detail the Retail Credit Evaluation, Lending and Recovery Process as well as other relevant concepts covered in the syllabus
CO221FIN.3	Applying	Calculate the loan eligibility of the retail borrower and the amount to be classified as NPA.
CO221FIN.4	Analysing	Determine the key elements of retail lending and recovery process and documentation therein.
CO221FIN.5	Evaluating	Design the Retail Lending and Recovery Process for a Bank & NBFC.
Course Code and Course Name		222FIN: Banking Laws & Regulations
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO222FIN.1	Remembering	REMEMBER various concepts taught in the syllabus
CO222FIN.2	Understanding	EXPLAIN the Regulatory Framework in the Indian Banking system.
CO222FIN.3	Understanding	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
CO222FIN.4	Understanding	DISCUSS the various laws related to banking.
CO222FIN.5	Applying	APPLY the various commercial laws for the smooth functioning of banking operations.

Course Code and Course Name		223FIN: Fundamentals of Life Insurance – Products and Underwriting
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO223FIN.1	Remembering	RECALL all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.2	Understanding	Explain all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.3	Applying	DETERMINE the key elements of the Life Insurance Products and Services.
CO223FIN.4	Analysing	APPLY the life insurance product knowledge to suit to the clients' needs.
CO223FIN.5	Evaluating	DESIGN the life insurance cover strategy for clients.
Course Code and Course Name		224FIN: General Insurance – Health and Vehicle
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO224FIN.1	Remembering	DESCRIBE the various terms related to General insurance and Health Insurance.
CO224FIN.2	Understanding	UNDERSTAND General insurance, Health Insurance (including travel insurance) and Motor / Vehicle Insurance
CO224FIN.3	Analysing	COMPARE and CONTRAST insurance plans
CO224FIN.4	Analysing	ANALYZE and USE risk management techniques
CO224FIN.5	Evaluating	FACILITATE the development of an insurance claim.
CO224FIN.6	Evaluating	FACILITATE the compliance required for acquiring the policy and settlement of claims.

Specialization: Human Resource Management

Course Code and Course Name		205HRM: Competency Based Human Resource Management System
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO205HRM.1	Remembering	DEFINE the key terms related to performance management and competency development.
CO205HRM.2	Understanding	EXPLAIN various models of competency development.
CO205HRM.3	Applying	PRACTICE competency mapping.
CO205HRM.4	Analysing	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO205HRM.5	Evaluating	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO205HRM.6	Creating	DEVELOP a customized competency model in accordance with the corporate requirements.
Course Code and Course Name		206HRM: Employee Relations and Labour Legislations
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO206HRM.1	Remembering	SHOW awareness of important and critical issues in Employee Relations
CO206HRM.2	Understanding	INTERPRET and relate legislations governing employee relations.
CO206HRM.3	Applying	DEMONSTRATE an understanding of legislations relating to working environment.
CO206HRM.4	Analysing	OUTLINE the role of government, society and trade union in ER.
CO206HRM.5	Evaluating	EXPLAIN aspects of collective bargaining and grievance handling.
CO206HRM.6	Creating	DISCUSS the relevant provisions of various Labour Legislations.

Course Code and Course Name		217HRM: Labour Welfare
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO217HRM.1	Remembering	ENUMERATE the key concepts of the subject matter.
CO217HRM.2	Understanding	DESCRIBE the key aspects of the labour policy regulation in the country.
CO217HRM.3	Applying	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO217HRM.4	Analysing	EXAMINE the traditional concept of labour welfare in the industry.
CO217HRM.5	Evaluating	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO217HRM.6	Creating	ELABORATE upon the perspective of labour problems and remedial measures in the country.
Course Code and Course Name		218HRM: Lab in Recruitment and Selection
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO218HRM.1	Remembering	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
CO218HRM.2	Understanding	COMPARE and CONTRAST various methods of Recruitment and Selection.
CO218HRM.3	Applying	DEVELOP Job Specifications and Job descriptions in a variety of context.
CO218HRM.4	Analysing	ANALYZE various Personality types
CO218HRM.5	Evaluating	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
CO218HRM.6	Creating	COMPILE a list of questions for Recruitment and Selection interviews.

Course Code and Course Name		219HRM: Learning & Development
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO219HRM.1	Remembering	DESCRIBE the key concepts associated with Learning & Development
CO219HRM.2	Understanding	EXPLAIN the training process and the various methods of training for various categories of employees in a variety of organizational contexts.
CO219HRM.3	Applying	IDENTIFY training needs of various categories of employees in a variety of organizational contexts.
CO219HRM.4	Analysing	EXAMINE the impact of training on various organizational and HR aspects.
CO219HRM.5	Evaluating	EVALUATE the training process of various categories of employees in a variety of organizational contexts.
CO219HRM.6	Creating	DESIGN a training programme for various categories of employees in a variety of organizational contexts.
Course Code and Course Name		220HRM: Public Relations & Corporate Communications
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO220HRM.1	Remembering	DESCRIBE the various forms of Corporate Communications from a HR perspective.
CO220HRM.2	Understanding	EXPLAIN the role of Public Relations & Corporate Communications in HRM.
CO220HRM.3	Applying	PLAN and EXECUTE a PR activity
CO220HRM.4	Analysing	EXAMINE the PR campaign & strategies of real world organizations.
CO220HRM.5	Evaluating	DEVELOP a strategic communication plan for a real life Corporate communication issue.
CO220HRM.6	Creating	COMPLIE an analytical report on the PR activities and communication strategies designed & practiced by the organizations and IMPROVE on it.

Course Code and Course Name		221HRM: HR Analytics
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO221HRM.1	Remembering	ENUMERATE the key concepts related to the subject matter
CO221HRM.2	Understanding	DEMONSTRATE experimentation and innovation
CO221HRM.3	Applying	USE thinking & decision making ability beyond the existing capabilities and present environment.
CO221HRM.4	Analysing	ANALYSE the behavioral Patterns of an individual & Map the competency- the audit Perspective.
CO221HRM.5	Evaluating	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
CO221HRM.6	Creating	FORMULATE the linkage between HR Analytics and Business Analytics.
Course Code and Course Name		222HRM: Conflict & Negotiation Management
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO222HRM.1	Remembering	DEFINE the key concepts of the subject matter.
CO222HRM.2	Understanding	EXPLAIN the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA)
CO222HRM.3	Applying	APPLY the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA) for successful negotiations.
CO222HRM.4	Analysing	APPRAISE the importance of in business negotiations and managing conflicts.
CO222HRM.5	Evaluating	DEVELOP the logical thinking, communication skills and other prerequisite for successful business negotiations and handling organizational conflict.
CO222HRM.6	Creating	COMBINE the theoretical concepts practical methods of managing and resolving organizational conflict and negotiation styles in the organizational context.

Specialization: Operations & Supply Chain Management

Course Code and Course Name		205OSCM: Service Operations Management – I
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO205OSCM.1	Remembering	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
CO205OSCM .2	Understanding	DESCRIBE the service design elements of variety of services
CO205OSCM .3	Applying	USE service blueprinting for mapping variety of real life service processes.
CO205OSCM .4	Analysing	ANALYSE alternative locations and sites for variety of service facilities
CO205OSCM .5	Evaluating	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
CO205OSCM .6	Creating	CREATE flow process layouts for variety of services.
Course Code and Course Name		206OSCM: Supply Chain Management
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO206OSCM.1	Remembering	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO206OSCM.2	Understanding	EXPLAIN the structure of modern day supply chains.
CO206OSCM.3	Applying	IDENTIFY the various flows in real world supply chains.
CO206OSCM.4	Analysing	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
CO206OSCM.5	Evaluating	EXPLAIN the key Operational Aspects in Supply Chain Management.
CO206OSCM.6	Creating	DISCUSS the relationship between Customer Value and Supply Chain Management.

Course Code and Course Name		217OSCM: Planning & Control of Operations
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO217OSCM.1	Remembering	DESCRIBE the building blocks of Planning & Control of Operations.
CO217OSCM.2	Understanding	EXPLAIN the need for aggregate planning and the steps in aggregate planning.
CO217OSCM.3	Applying	MAKE USE OF the various forecasting approaches in the context of operations planning process.
CO217OSCM.4	Analysing	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
CO217OSCM.5	Evaluating	EXPLAIN the importance of scheduling in operations management.
CO217OSCM.6	Creating	CREATE a Bill of Materials.
Course Code and Course Name		218OSCM: Productivity Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO218OSCM.1	Remembering	DEFINE various types of productivity and measures of productivity.
CO218OSCM.2	Understanding	DEMONSTRATE the linkages between various measures of productivity
CO218OSCM.3	Applying	APPLY Value Analysis and Value Engineering principles to simple situations related to operations management.
CO218OSCM.4	Analysing	APPLY various types of charts and diagrams to carry out work study and method study.
CO218OSCM.5	Evaluating	DETERMINE the Standard Time using Techniques of Work Measurement.
CO218OSCM.6	Creating	ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing.

Course Code and Course Name		219OSCM: Inventory Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO219OSCM.1	Remembering	DEFINE the key terms associated with Inventory Management
CO219OSCM.2	Understanding	CLASSIFY various types of inventory, and inventory costs.
CO219OSCM.3	Applying	CALCULATE Economic Order Quantity and stock levels under various conditions.
CO219OSCM.4	Analysing	COMPARE and CONTRAST various methods of inventory control.
CO219OSCM.5	Evaluating	ASSESS various factors influencing Make or Buy decisions.
CO219OSCM.6	Creating	SOLVE problems based on ABC classification of inventory.
Course Code and Course Name		220OSCM: Theory of Constraints
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO220OSCM.1	Remembering	DEFINE the key concepts of TOC.
CO220OSCM.2	Understanding	DEMONSTRATE knowledge & understanding of the fundamentals of TOC.
CO220OSCM.3	Applying	IDENTIFY and mitigate both real constraints and managerial constraints.
CO220OSCM.4	Analysing	ILLUSTRATE the tools and techniques that help in managing constraints to improve organizational performance.
CO220OSCM.5	Evaluating	EXPLAIN the benefits an organization may reap through the successful implementation of the TOC.
CO220OSCM.6	Creating	DEVELOP solutions to common problems in Project Management, Operations Management and Supply Chain Management using TOC principles and methods.

Course Code and Course Name		221OSCM: Quality Management Standards
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO221OSCM.1	Remembering	DESCRIBE the concepts of Quality and importance of the Quality Management Principles.
CO221OSCM.2	Understanding	INTERPRET the requirements of ISO 9001:2015 standard.
CO221OSCM.3	Applying	APPLY process based thinking and risk based thinking for managing and improving the functioning of an organization.
CO221OSCM.4	Analysing	TAKE PART IN planning, conducting and follow-up of QMS audits directed towards maintenance and continual improvements of the QMS.
CO221OSCM.5	Evaluating	DEVELOP skills for Corrective Action Management and Continual Improvement Project management.
CO221OSCM.6	Creating	BUILD stakeholder confidence by managing processes in line with the latest requirements.
Course Code and Course Name		222OSCM: Service Value Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO222OSCM.1	Remembering	DEFINE the core concepts related to Service Value Chain, Service Profit Chain, Innovation, CRM, networks.
CO222OSCM.2	Understanding	ILLUSTRATE managing the service process through service value chain.
CO222OSCM.3	Applying	IDENTIFY factors influencing Innovation and service organizational design.
CO222OSCM.4	Analysing	EXAMINE the inter-relationships between the Focal firm, Supplier Networks, Distribution Networks, etc.
CO222OSCM.5	Evaluating	EVALUATE the role of Business Networks as partners in value creation.
CO222OSCM.6	Creating	DEVELOP strategies built on Principles of Service Value Chain & Service Profit Chain for various types of organizations.

Course Code and Course Name	223OSCM: Industry 4.0	
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO223OSCM.1	Remembering	DESCRIBE the drivers, enablers and compelling forces for Industry 4.0's advancement.
CO223OSCM.2	Understanding	UNDERSTAND the power of Cloud Computing in a networked economy.
CO223OSCM.3	Applying	IDENTIFY the opportunities, challenges brought about by Industry 4.0.
CO223OSCM.4	Analysing	OUTLINE the various systems used in a manufacturing plant and their role in an Industry 4.0 paradigm.
CO223OSCM.5	Evaluating	APPRAISE the smartness in Smart Factories, Smart cities, smart products and smart services.
CO223OSCM.6	Creating	PREDICT how organizations and individuals should prepare to reap the benefits.

Specialization: Business Analytics

Course Code and Course Name		205BA: Basic Business Analytics using R
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO205BA.1	Remembering	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
CO205BA.2	Understanding	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
CO205BA.3	Applying	DEVELOP a thought process to think like a data scientist/business analyst.
CO205BA.4	Analysing	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO205BA.5	Evaluating	SELECT the right functions of R for the given analytics task.
CO205BA.6	Creating	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
Course Code and Course Name		206BA: Data Mining
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO206BA.1	Remembering	DEFINE the key terms associated with Data Mining
CO206BA.2	Understanding	EXPLAIN the various aspects of Data
CO206BA.3	Applying	APPLY classification models
CO206BA.4	Analysing	ANALYSE using clustering models
CO206BA.5	Evaluating	SELECT appropriate association analysis and anomaly detection tools.
CO206BA.6	Creating	COMBINE various data mining tools and use them in live analytical projects in business scenarios.

Course Code and Course Name		217BA: Marketing Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO217BA.1	Remembering	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
CO217BA.2	Understanding	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
CO217BA.3	Applying	IDENTIFY what customers' value in a product, and assess what they are willing to pay for it.
CO217BA.4	Analysing	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
CO217BA.5	Evaluating	DETERMINE the most effective target markets.
CO217BA.6	Creating	DESIGN a study that incorporates the key tools of Marketing Analytics.
Course Code and Course Name		218BA: Retailing Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO2018BA.1	Remembering	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
CO2018BA.2	Understanding	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
CO2018BA.3	Applying	USE various kinds of data for performing Retailing Analytics.
CO2018BA.4	Analysing	ILLUSTRATE the use of various tools and frameworks for predictive retail analytics.
CO2018BA.5	Evaluating	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO2018BA.6	Creating	BUILD value for Retail and Marketing by deriving Marketing ROI metrics..

Course Code and Course Name		219BA: Workforce Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO2019BA.1	Remembering	ENUMERATE the use of Workforce Analytics.
CO2019BA.2	Understanding	UNDERSTAND the process of creating and using HR analytics
CO2019BA.3	Applying	USE dashboards, pivot tables for data driven decision making in HR.
CO2019BA.4	Analysing	ILLUSTRATE the use of various tools and frameworks for predictive analytics.
CO2019BA.5	Evaluating	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
CO2019BA.6	Creating	BUILD value for HR departments by showing clear links between HR and Business outcomes.
Course Code and Course Name		220BA: Tableau
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO220BA.1	Remembering	DEFINE Tableau terminology and SHOW how to Connect to your data, Edit and save a data source.
CO220BA.2	Understanding	ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts.
CO220BA.3	Applying	MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values
CO220BA.4	Analysing	INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins.
CO220BA.5	Evaluating	CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations.
CO220BA.6	Creating	BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding.

Course Code and Course Name		221BA: Data Warehousing Project Life Cycle Management
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO221BA.1	Remembering	DESCRIBE various stages in Data Warehouse development process.
CO221BA.2	Understanding	EXPLAIN the significance of and Project Management issues to be considered in the Data warehouse and Business Intelligence projects and the practicality of each phase.
CO221BA.3	Applying	MAKE USE OF the Data warehouse Lifecycle.
CO221BA.4	Analysing	FORMULATE Requirements Definition using requirements gathering methods.
CO221BA.5	Evaluating	DETERMINE users of information and SELECT appropriate Information Delivery Tools, OLAP models and Data Mining Techniques.
CO221BA.6	Creating	CREATE an Implementation Plan for a Data warehouse Project

Semester III

Course Code and Course Name		301– Strategic Management
Compulsory Generic Core (GC) Course		
CO #	Cognitive Abilities	Course Outcomes
CO301.1	Remembering	DESCRIBE the basic terms and concepts in Strategic Management
CO301.2	Understanding	EXPLAIN the various facets of Strategic Management in a real world context
CO301.3	Understanding	DESCRIBE the trade-offs within and across strategy formulation, Implementation, appraisal.
CO301.4	Applying	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO301.5	Analysing	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO301.6	Creating	DEVELOP the capability to view the firm in its totality in the context of its environment.
Course Code and Course Name		302– Decision Science
Compulsory Generic Core (GC) Course		
CO #	Cognitive Abilities	Course Outcomes
CO302.1	Remembering	DESCRIBE the concepts and models associated with Decision Science
CO302.2	Understanding	UNDERSTAND the different decision-making tools required to achieve optimization in business processes.
CO302.3	Understanding	APPLY appropriate decision-making approach and tools to be used in business environment.
CO302.4	Applying	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO302.5	Analysing	EVALUATE the various facets of a business problem and develop problem solving ability
CO302.6	Creating	DISCUSS & propose the various applications of decision tools in the present business scenario.

Course Code and Course Name		307 – International Business Environment
Generic Elective – University Level (GE) Course		
CO #	Cognitive Abilities	Course Outcomes
CO307.1	Remembering	Recall and Describe the key concepts of international Business Environment
CO307.2	Understanding	Understand the relevance of Multinational Corporations (MNCs) in global trade
CO307.3	Applying	Demonstrate the significance of FDI and FPI in respect of developing economy
CO307.4	Analysing	Analyze the issues related to Labor, Environmental and Global Value chain
CO307.5	Evaluating	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.
Course Code and Course Name		309 – Knowledge Management
Generic Elective – University Level (GE) Course		
CO #	Cognitive Abilities	Course Outcomes
CO309.1	Remembering	DEFINE the key terms and concepts in Knowledge Management
CO309.2	Understanding	DESCRIBE the Knowledge Management cycle
CO309.3	Applying	DISCUSS the types of Knowledge and its implications
CO309.4	Analysing	OUTLINE the importance of capturing knowledge elements and its structures application as a competitive advantage to business
CO309.5	Evaluating	EXPLAIN the human and business aspects of knowledge management

Course Code and Course Name		310– Corporate Governance
Generic Elective – University Level (GE) Course		
CO #	Cognitive Abilities	Course Outcomes
CO310.1	Remembering	RECOGNIZE and REMEMBER the scope of Corporate Governance
CO310.2	Understanding	UNDERSTAND the role of Board of Directors and Committees in Good Corporate Governance and key mechanism.
CO310.3	Applying	APPLICATION of empirical methods of Corporate Governance and its impact on the Firms.
CO310.4	Analysing	Analyze the legal framework of Corporate Governance and formulate Internal control policies.
CO310.5	Evaluating	Evaluate the legal framework and global perspective of Corporate Governance.
CO310.6	Creating	FORMULATE and DISCUSS Cases related to CG (Models), their SUCCESS & FAILURES.

Specialization : Marketing

Course Code and Course Name		304 MKT : Services Marketing
Subject Core (SC) Courses		
CO #	Cognitive Abilities	Course Outcomes
CO304MKT.1	Remembering	RECALL the key concepts in services marketing
CO304MKT.2	Understanding	EXPLAIN the role of Extended Marketing Mix in Services
CO304MKT.3	Applying	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
CO304MKT.4	Analysing	ANALYSE the significance of services marketing in the Indian and global economy
CO304MKT.5	Evaluating	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
CO304MKT.6	creating	DEVELOP marketing mix for various services offering
Course Code and Course Name		305 MKT : Sales & Distribution Management
Subject Core (SC) Courses		
CO #	Cognitive Abilities	Course Outcomes
CO305MKT.1	Remembering	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
CO305MKT.2	Understanding	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO305MKT.3	Applying	APPLY the concepts related to sales and distribution management.
CO305MKT.4	Analysing	ANALYZE the real life scenarios of sales and distribution management
CO305MKT.5	Evaluating	EVALUATE the existing sales and distribution strategies and approaches.
CO305MKT.6	Creating	DEVELOP generate and evaluate sales and distribution strategies.

Course Code and Course Name		312 MKT: Business to Business Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO312MKT.1	Remembering	DEFINE the terms and concepts related to Business to Business marketing
CO312MKT.2	Understanding	EXPLAIN the terms and concepts used in business to business marketing
CO312MKT.3	Applying	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
CO312MKT.4	Analysing	FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing
CO312MKT.5	Evaluating	DESIGN marketing mix elements considering business-to-business sales and service situations.
CO312MKT.6	creating	DEVELOP marketing plan for business-to-business Marketing situations.
Course Code and Course Name		313 MKT: International Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO313MKT.1	Remembering	ENUMERATE various terms and key concepts associated with international marketing.
CO313MKT.2	Understanding	EXPLAIN various key concepts used in all aspects of international marketing.
CO313MKT.3	Applying	APPLY all stages in international marketing management process.
CO313MKT.4	Analysing	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
CO313MKT.5	Evaluating	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on Assessment of international marketing environment.
CO313MKT.6	Creating	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.

Course Code and Course Name		314 MKT: Digital Marketing II
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO314MKT.1	Remembering	DEFINE the key terms and concepts related with digital marketing
CO314MKT.2	Understanding	EXPLAIN various tools of digital marketing.
CO314MKT.3	Applying	MAKE USE OF various tools of digital marketing
CO314MKT.4	Analysing	CLASSIFY the different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention.
CO314MKT.5	Evaluating	ASSESS the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations.
CO314MKT.6	creating	DEVELOP appropriate digital marketing campaign.
Course Code and Course Name		315 Marketing of Financial Services - II
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO315MKT.1	Remembering	RECALL the key concepts of the Indian Banking system.
CO315MKT.2	Understanding	EXPLAIN the fundamental changes in banking and financial markets as financial institutions
CO315MKT.3	Applying	DEMONSTRATE the skills and knowledge required to understand and Need based pitching of the financial Products to the targeted customers.
CO315MKT.4	Analysing	OUTLINE the growth & service offerings of wealth management in global & Indian context.
CO315MKT.5	Evaluating	ASSESS the customer touch-points and customer-buying journey for financial services.
CO315MKT.6	Creating	CREATE the marketing strategy for financial products.

Course Code and Course Name		316 :Marketing Analytics
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO316MKT.1	Remembering	DEFINE various key concepts in Marketing Analytics
CO316MKT.2	Understanding	DESCRIBE various key concepts in Marketing Analytics
CO316MKT.3	Applying	IDENTIFY what customers’ value in a product/service, and assess what they are willing to pay for it.
CO316MKT.4	Analysing	EXPLAIN the use of various models and frameworks to solve marketing problems using marketing data
CO316MKT.5	Evaluating	MEASURE the effectiveness of marketing efforts and key outcomes in multiple areas of Marketing.
CO316MKT.6	creating	DESIGN a study that incorporates the key tools and techniques of Marketing Analytics
Course Code and Course Name		317 : Marketing of High Technology Products
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO317MKT.1	Remembering	DESCRIBE the characteristics of High Technology Products and key concepts associated with Marketing of High-Tech Products.
CO317MKT.2	Understanding	EXPLAIN key concepts associated with Marketing of High-Tech Products.
CO317MKT.3	Applying	APPLY marketing plans and decisions in specific situations in High-Tech Markets.
CO317MKT.4	Analysing	EXAMINE the suitability of Marketing Mix Strategies/Plans in the light of marketing environment for high Tech products.
CO317MKT.5	Evaluating	EVALUATE alternative Marketing Mix Strategies/Plans for High-Tech Products.
CO317MKT.6	Creating	DEVELOP Marketing Mix Strategies/Plans for High-Tech Products.

Specialization: Financial Management

Course Code and Course Name		304 FIN– Advanced Financial Management
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO 304FIN.1	Remembering	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
CO 304FIN.1	Understanding	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
CO 304FIN.1	Applying	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
CO 304FIN.1	Analysing	ANALYZE the options for making the right financial decisions of a firm
CO 304FIN.1	Evaluating	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
CO 304FIN.1	creating	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.
Course Code and Course Name		305 FIN – International Finance
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO305FIN.1	Remembering	Enumerate the key terms associated with International Finance.
CO305FIN.1	Understanding	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
CO305FIN.1	Applying	Illustrate the role of international monitory systems & intermediaries in Global financial market.
CO305FIN.1	Analysing	Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
CO305FIN.1	Evaluating	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
CO305FIN.1	Creating	Formulate the investment plan or business plan by adapting international finance environment.

Course Code and Course Name		312 FIN – Behavioral Finance
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO312FIN.1	Remembering	Enumerate the key terms associate with behavior finance, investment in financial markets & Corporate finance
CO312FIN.2	Understanding	Illustrate the various theories associated with behavior finance and parameters of investing in financial market.
CO312FIN.3	Applying	Identify persistent or systematic behavioural factors that influence investors and investment decisions.
CO312FIN.4	Analysing	Analyse the various behavioural finance factors related to corporate & individual investors.
CO312FIN.5	Evaluating	Interpret various investment strategies of effective investment in the financial market on the basis of various theories and factors of behavioural finance.
CO312FIN.6	creating	Plan the systematic approach of corporate and investors towards investment for stable growth on the basis of behavioural finance.
Course Code and Course Name		313 FIN: Technical Analysis of Financial Markets
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO313FIN.1	Remembering	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
CO313FIN.2	Understanding	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
CO313FIN.3	Applying	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities
CO313FIN.4	Analysing	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions
CO313FIN.5	Evaluating	FORMULATE an ideal portfolio of investments with a combination of wide number of securities

Course Code and Course Name		314FIN: Commodities Markets
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO314FIN.1	Remembering	DESCRIBE the key concepts of commodities market
CO314FIN.2	Understanding	Understanding the pricing mechanism of commodity, regulatory framework and the difference between commodity and financial derivatives
CO314FIN.3	Applying	APPLY all the required strategies and calculations of commodities trading.
CO314FIN.4	Analysing	ANALYZE both the fundamental and technical factors that drive the commodity price movements
CO314FIN.5	Evaluating	EVALUATE the various methods and tools to detect the pulse of the markets and determine the trend in which the prices are moving.
CO314FIN.6	Creating	ADAPT the skills of commodity analysis and build their own trading strategies
Course Code and Course Name		315 FIN – Indirect Taxation
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO315FIN.1	Remembering	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
CO315FIN.2	Understanding	Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc.
CO315FIN.3	Applying	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services.
CO315FIN.4	Analysing	Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept
CO315FIN.5	Evaluating	Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in India & verify the tax levied on Goods and Services.
CO315FIN.6	Creating	Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filling can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.

Course Code and Course Name		316 FIN – Corporate Financial Restructuring
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO316FIN.1	Remembering	DESCRIBE the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring
CO316FIN.2	Understanding	EXPLAIN the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units.
CO316FIN.3	Applying	PERFORM all the required calculations through relevant numerical problems.
CO316FIN.4	Analysing	ANALYZE the situation by calculations of exchange ratio, financial returns, valuations and others.
CO316FIN.5	Evaluating	EVALUATE impact of corporate financial restructuring on all stakeholders
Course Code and Course Name		317 FIN: Financial Modeling
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO315FIN.1	Remembering	Remember the concepts, terminologies, frameworks, tools and techniques of Financial modeling
CO315FIN.2	Understanding	UNDERSTAND the applications and use of MS Excel in financial modeling and its different techniques
CO315FIN.3	Applying	DEVELOP, APPLY and actually use core functionality of MS Excel in decision framework to solve managerial problems
CO315FIN.4	Analysing	ANALYSE different financial models in order to eliminate substantial risk of poor spreadsheet coding
CO315FIN.5	Evaluating	FORMULATE an idea and acceptable solutions to solve different problems in the area of financial management
CO315FIN.6	Creating	BUILD financial models by making appropriate assumptions on financial factors relevant to the situation.

Course Code and Course Name		318 Fin–Digital Banking
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO318FIN.1	Remembering	Remember various concepts and products in Digital Banking
CO318FIN.2	Understanding	Explain and understand the significance and development of Digital Banking
CO318FIN.3	Applying	Compare and contrast the Branchless Banking and Traditional Banking
CO318FIN.4	Analysing	Analyze the payment system of digital banking from consumer’s point of view
CO318FIN.5	Evaluating	Evaluate Role of digital banking and emerging technologies in economic development
Course Code and Course Name		319 FIN – Treasury Management
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO319FIN.1	Remembering	Remembering the key concepts of Treasury Management, Treasury markets, cash management, and internal controls
CO319FIN.2	Understanding	Explain organisation structure and functions of treasury, Illustrate cash flow cycle, relate various types of risks; describe the important concepts such as liquidity, controls, etc.
CO319FIN.3	Applying	Identify the market participants, treasury products, Apply the concepts of , forex cash management. Use concepts to mitigate financial and operational risks.
CO319FIN.4	Analysing	Outline the responsibilities and functions of Treasury Manager, Classify types of Treasury markets, Illustrate and analyse the risk.
CO319FIN.5	Evaluating	Explain the structure and organisation of Treasury; compare types of liquidity, controls and audits; appraise funding alternatives. Appraise the moral and ethical aspects in treasury management.
CO319FIN.6	Creating	Design the money and funds management plan in a given situation using various concepts and instruments used in treasury function.

Course Code and Course Name		320 FIN - Project Finance and Trade Finance
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO320FIN.1	Remembering	DESCRIBE the concepts of Project Finance and Trade Finance.
CO320FIN.2	Understanding	SUMMARIZE the key aspects in context with Project Finance and Trade Finance.
CO320FIN.3	Applying	IDENTIFY the applicability of Project Finance and Trade Finance in modern business era.
CO320FIN.4	Analysing	EXAMINE the risks involved in Project Finance and Trade Finance.
CO320FIN.5	Evaluating	EVALUATE the proposal of securing finance by considering the capital structure and documentation involved.
Course Code and Course Name		321–Insurance Laws and Regulation
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO321FIN.1	Remembering	RELATE to terminologies used in Insurance Law
CO321FIN.2	Understanding	EXPLAIN the role of insurance law in overall development of the country through risk management and insurance coverage.
CO321FIN.3	Applying	IDENTIFY risk management plans , strategies and techniques in Life and General Insurance.
CO321FIN.4	Analysing	APPRAISE Regulatory Framework of Insurance Business in India & Corporate Governance Practices for Insurance Companies.
CO321FIN.5	Evaluating	ASSESS the insurance policies in the light of risk valuation.

Course Code and Course Name		322FIN – Marine Insurance
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO322FIN.1	Remembering	Enumerate the key terms associate with Marine Insurance, Documentation and Reinsurance.
CO322FIN.2	Understanding	Understand various statutes applicable, necessary arrangements and documentation required for Marine Insurance.
CO322FIN.3	Applying	Determine the insurance cover and policy type considering the risk involved
CO322FIN.4	Analysing	Detect the insurable interest, probable losses and the profitability element.
CO322FIN.5	Evaluating	Evaluate the risk involved and need for reinsurance
CO322FIN.6	Creating	DESIGN the Marine Insurance Policy on a hypothetical situation
Course Code and Course Name		323FIN: Fire Insurance
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO323FIN.1	Remembering	UNDERSTAND the major concepts and terms in fire insurance
CO323FIN.2	Understanding	EXPLAIN the procedure of underwriting, claims and settlement
CO323FIN.3	Applying	IDENTIFY the types of Fire Hazards and the suitable policies
CO323FIN.4	Analysing	ANALYSE the Inspection and Survey Reports
CO323FIN.5	Evaluating	DETERMINE the Claim Amount in the Fire Insurance Claim
CO323FIN.6	Creating	DESIGN the Fire Insurance Policy on a hypothetical situation

Specialization: Human Resource Management

Course Code and Course Name		304HRM- Strategic Human Resource Management
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO304HRM.1	Remembering	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
CO304HRM.2	Understanding	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
CO304HRM.3	Applying	Ability to ANALYZE HR as an investment to the company
CO304HRM.4	Analysing	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
CO304HRM.5	Evaluating	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
Course Code and Course Name		305HRM : HR Operations
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO305HRM.1	Remembering	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records
CO305HRM.2	Understanding	LEARN drafting of communications for disciplinary actions
CO305HRM.3	Applying	DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc.
CO305HRM.4	Analysing	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts
CO305HRM.5	Evaluating	CALCULATE computation of Workmen compensation, Bonus and Gratuity
CO305HRM.6	Creating	FILE returns under various labour laws and prepare salary structure

Course Code and Course Name		312HRM: Talent Management
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO312HRM.1	Remembering	DEFINE Talent Management and its significance
CO312HRM.2	Understanding	UNDERSTANDING performance excellence through Talent Management
CO312HRM.3	Applying	APPLY Talent Management concepts in Human Resource Management
CO312HRM.4	Analysing	ANALYSING Talent Management practices in employee development and career enhancement
CO312HRM.5	Evaluating	FORMULATE the Talent Management Strategies for any organisation
Course Code and Course Name		313HRM : Psychometric testing and Assessment
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO313HRM.1	Remembering	KNOW various tools of psychometry designed to measure traits of individuals
CO313HRM.2	Understanding	UNDERSTAND & Conduct the group simulated exercises for organizational purpose
CO313HRM.3	Applying	IDENTIFY AND ADMINISTER psychometric tools to respondents
CO313HRM.4	Analysing	INTERPRET results and counsel the respondent based on the results
CO313HRM.5	Evaluating	CREATE Psychometric Tests for the specific traits as required by the organization

Course Code and Course Name		314 HRM : HR Perspectives in Mergers & Acquisitions
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO314HRM.1	Remembering	LIST conceptual framework of Mergers & Acquisitions and organization integration
CO314HRM.2	Understanding	UNDERSTAND HR's role and due diligence process in Mergers & Acquisitions
CO314HRM.3	Applying	MANAGE/ SOLVE HR issues arising out during Mergers & Acquisitions
CO314HRM.4	Analysing	ORGANIZE HR due diligence before M & A
CO314HRM.5	Evaluating	SUPPORT process of change management in M & A
CO314HRM.6	Creating	FORMULATE HR processes for restructuring compensation and benefits in Mergers & Acquisitions
Course Code and Course Name		315HRM : International HR
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO315HRM.1	Remembering	IDENTIFY key perspectives of global workforce management
CO315HRM.2	Understanding	UNDERSTAND cultural aspects of International HRM
CO315HRM.3	Applying	PREPARE HR planning for long term global staffing
CO315HRM.4	Analysing	ILLUSTRATE steps involved in global selection of human resources
CO315HRM.5	Evaluating	FORMULATE Training and development policy for expatriate employees of an organization
CO315HRM.6	Creating	ANALYZE / COMPARE important points that needs to be included while drafting global workforce performance & development management system of an organization

Course Code and Course Name		316 HRM: Mentoring and Coaching
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO316HRM.1	Remembering	ENUMERATE various concepts of Mentoring and Coaching
CO316HRM.2	Understanding	UNDERSTAND techniques of Mentoring and Coaching
CO316HRM.3	Applying	APPLY models of Mentoring and Coaching to real world scenarios
CO316HRM.4	Analysing	ANALYSE issues in Mentoring and Coaching
CO316HRM.5	Evaluating	DEVELOP skills needed to become Mentor, Coach
Course Code and Course Name		317 HRM : Compensation and Reward Management
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO317HRM.1	Remembering	DESCRIBE concept of compensation and cost
CO317HRM.2	Understanding	UNDERSTAND compensation and reward management process
CO317HRM.3	Applying	COMPARE issues related to compensation and survey of wages & salary administration in various industries
CO315HRM.4	Analysing	EXPERIMENT to calculate various types of monetary and profit sharing incentives
CO315HRM.5	Evaluating	CALCULATE income tax as per the current slabs for the employees under different salary brackets
CO315HRM.6	Creating	FORMULATE salary structure incorporating tax saving components.

Course Code and Course Name		318 HRM : Performance Management System
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO318HRM.1	Remembering	DESCRIBE key components and applicability of theories of Performance Management System
CO318HRM.2	Understanding	DEMONSTRATE the communication skills required when managing achievement and underachievement.
CO318HRM.3	Applying	IDENTIFY factors affecting Performance Measurement
CO318HRM.4	Analysing	ANALYZE various tools for performance assessment
CO318HRM.5	Evaluating	COMPARE various organizational performance management systems and best practices.
CO318HRM.6	Creating	DESIGN a performance management process for an organization
Course Code and Course Name		319 HRM -: Change Management & new technologies in HRM
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO319HRM.1	Remembering	DEFINE Change Management and its significance
CO319HRM.2	Understanding	UNDERSTANDING change management model and practices
CO319HRM.3	Applying	APPLY Change Management in context to digital transformation
CO319HRM.4	Analysing	EXAMINE and DETERMINE various concepts in human resource information system
CO319HRM.5	Evaluating	IMPLEMENT change management in the organization

Specialization: Operations & Supply Chain Management

Course Code and Course Name		304 OSCM- Services Operations Management – II
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO304OSCM .1	Remembering	DEFINE the key concepts in Services Operations Management.
CO304OSCM .2	Understanding	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
CO304OSCM .3	Applying	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
CO304OSCM .4	Analysing	CATEGORIZE a service firm according to its stage of competitiveness.
CO304OSCM .5	Evaluating	MODIFY the Service strategies of an organization for achieving the strategic service vision.
CO304OSCM .6	Creating	SOLVE the relevant numerical in the scope of the subject
Course Code and Course Name		305 OSCM - Logistics Management
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO305OSCM .1	Remembering	DEFINE basic terms and concepts related to Logistics management.
CO305OSCM .2	Understanding	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
CO305OSCM .3	Applying	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
CO305OSCM .4	Analysing	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
CO305OSCM .5	Evaluating	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.
CO305OSCM .6	Creating	DISCUSS modern real world logistical systems using the various concepts in the syllabus.

Course Code and Course Name		312 OSCM- Manufacturing Resource Planning
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO312OSCM .1	Remembering	DEFINE basic terms and concepts related to MRP II.
CO312OSCM .2	Understanding	DESCRIBE the integrated planning structure and functions incorporated within MRP.
CO312OSCM .3	Applying	ILLUSRATE the importance of MRP as a top-management planning tool
CO312OSCM .4	Analysing	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
CO312OSCM .5	Evaluating	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
CO312OSCM .6	Creating	DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.
Course Code and Course Name		313 OSCM- Sustainable Supply Chains
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO313OSCM .1	Remembering	ENUMERATE the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management.
CO313OSCM .2	Understanding	DESCRIBE and DISCUSS the role and importance of sustainability and sustainable development in different types of supply chains.
CO313OSCM .3	Applying	IDENTIFY and USE relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management.
CO313OSCM .4	Analysing	INTEGRATE fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems.
CO313OSCM .5	Evaluating	DETERMINE the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain.
CO313OSCM .6	Creating	COMPILE the managerial challenges, and FORMULATE a structured solution to these, with clear implications for relevant stakeholders

Course Code and Course Name		314 OSCM- Business Excellence
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO314OSCM .1	Remembering	REPRODUCE the essential tenets of Business Excellence in organizations with special emphasis on Operations Excellence
CO314OSCM .2	Understanding	EXPLAIN the basic principles of various models of Business Excellence
CO314OSCM .3	Applying	MAKE USE OF the concepts, tools and techniques of Business Excellence in the various areas of Operations, Supply Chain and Services
CO314OSCM .4	Analysing	ILLUSTRATE the various facets of development, implementation and assessment of business excellence
CO314OSCM .5	Evaluating	FORMULATE a managerial perspective and DEVELOP an informed decision making ability for driving Business Excellence in the various areas of Operations, Supply Chain and Services
CO314OSCM .6	Creating	DISCUSS what makes some organizations best-in-class organizations
Course Code and Course Name		315 OSCM- Toyota Production System
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO315OSCM .1	Remembering	DESCRIBE 14 principles of the Toyota Way.
CO315OSCM .2	Understanding	RELATE the TPS with other business situations
CO315OSCM .3	Applying	IMPLEMENT TPS principles to a real-life situation.
CO315OSCM .4	Analysing	EXAMINE the application of TPS principles in a service or manufacturing unit/ organization.
CO315OSCM .5	Evaluating	DESIGN a process for executing Improvement Initiatives at workplace.
CO315OSCM .6	Creating	BUILD an organization culture to foster continuous improvement.

Course Code and Course Name		316OSCM- Operations & Service Strategy
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO316OSCM .1	Remembering	ENUMERATE the key components of operations strategy.
CO316OSCM .2	Understanding	EXPLAIN the linkages between operations strategy and competitive advantage as the basis of competitive position through superior product development, cost, quality, features
CO316OSCM .3	Applying	ILLUSTRATE the broader context of business strategy & fit between manufacturing and operations capabilities and the business strategy
CO316OSCM .4	Analysing	EXAMINE the concepts of competitive leverage using manufacturing and operations, the fit of the various elements of manufacturing and operations, the impact of the competitive environment, and the structure of the value chain.
CO316OSCM .5	Evaluating	DESIGN the operations and service strategy
CO316OSCM .6	Creating	FORMULATE an operations strategy (long-term plan) and link with operational decisions
Course Code and Course Name		317 OSCM- Six Sigma for Operations
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO317OSCM .1	Remembering	DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma
CO317OSCM .2	Understanding	SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools.
CO317OSCM .3	Applying	PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings
CO317OSCM .4	Analysing	APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures
CO317OSCM .5	Evaluating	DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma)
CO317OSCM .6	Creating	CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation

Course Code and Course Name		318 OSCM - Industrial Internet of Things
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO318OSCM .1	Remembering	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
CO318OSCM .2	Understanding	DISCUSS the value added by analytics in the operations function.
CO318OSCM .3	Applying	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
CO318OSCM .4	Analysing	EXAMINE the Industrial Internet of Things (IIoT) and the role of Big Data Analytics.
CO318OSCM .5	Evaluating	EXPLAIN the applications of analytics in operations
CO318OSCM .6	Creating	COMPILE the issues pertaining to the adoption of technologies that will shape industry

Specialization: Business Analytics

Course Code and Course Name		304 BA- Advanced Statistical Methods using R
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO304BA .1	Remembering	RECALL all basic statistical concepts and associated values, formulae
CO304BA .2	Understanding	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
CO304BA .3	Applying	APPLY time series analysis in prediction of various trends.
CO304BA .4	Analysing	DISCRIMINATE between various types of probability and probability distributions.
CO304BA .5	Evaluating	FORMULATE and TEST hypothesis using tools of R.
CO304BA .6	Creating	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
Course Code and Course Name		305 BA - Machine Learning & Cognitive intelligence using Python
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO305BA.1	Remembering	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
CO305BA.2	Understanding	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
CO305BA.3	Applying	DEVELOP a thought process to think like data scientist/business Analyst
CO305BA.4	Analysing	ANALYSE data using supervised and unsupervised Learning Techniques
CO305BA.5	Evaluating	SELECT the right functions, arrays of Python for Machine Learning algorithms.
CO305BA.6	Creating	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.

Course Code and Course Name		312 BA- Social Media, Web & Text Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO312BA .1	Remembering	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
CO312BA. 2	Understanding	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
CO312BA .3	Applying	DEVELOP a thought process to harness the power of social media analytics to improve website or business
CO312BA .4	Analysing	ANALYSE Social Media Analytics and Web Analytics Tools
CO312BA .5	Evaluating	SELECT the right metrics for Social Media Analytics and Web Analytics
CO312BA .6	Creating	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios
Course Code and Course Name		313 BA- Industrial Internet of Things
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO313BA.1	Remembering	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
CO313BA.2	Understanding	DISCUSS the value added by analytics in the operations function.
CO313BA.3	Applying	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
CO313BA.4	Analysing	EXAMINE the Industrial Internet of ings (IIoT) and the role of Big Data Analytics.
CO313BA.5	Evaluating	EXPLAIN the applications of analytics in operations.
CO313BA.6	Creating	COMPILE the issues pertaining to the adoption of technologies that will shape industry

Course Code and Course Name		314BA: Supply Chain Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO314BA .1	Remembering	DESCRIBE the importance of the basics of Supply Chain Analytics and Optimization
CO314BA .2	Understanding	EXPLAIN the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain
CO314BA .3	Applying	ILLUSTRATE the basics of Modeling through R Language
CO314BA .4	Analysing	EXAMINE the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy.
CO314BA .5	Evaluating	DETERMINE the right tools for addressing various issues in Supply Chain Analytics.
CO314BA .6	Creating	COMBINE the various approaches to Supply Chain Analytics for improvements in the supply chain system
Course Code and Course Name		315 BA- Cognos
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO315BA.1	Remembering	TELL how and when to use visualization
CO315BA.2	Understanding	ILLUSTRATE uses of crosstabs and SQL queries
CO315BA.3	Applying	BUILD stunning Dashboards with Cognos Analytics
CO315BA.4	Analysing	ILLUSTRATE the full-fledged Report Authoring tool
CO315BA.5	Evaluating	EXPLAIN how a dashboard is different from a report, and when to use both
CO315BA.6	Creating	DEVELOP the advanced reporting solutions which allow users to perform complex analysis tasks and interact with information

Course Code and Course Name		316BA- Predictive Modelling using SPSS Modeler
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO316BA .1	Remembering	DESCRIBE what Predictive Modeling is all about and know why you would want to use it
CO316BA .2	Understanding	EXPLAIN the CRISP-DM methodology and the IBM SPSS Modeler Workbench
CO316BA .3	Applying	Explore, Prepare, Model and Evaluate your data using IBM SPSS Modeler
CO316BA .4	Analysing	ILLUSTRATE how to use modeling skills to make decisions
CO316BA .5	Evaluating	FORMULATE models based on trained data, test the model with historical data, and use qualifying models on live data or other historical untested data.
CO316BA .6	Creating	SOLVE real world problems using predictive modeling techniques on a real-world data set
Course Code and Course Name		317 BA- E Commerce Analytics - I
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO317BA.1	Remembering	DESCRIBE the key concepts in e-commerce analytics.
CO317BA.2	Understanding	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO317BA.3	Applying	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO317BA.4	Analysing	DISCOVER high-value insights via dashboards and visualization
CO317BA.5	Evaluating	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO317BA.6	Creating	FORMULATE the right analytics driven strategy for ecommerce businesses

Semester IV

Course Code and Course Name		401 – Enterprise Performance Management
Generic Core (GC) Course		
CO #	Cognitive Abilities	Course Outcomes
CO401.1	Remembering	Enumerate the different parameters & facets of management control of an enterprise.
CO401.2	Understanding	Illustrate the various techniques of enterprise performance management for varied sectors.
CO401.3	Understanding	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO401.4	Applying	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO401.5	Analysing	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
Course Code and Course Name		402 – Indian Ethos & Business Ethics
Generic Core (GC) Course		
CO #	Cognitive Abilities	Course Outcomes
CO402.1	Remembering	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
CO402.2	Understanding	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures.
CO402.3	Understanding	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place.
CO402.4	Applying	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
CO402.5	Analysing	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
CO402.6	Creating	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.

Course Code and Course Name		405 – Global Strategic Management
Generic Elective(GE) – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO405.1	Remembering	Define the concept and key terms associated with the global strategic management.
CO405.2	Understanding	Describe in detail global strategic alliance, merger and acquisitions
CO405.3	Applying	Demonstrate various global organisation models in global strategic management context.
CO405.4	Analysing	Examine various entry and business-level strategies from global strategic management prospective.
CO405.5	Evaluating	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO405.6	Creating	Design global strategies and understand their relative merits and demerits.
Course Code and Course Name		406 – Technology Competition and Strategy
Generic Elective(GE) – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO406.1	Remembering	DEFINE the key terms and concepts.
CO406.2	Understanding	EXPLAIN how technology affects strategic interactions among firms and consumers
CO406.3	Understanding	DETERMINE the linkages Technology & Business Strategies
CO406.4	Applying	EXAMINE the technology environment of a firm.
CO406.5	Analysing	APPRAISE the risks pertaining to technology and competition.

Course Code and Course Name		407 – Cyber Laws
Generic Elective (GE)– University Level		
CO #	Cognitive Abilities	Course Outcomes
CO407.1	Remembering	DEFINE the key terms and concepts pertaining to cyber laws.
CO407.2	Understanding	DESCRIBE the relevant legal provisions in detail
CO407.3	Applying	DETERMINE the applicability of the legal provisions in a specific scenario
CO407.4	Analysing	OUTLINE the course of action in case of violation of the legal provisions.
CO407.5	Evaluating	EXPLAIN the various legal, social and international issues and the various remedies available under the Information Technology Act for the breach and commission of offence in cyber space
Course Code and Course Name		408 – Corporate Social Responsibility & Sustainability
Generic Elective(GE) – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO408.1	Remembering	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013,when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR,CSR in India ,CSR In global Context, Implementation .
CO408.2	Understanding	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
CO408.3	Applying	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
CO408.4	Analysing	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
CO408.5	Evaluating	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
CO408.5	Creating	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.

Specialization: Marketing

Course Code and Course Name		403 MKT: Marketing 4.0
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO403MKT.1	Remembering	DESCRIBE the various concepts associated with Marketing 4.0
CO403MKT.2	Understanding	EXPLAIN the importance of 5A's in Marketing 4.0.
CO403MKT.3	Applying	DEMONSTRATE the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy
CO403MKT.4	Analysing	DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers.
CO403MKT.5	Evaluating	ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
CO403MKT.6	creating	DEVELOP strategies to create WOW! Moments with customer engagement
Course Code and Course Name		404 MKT: Marketing Strategy
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO404MKT.1	Remembering	DISCOVER perspectives of market strategy.
CO404MKT.2	Understanding	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
CO404MKT3	Applying	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
CO404MKT.4	Analysing	ANALYSE a company's current situation through applying internal and external analyses
CO404MKT.5	Evaluating	EXPLAIN alternative ways to measure the outcome of market strategies
CO404MKT.6	Creating	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.

Course Code and Course Name		409 MKT-Customer Relationship Management
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO 409MKT.1	Remembering	DEFINE and DESCRIBE basic concepts and theories related to CRM.
CO 409MKT.2	Understanding	UNDERSTAND and EXPLAIN key concepts and theories associated with CRM.
CO 409MKT.3	Applying	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.
CO 409MKT.4	Analysing	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM.
CO 409MKT.5	Evaluating	EVALUATE suitability and effectiveness of CRM strategies in specific marketing situation.
CO 409MKT.6	creating	DEVELOP CRM strategies/plans for various B2B and B2C markets.
Course Code and Course Name		410MKT: Rural and Agriculture Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO410MKT.1	Remembering	DEFINE various concepts related to Rural and Agricultural Marketing
CO410MKT.2	Understanding	UNDERSTAND the rural consumer buying Behaviour, Rural Marketing Mix, COMPARE Rural and Urban market on different terms, Environment, and Consumer, Industrial and Agriculture Market.
CO410MKT.3	Applying	APPLY knowledge and skills of Rural Marketing to design marketing Mix strategies.
CO410MKT.4	Analysing	ILLUSTRATE the Rural product, Pricing and Distribution Strategies with modern approach and challenges faced in rural Market and emerging Models in Rural Market.
CO410MKT.5	Evaluating	EVALUATE the use of ICT in Agriculture Marketing with use of various models in domestic and international Market
CO410MKT.6	Creating	BUILD a model for Marketing of Agricultural products by using marketing mix tools

Course Code and Course Name		411 MKT: Tourism & Hospitality Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO 411MKT.1	Remembering	DEFINE core Concepts of Tourism and Hospitality industry and IDENTIFY various hospitality and tourism considerations
CO 411MKT.2	Understanding	DISCUSS and EXPLAIN various aspects of Tourism and Hospitality Marketing and EXEMPLIFY the various related terms.
CO 411MKT.3	Applying	ORGANIZE and APPLY related numerical, pictorial and graphical data and MAKE USE OF them into business information
CO 411MKT.4	Analysing	ANALYSE important components of Service quality in Hospitality and Tourism industry and INTEGRATE them for appropriate service delivery through practical applications in the hospitality and tourism industry.
CO 411MKT.5	Evaluating	CREATE Appropriate segmenting, targeting and positioning strategies and DESIGN marketing mix for hospitality and tourism industry.
CO 411MKT.6	creating	FORMULATE overall functioning in hospitality and tourism industry and PROPOSE a blend of legal and customer based strategies to meet customer relationship marketing and face the challenges.
Course Code and Course Name		412 MKT – Retail Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO412MKT.1	Remembering	DEFINE various concepts associated with retail marketing
CO412MKT.2	Understanding	EXPLAIN the terms and concepts used in Retail Marketing
CO412MKT.3	Applying	ILLUSTRATE value creation & competitive advantage in Retail Marketing.
CO412MKT.4	Analysing	ANALYSE the contemporary issues affecting Retail marketing decisions
CO412MKT.5	Evaluating	EVALUATE the effectiveness of Retail marketing mix used by different Retail formats
CO412MKT.6	Creating	FORMULATE effective retail marketing strategy

Course Code and Course Name		413 MKT: Retailing Analytics
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO 413MKT.1	Remembering	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing, Digital Consumers Dynamics, List the data required for retail analytics.
CO 413MKT.2	Understanding	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
CO 413MKT.3	Applying	USE various kinds of data and tools for performing Retailing Analytics
CO 413MKT.4	Analysing	ILLUSTRATE the use of various tools and frameworks for predictive retail Analytics.
CO 413MKT.5	Evaluating	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO 413MKT.6	creating	BUILD value for Retail and Marketing by deriving Marketing ROI metrics..
Course Code and Course Name		414 MKT - Marketing to Emerging Markets & Bottom of the Pyramid
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO414MKT.1	Remembering	DESCRIBE the various practices and perspectives, concepts and characteristics of emerging Markets and BOP markets, its size & composition
CO414MKT.2	Understanding	EXPLAIN Characteristics, challenges and opportunities of Emerging Markets, BOP markets and need of segmentation of BOP markets.
CO414MKT.3	Applying	APPLY principles, BOP Protocol and Criticism of Marketing to BOP, to develop marketing decision-making skills for products and services in BOP markets.
CO414MKT.4	Analysing	COMPARE AND CONTRAST between emerging markets, developed markets and BOP markets
CO414MKT.5	Evaluating	EVALUATE Demographic & economic scenario and Comparative Advantage of emerging market countries and next 11.
CO414MKT.6	Creating	DEVELOP Marketing strategy to Emerging Markets and elaborate four elements of BOP strategy to relate it with the BRICS Market in the context of real-world marketing offering.

Specialization: Financial Management

Course Code and Course Name		403 FIN: Financial Laws
Subject Core (SC) Course: Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO403FIN.1	Remembering	Define and Describe the basic concepts related to Financial Laws
CO403FIN.2	Understanding	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO403FIN.3	Applying	Make use of contextual financial laws applicable to organisations.
CO403FIN.4	Analysing	Infer the application of financial laws to organisations
CO403FIN.5	Evaluating	Appraise and perceive the benefits of applicable laws to the organisations.
Course Code and Course Name		404 FIN Current Trends & Cases in Finance
Subject Core (SC) Course: Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO404 FIN.1	Remembering	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
CO404 FIN.2	Understanding	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
CO404 FIN.3	Applying	APPLY the various theories and models of financial management in the case.
CO404 FIN.4	Analysing	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO404 FIN.5	Evaluating	EVALUATE the financial impact of the alternative on the given case.

Course Code and Course Name		409 FIN- Fixed Income Securities
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO409FIN.1	Remembering	Describing the basic concepts of Fixed Income Securities
CO409FIN.2	Understanding	Understanding the various types of securities traded in the fixed income market and the concepts related to the risk and returns of the Fixed income securities
CO409FIN.3	Applying	Applying the knowledge of fixed income securities for diversifying the portfolio of investments
CO409FIN.4	Analysing	Predictive analysis of the economic outlook through yield curve analysis
CO409FIN.5	Evaluating	Devise the various investment strategies based on portfolio returns.
Course Code and Course Name		410 FIN – Business Valuation
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO410 FIN.1	Remembering	RECALL concepts of value and valuation
CO410 FIN.2	Understanding	EXPLAIN valuation process of business firms
CO410 FIN.3	Applying	CALCULATE business value using different techniques
CO410 FIN.4	Analysing	EXAMINE special factors to be considered in business valuation
CO410 FIN.5	Evaluating	ASSESS the value of the firm in the light of business environment and regulatory aspects

Course Code and Course Name		409 FIN- Fixed Income Securities
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO409FIN.1	Remembering	Describing the basic concepts of Fixed Income Securities
CO409FIN.2	Understanding	Understanding the various types of securities traded in the fixed income market and the concepts related to the risk and returns of the Fixed income securities
CO409FIN.3	Applying	Applying the knowledge of fixed income securities for diversifying the portfolio of investments
CO409FIN.4	Analysing	Predictive analysis of the economic outlook through yield curve analysis
CO409FIN.5	Evaluating	Devise the various investment strategies based on portfolio returns.
Course Code and Course Name		410 FIN – Business Valuation
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO410 FIN.1	Remembering	RECALL concepts of value and valuation
CO410 FIN.2	Understanding	EXPLAIN valuation process of business firms
CO410 FIN.3	Applying	CALCULATE business value using different techniques
CO410 FIN.4	Analysing	EXAMINE special factors to be considered in business valuation
CO410 FIN.5	Evaluating	ASSESS the value of the firm in the light of business environment and regulatory aspects

Course Code and Course Name		411 FIN – Risk Management
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO411FIN.1	Remembering	Describe various concept associated with risk management and financial risk management.
CO411FIN.2	Understanding	Exemplify the financial risk management processes, frameworks
CO411FIN.3	Applying	Determine the various building blocks of risk management system and strategies.
CO411FIN.4	Analysing	Classify various risks associated with enterprise, banks, insurance etc.
CO411FIN.5	Evaluating	Formulate the strategies to overcome with currency risk, credit risk, interest rate risk, legal risk, asset liability risk, liquidity risk etc.
Course Code and Course Name		412 FIN–Strategic Cost Management
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO412 FIN.1	Remembering	Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management
CO412 FIN.2	Understanding	EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
CO412 FIN.3	Applying	ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
CO412 FIN.4	Analysing	ANALYSE the situation and decide the key cost factors / elements involved in the decision making
CO412 FIN.5	Evaluating	FORMULATE new models and techniques for managing the cost strategically in any business organization.

Course Code and Course Name		413FIN -Rural & Micro Finance
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO413FIN.1	Remembering	DEFINE the key concepts of Microfinance and other terms associated with it.
CO413FIN.2	Understanding	EXPLAIN and UNDERSTAND the relevance of Microfinance and how its work towards rural development & growth.
CO413FIN.3	Applying	IDENTIFY Micro Finance Models and their contribution towards, economic growth, poverty elimination , women empowerment and gender equality.
CO413FIN.4	Analysing	ANALYZE the linkage between MFIs and Rural development
CO413FIN.5	Evaluating	EVALUATE the significance and funding Microfinance Institutions & Self-Help Group.
CO413FIN.6	Creating	FORMULATE and DISCUSS Cases related to MF (Models) &Rural development, Women Empowerment and Gender Equality.
Course Code and Course Name		414 FIN: Reinsurance
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO414 FIN.1	Remembering	UNDERSTAND the major concepts and terms in Reinsurance
CO414 FIN.2	Understanding	EXPLAIN the execution and legal applications in insurance contracts
CO414 FIN.3	Applying	IDENTIFY the forms of reinsurance according to the case
CO414 FIN.4	Analysing	ANALYSE the insurer policy
CO414 FIN.5	Evaluating	EVALUATE the insurer's security and claim procedure

Course Code and Course Name	415 FIN: Agricultural Insurance	
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO415FIN.1	Remembering	Recall the different terms related to Agriculture Insurance and classification of agricultural insurance products
CO415FIN.2	Understanding	Understand the process of crop insurance and the Global outlook of Agricultural insurance
CO415FIN.3	Applying	Apply the agricultural insurance concepts and assess the loss and settlement amount
CO415FIN.4	Analysing	ANALYSE the regulatory mechanism and Government schemes for agriculture insurance
CO415FIN.5	Evaluating	Evaluate the different types of risks involved in agriculture

Specialization: Human Resource Management

Course Code and Course Name		403 HRM - Organizational Diagnosis & Development
Subject Core (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO403HRM.1	Remembering	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO403HRM.2	Understanding	UNDERSTAND concept of OD and ‘intervention’.
CO403HRM.3	Applying	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO403HRM4	Analysing	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO403HRM.5	Evaluating	IDENTIFY AND MAP an intervention to organisational need
CO403HRM.6	Creating	DESIGN the role of the consultant for an organisational issue
Course Code and Course Name		404 HRM: Current Trends & Cases in Human Resource Management
Subject Core (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO403HRM.1	Remembering	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
CO403HRM.2	Understanding	SUMMARIZE the impact of Current HR trends on HR Functions
CO403HRM.3	Applying	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
CO403HRM4	Analysing	EXAMINE the changing role of HR Priorities
CO403HRM.5	Evaluating	ELABORATE upon the various types of current HR Trends
CO403HRM.6	Creating	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.

Course Code and Course Name		410HRM : Designing HR Policies
Subject Elective (SE) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO410HRM.1	Remembering	IDENTIFY important points to be incorporated in HR Manual
CO410HRM.2	Understanding	UNDERSTAND policy requirement for Recruitment & Selection process
CO410HRM.3	Applying	PREPARE policies on employee benefits for an organization of your choice
CO410HRM.4	Analysing	ILLUSTRATE steps involved in better employee relations & grievance handling
CO410HRM.5	Evaluating	CONSTRUCT various HR policies for an organization of your choice
Course Code and Course Name		411: Labour Economics and Costing
Subject Elective (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO411HRM.1	Remembering	IDENTIFY the basic concepts of Labour Economics, Wage Determination, Labour Productivity and Costing
CO411HRM.2	Understanding	UNDERSTANDING the Labour Markets in India with reference to demand and supply of Labour and Social Security Problems associated to it.
CO411HRM.3	Applying	DETERMINATION of various Wage and Non-Wage Factors applicable in various sectors of businesses.
CO411HRM.4	Analysing	IMPLEMENTATION of various theories of wage determination in various business sectors.
CO411HRM.5	Evaluating	EVALUATION of Labour Cost Benefit Analysis of important HR functions.
CO411HRM.6	Creating	APPLICATION of social security of labours in various sectors.

Course Code and Course Name		412HRM : Best Practices In HRM
Subject Elective (SE) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO412HRM.1	Remembering	DEFINE dynamic approach towards Human Resource activities and practices.
CO412HRM.2	Understanding	EXPLAIN theoretical framework for best practices
CO412HRM.3	Applying	IDENTIFY & CLASSIFY the practices according to the industry and sub sectors of the industry.
CO412HRM4	Analysing and Evaluating	COMPARE and DETERMINE various skill sets required at Human Resource Section.
CO412HRM.5	Creating	PLAN a survey of various industry and DEVELOP a trend analysis of Human Resource Best Practices.
Course Code and Course Name		413: Employee Engagement and Ownership
Subject Elective (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO413HRM.1	Remembering	IDENTIFY the basic concepts of Employee Engagement and Employee Ownership.
CO413HRM.2	Understanding	UNDERSTANDING the various factors, models and metrics involved in Employee engagement
CO413HRM.3	Applying	DETERMINATION of various Employee Engagement Activities and types of Employee Ownership practiced in all scales of companies at various sectors.
CO413HRM4	Analysing	IMPLEMENTATION of Engagement strategies and BUILDING Engagement Culture in companies.
CO413HRM.5	Evaluating	EVALUATION of Employee engagement and Employee Ownership and its impact on the performance of businesses
CO413HRM.6	Creating	APPLICATION of Employee engagement practices and Employee Ownership at various sectors of industry.

Course Code and Course Name		414HRM : Leadership and Succession Planning
Subject Elective (SE) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO414HRM.1	Remembering	IDENTIFY the basic concepts of leadership and succession planning.
CO414HRM.2	Understanding	UNDERSTANDING the modern theories and styles of leadership
CO414HRM.3	Applying	IMPLEMENTING the appropriate succession plan through leadership development
CO414HRM4	Analysing and Evaluating	ANALYSING and EVALUATING the existing human capital
CO414HRM.5	Creating	BUILDING appropriate Succession Plan required in an organization.
Course Code and Course Name		415HRM : E-HRM
Subject Elective (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO415HRM.1	Remembering	ENUMERATE fundamental concept of HRIS
CO415HRM.2	Understanding	UNDERSTAND various technology driven features that can be adapted for HRM functions
CO415HRM.3	Applying	DETERMINE impact of technology on HRM functions
CO415HRM4	Analysing	ANALYSE issues regarding technology in HRM functions.
CO415HRM.5	Evaluating and Creating	DEVELOP competencies needed to adapt technology in HRM functions

Specialization: Operations & Supply Chain Management

Course Code and Course Name		403 OSCM- E Supply Chains and Logistics
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO403OSCM .1	Remembering	DESCRIBE the structure of modern days Logistics
CO403OSCM .2	Understanding	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO403OSCM .3	Applying	IDENTIFY the various flows in real world supply chains and Logistics. DSCRIBE the importance of documentations.
CO403OSCM .4	Analysing	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
CO403OSCM .5	Evaluating	EXPLAIN the key Operational Aspects of E Procurement.
CO403OSCM .6	Creating	DEVELOP a framework for e-logistics
Course Code and Course Name		404 OSCM- Industry 4.0
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO404OSCM .1	Remembering	DEFINE industrial revolutions and its different aspects
CO404OSCM .2	Understanding	EXPLAIN the role of technology pillars of Industry 4.0.
CO404OSCM .3	Applying	DEMONSTRATE the use of data in effective decision making.
CO404OSCM .4	Analysing	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
CO404OSCM .5	Evaluating	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
CO404OSCM .6	Creating	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB

Course Code and Course Name		409 OSCM- Enterprise Resource Planning
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO409OSCM .1	Remembering	DESCRIBE the key concepts of ERP systems for manufacturing or service organizations
CO409OSCM .2	Understanding	EXPLAIN the scope of common ERP Systems modules
CO409OSCM .3	Applying	DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
CO409OSCM .4	Analysing	EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations.
CO409OSCM .5	Evaluating	JUSTIFY selection of an appropriate ERP transition strategy.
CO409OSCM .6	Creating	FORMULATE best selection and implementation strategy in a real setting.
Course Code and Course Name		410 OSCM- World Class Manufacturing
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO410OSCM .1	Remembering	DEFINE the basic terms associated with Manufacturing Excellence and World Class Manufacturing
CO410OSCM .2	Understanding	SUMMARIZE the features of various frameworks used for World Class Manufacturing
CO410OSCM .3	Applying	IDENTIFY the challenges to manufacturing industry in the information age
CO410OSCM .4	Analysing	ANALYZE the usage of Information management tools, Material processing and handling tools.
CO410OSCM .5	Evaluating	EVALUATE the country's preparedness for World Class Manufacturing
CO410OSCM .6	Creating	ESTIMATE the performance of manufacturing firms with the measurement system to determine the readiness for World Class Manufacturing

Course Code and Course Name		411 OSCM- Supply Chain Strategy
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO411OSCM .1	Remembering	DEFINE basic terms and concepts related to Strategy, Supply Chain
CO411OSCM .2	Understanding	EXPLAIN the SC Components and Processes
CO411OSCM .3	Applying	ILLUSTRATE the importance of SC strategies on competitive advantage.
CO411OSCM .4	Analysing	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages of strategies with real time issues using Information Technology.
CO411OSCM .5	Evaluating	EVALUATE and EXPLAIN impact of strategic decisions on SC
CO411OSCM .6	Creating	FORMULATE and DISCUSS a model for SCM strategies
Course Code and Course Name		412 OSCM- Financial Perspectives in Operations Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO412OSCM .1	Remembering	REMEMBER basic concepts used in cost management, Budgeting and activity-based costing
CO412OSCM .2	Understanding	UNDERSTAND the importance of cost management as key to profitability.
CO412OSCM .3	Applying	CALCULATE NPV, PI, IRR, BCR, NBCR, Project cost overruns and cost control with Microsoft Excel.
CO412OSCM .4	Analysing	Outline capital budgeting techniques used in Operations
CO412OSCM .5	Evaluating	Explain the role of Financial Institutions in project financing
CO412OSCM .6	Creating	Solve the real time issues involved in Operations and Project Management using appropriate method in order to reduce the costs

Course Code and Course Name		413 OSCM- Facilities Planning
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO413OSCM .1	Remembering	DESCRIBE the concepts and principles of Facilities Planning
CO413OSCM .2	Understanding	EXPLAIN the key considerations in Facilities Planning.
CO413OSCM .3	Applying	ILLUSTRATE the use of the concepts and principles of Facilities Planning.
CO413OSCM .4	Analysing	EXAMINE the practical layouts in real world in light of the theoretical concepts and principles of Facilities Planning.
CO413OSCM .5	Evaluating	EVALUATE various approaches to Facilities Planning
CO413OSCM .6	Creating	REARRANGE existing layouts for enhanced outcomes.
Course Code and Course Name		414 OSCM- Purchasing and Supplier Relationship Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO414OSCM .1	Remembering	DESCRIBE the Purchasing Process and its importance in organizations.
CO414OSCM .2	Understanding	Students will understand the impact of purchasing on competitive success and profitability of modern-day organizations.
CO414OSCM .3	Applying	MAKE USE OF the various Negotiation technique in the context of Purchasing process.
CO414OSCM .4	Analysing	ILLUSTRATE how Supplier evaluation and selection is done in organizations and its relationship with corporate Strategy.
CO414OSCM .5	Evaluating	EXPLAIN the importance of Performance Measurement & Evaluation in operations management.
CO414OSCM .6	Creating	BUILD A purchasing strategy for a real world situation.

Course Code and Course Name	415 OSCM- Strategic Supply Chain Management	
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO413OSCM .1	Remembering	DEFINE Key configuration components of Strategic Supply Chain Management.
CO413OSCM .2	Understanding	EXPLORE Process Architecture and Toolkits of in Strategic Supply Chain Management
CO413OSCM .3	Applying	ILLUSTRATE the Design Organization for Performance and Organizational Change
CO415OSCM .4	Analysing	EXAMINE the Right Collaborative Model and Drivers of collaboration of Strategic Supply Chain Management
CO415OSCM .5	Evaluating	ILLUSTRATE Use of Metrics to Drive Business Success and Roadmap to change
CO415OSCM .6	Creating	DEVELOP the architecture of a supply chain.

Specialization – Business Analytics

Course Code and Course Name		403 BA- Economics of Network Industries
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO403BA .1	Remembering	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
CO403BA .2	Understanding	DESCRIBE the characteristics of the markets for network products.
CO403BA .3	Applying	ILLUSRTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
CO403BA .4	Analysing	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
CO403BA .5	Evaluating	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
CO403BA .6	Creating	DISCUSS the economics of Internet advertising, and the business model of zero pricing.
Course Code and Course Name		404 BA- Artificial Intelligence in Business Applications
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO404BA .1	Remembering	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
CO404BA .2	Understanding	UNDERSTAND AI's fundamental concepts and methods
CO404BA .3	Applying	APPLY various machine learning algorithms on structured data to develop machine learning models.
CO404BA .4	Analysing	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes
CO404BA .5	Evaluating	SELECT logical and functional process to develop the model
CO404BA .6	Creating	CREATE SOLUTIONS for various business problems using AI techniques.

Course Code and Course Name		409 BA- E Commerce Analytics - II
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO409BA .1	Remembering	DESCRIBE the key concepts in e-commerce analytics.
CO409BA .2	Understanding	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO409BA .3	Applying	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences
CO409BA .4	Analysing	DISCOVER high-value insights via dashboards and visualization.
CO409BA .5	Evaluating	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO409BA .6	Creating	FORMULATE the right analytics driven strategy for ecommerce businesses.
Course Code and Course Name		410BA: Healthcare Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO410BA .1	Remembering	DESCRIBE the key terms in healthcare data analytics
CO410BA .2	Understanding	EXPLAIN the fundamental concepts in Health Care Analytics
CO410BA .3	Applying	ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data
CO410BA .4	Analysing	EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data
CO410BA .5	Evaluating	EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.
CO410BA .6	Creating	ADAPT healthcare data analytics for improving the health and well-being of people.

Course Code and Course Name		411 BA- Watson
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO411BA .1	Remembering	RECALL the key aspects of cognitive computing and Watson.
CO411BA .2	Understanding	DESCRIBE & DISCUSS the conceptual components and practical aspects of a cognitive system.
CO411BA .3	Applying	MAKE USE OF Watson platform and its underlying technologies for natural language processing and question answering in particular
CO411BA .4	Analysing	ILLUSTRATE the various use cases of Watson
CO411BA .5	Evaluating	EXPLAIN fundamentals of IBM Cloud and creating service instances
CO411BA .6	Creating	BUILD a Customer Complaints Analyzer using Watson Natural Language Understanding.
Course Code and Course Name		412 BA- Scala and Spark
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO412BA .1	Remembering	DESCRIBE the ecosystem associated with SCALA and SPARK
CO412BA .2	Understanding	ILLUSTRATE the use of SPARK and SCALA.
CO412BA .3	Applying	USE the core RDD and DataFrame APIs to perform analytics on datasets with Scala.
CO412BA .4	Analysing	EXAMINE how and when it differs from familiar programming models
CO412BA .5	Evaluating	READ data from persistent storage and load it into Apache Spark.
CO412BA .6	Creating	MANIPULATE data with Spark and Scala

S.T. Aurangabadkar
Dr. S.T. Aurangabadkar

Director
Director
J.D.C. Bytco IMSR,
Nashik-05.





Gokhale Education Society's

**J.D.C. Bytco Institute of Management Studies and Research,
Nashik 5**

**Course Outcomes for Skill Development courses
Semester I**

Course Code and Course Name		Cyber Security Semester I
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
COCS1.1	Remembering	DESCRIBE Pre-requisites in Information and Network Security
COCS1.2	Understanding	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
COCS1.3	Applying	ARTICULATE the aspects of Information and Network Security
COCS1.4	Analyzing	ANALYSE the situation to understand security threats and vulnerabilities in a given scenario
COCS1.5	Evaluating	EVALUATE the security threats and vulnerabilities
Course Code and Course Name		Human Rights Semester I
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
COHR1.1	Remembering	DESCRIBE the key concepts of Human Rights and duties
COHR1.2	Understanding	UNDERSTAND key concepts of Human rights and duties.
COHR1.3	Understanding	ARTICULATE key aspects of Human rights and duties.
COHR1.4	Analyzing	ANALYSE with respect to real life situation to understand human rights and duties related to that situation
COHR 1.5	Evaluating	EVALUATE with respect to real life situation to understand whether human rights related to that situation were actually preserved and duties performed

Course Code and Course Name		Cyber Security Semester II
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
COCS2.1	Remembering	DEFINE the security management, security policy, Risk management, Ethics
COCS2.2.	Understanding	UNDERSTAND security management practices, security laws and threats.
COCS2.3	Applying	MAKE USE OF the basic concepts of security management practices, security laws and threats
COCS2.4	Analysing	EXAMINE security management practices and threats
COCS2.5	Evaluating	EVALUATE security threats, security management strategies
Course Code and Course Name		
		Human Rights Semester II
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
COHR2.1	Remembering	DEFINE vulnerable and disadvantaged groups and their rights
COHR2.2	Understanding	EXPLAIN the rights of vulnerable and disadvantaged groups
COHR2.3	Applying	ARTICULATE the rights of vulnerable and disadvantaged groups
CO104.4	Analysing	ANALYSE with respect to real life situation to understand rights of the vulnerable and disadvantaged groups
CO104.5	Evaluating	EVALUATE with respect to real life situation whether rights of the vulnerable and disadvantaged groups were upheld
Course Code and Course Name		
		Cyber Security Semester III
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
COCS3.1	Remembering	DESCRIBE concepts of access control and intrusion detection, server management, firewalls, VPN and Next generation technologies.
COCS3.2	Understanding	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
COCS1.3	Applying	ARTICULATE the aspects of access control, intrusion detection and server management, firewalls, VPN, next generation technologies
COCS1.4	Analyzing	ANALYSE requirement of access control, intrusion detection and prevention and server management and other technologies in a given situation
COCS1.5	Evaluating	EVALUATE the security management aspects

Course Code and Course Name		Cyber Security Semester IV
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
COCS2.1	Remembering	DEFINE security models and security architecture, concepts of system, OS, wireless and network security
COCS2.2.	Understanding	UNDERSTAND security models and architecture in view of threats
COCS2.3	Applying	MAKE USE OF the concepts of security models and architecture
COCS2.4	Analysing	EXAMINE security management practices and threats
COCS2.5	Evaluating	EVALUATE security models and architecture

Course Code and Course Name		Soft Skills
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
COSS1.1	Remembering	DEFINE concepts of effective communication, communication process, Electronic Communication., Self-Management, Time Management
COSS1.2	Understanding	EXPLAIN the various concepts of effective communication, communication process, Electronic Communication., Self-Management, Time Management
COSS1.3	Applying	DRAFTING letters, emails
COSS1.4	Analysing	ANALYSING one's strengths and weaknesses , Planning & Goal setting, Managing self – emotions, ego, pride
COSS1.5	Evaluating	EVALUATING self, time management techniques.
COSS1.6	Creating	CREATING presentations , goals

Course Code and Course Name		Corporate Social Responsibility (CSR) & Sustainability
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
COCSR1.1	Remembering	DEFINE various concepts related to Corporate Social Responsibility (CSR) & Sustainability, Corporate citizenship, CR Strategy
COCSR1.2	Understanding	EXPLAIN various concepts related to Corporate Social Responsibility (CSR) & Sustainability, Corporate citizenship, CR Strategy
COSS1.3	Applying	APPLYING CSR strategy to a real life example
COSS1.4	Analysing	ANALYSING value created from CSR efforts,
COSS1.5	Evaluating	EVALUATING how well a company is capturing the value of its CSR efforts.

S.T. Aurangabadkar
Dr. S.T. Aurangabadkar

Director
Director
J.D.C. Bytco IMSR,
Nashik-05.



MBA 2019 Pattern

Revised

Programme Outcomes

Programme Specific

Outcomes

Course Outcomes

Programme

Outcomes

(2019 Revised Pattern)



Gokhale Education Society's
**J.D.C. Bytco Institute of Management Studies and
Research, Nashik 5**

Programme Outcomes for MBA Programme (2019 Pattern Revised)

1. **Generic and Domain Knowledge** - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2. **Problem Solving & Innovation** - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3. **Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4. **Effective Communication** - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. **Leadership and Team Work** - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. **Global Orientation and Cross-Cultural Appreciation:** Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. **Entrepreneurship** - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

8. **Environment and Sustainability** - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.

9. **Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.

10. **Life Long Learning** – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.


Dr. S. T. Aurangabadkar
Director



**Programme
Specific Outcomes
(2019 Revised
Pattern)**



Gokhale Education Society's
**J.D.C. Bytco Institute of Management Studies and
Research, Nashik 5**

**Programme Specific Outcomes for MBA Programme
(2019 Pattern Revised)**

Specialization	Marketing Management
PSO1	To understand various research designs and underlying techniques for marketing research
PSO2	To develop the skill to apply various research designs, collect and analyze data and interpret the results to solve marketing research problems
PSO3	To understand basic concepts related to consumer behaviour and apply them to real world situations. To create awareness about use of internet, e commerce, changing marketplace and consumer.
PSO4	To understand role of various social media such as Facebook, Google Ad words etc. and actually learn to use these for real products.
PSO5	To be able to design content for the social media and to design campaigns using digital media.
PSO6	Understand various basic aspects related to financial products and services. To be able to compare and evaluate them from investor point of view.
Specialization	Financial Management
PSO7	To understand basic concepts and practical aspects related to accounting and financial management.
PSO8	To understand concepts of financial markets and banking operations
PSO9	To understand concepts and practical aspects of personal financial planning
PSO10	To be able to prepare personal financial plan as per requirements
PSO11	To understand current direct tax related regulations
PSO12	To practically apply the regulations to various situations and perform computations related to direct tax

Specialization	Human Resource Management
PSO13	To understand various concepts related to performance and competency development
PSO14	To map own competencies and to recognise competencies required for different roles at different levels To develop models
PSO15	To create awareness of important and critical issues in Employee Relation. To understand roles of various stake holders and to understand various legal provisions
Specialization	Operations and Supply chain Management
PSO16	To understand basic concepts and acquire practical knowledge related to service operations
PSO17	To Understand concept and structure of real life supply chains. To learn and practice practical aspects related to Supply chain Management
Specialization	Business Analytics
PSO18	To understand basic concepts and acquire practical knowledge related to analysis of data
PSO19	To acquire the skill to understand data and apply appropriate analytical tool to support managerial decision making


 Dr. S.T. Aurangabadkar
 Director
Director
 J.D.C. Bytco IMSR,
 Nashik-05.



Course Outcomes

(2019 Revised Pattern)



Gokhale Education Society's
**J.D.C. Bytco Institute of Management Studies and
Research, Nashik 5**

**Course Outcomes for MBA Programme (2019 Revised Pattern)
Semester I**

Course Code and Course Name	101 – Managerial Accounting	
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO101.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	EVALUATING	EVALUATE the financial impact of the decision.
CO101.6	CREATING	CREATE the Financial Statement of Sole Proprietor, Cost Sheet and Budgets

Course Code and Course Name		102 - Organizational Behaviour
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO102.1	REMEMBERING	Describe complexities of individual and group behavior in the organizations.
CO102.2	UNDERSTANDING	Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO102.3	APPLYING	APPLY Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings
CO102.4	ANALYSING	ANALYZE human behavioural problems like conflict, low motivational levels, politics, attitudinal issues etc. and develop solutions to these problems.
CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behavior in order to achieve organizational goals.
CO102.6	CREATING	DEVELOP strategies for challenges faced during shaping organizational behavior, organizational culture and organizational change.

Course Code and Course Name		103 – Economic Analysis for Business Decisions
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO103.1	REMEMBERING	DEFINE the key terms.
CO103.2	UNDERSTANDING	EXPLAIN the key concepts in economics, from a managerial perspective.
CO103.3	APPLYING	IDENTIFY the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making.
CO103.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO103.5	EVALUATING	EVALUATE critical thinking based on principles of micro-economics for informed business decision making.
CO103.6	CREATING	ELABORATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

Course Code and Course Name		104 - Business Research Methods
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
CO104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
CO104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
CO104.5	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO104.6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

Course Code and Course Name		105 – Basics of Marketing
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO105.1	REMEMBERING	REPRODUCE the key marketing concepts, components and principles of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.2	UNDERSTANDING	INTERPRET the basic concepts, principles and frameworks of marketing in the context of diverse business situations for explaining the relevant issues with regard to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.3	APPLYING	APPLY the contemporary marketing theories, frameworks and tools to inform problem solving with respect to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.4	ANALYSING	EXAMINE the critical marketing issues for drawing inferences about the underlying causes and relationships concerning marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.5	EVALUATING	EVALUATE the alternative courses of actions to make judgments with regard to the solution for problems involving marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.6	CREATING	GENERATE alternative approaches to the emerging business challenges in the context of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.

Course Code and Course Name		106 – Digital Business
Compulsory Generic Core course		
CO #	Cognitive Abilities	Course Outcomes
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.

Course Code and Course Name		107 – Management Fundamentals
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to Management.
CO107.2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO107.3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO107.4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
CO107.5	EVALUATING	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
CO107.6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real life business, Start-up and not-for-profit organizational context.

Course Code and Course Name		108 – Indian Economy
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO108.1	REMEMBERING	DESCRIBE the present state of Indian Economy and LIST major economic policy issues in the current context.
CO108.2	UNDERSTANDING	EXPLAIN the economic development strategy since Independence and DISCUSS the priorities in the current context.
CO108.3	APPLYING	ILLUSTRATE the economic impact of Monetary policy and Fiscal Policy, Economic Reforms, Demographic Transition in India, Changing profile of GDP, Growth and Inequality and Trade Policy in the Indian context.
CO108.4	ANALYSING	EXAMINE the changing profile of human capital, employment, productivity and ILLUSTRATE the linkages with Soft Infrastructure, growth of Start-ups, GDP composition of India.
CO108.5	EVALUATING	DETERMINE the key priority areas, across various dimensions, for the Indian Economy in the context of current economic environment.
CO108.6	CREATING	BUILD a case for co-existence of MNCs, Indian Public Sector, Indian Private Sector, SMEs, MSMEs and Start Ups in the Indian Economy.

Course Code and Course Name		109 – Entrepreneurship Development
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
CO109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
CO109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
CO109.5	EVALUATING	EVALUATE the startup ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
CO109.6	CREATING	CREATE a business plan that captures entrepreneurs and variety of Entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.

Course Code and Course Name		110 – Essentials of Psychology for Managers
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO110.1	REMEMBERING	Describe the concepts of psychology in organization settings to understand individual and group behaviour
CO110.2	UNDERSTANDING	INTERPRET the influence of human psychology on individual and group performance
CO110.3	APPLYING	APPLY principles of learning and conditioning to shape the individual and group behaviour
CO110.4	ANALYSING	ILLUSTRATE the linkages between learning, memory and information processing.
CO110.5	EVALUATING	ASSESS the basic intrapersonal processes that influence social perception in organizational settings.

Course Code and Course Name		111 - Legal Aspects of Business
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO111.1	REMEMBERING	DESCRIBE the key terms involved in each Act.
CO111.2	UNDERSTANDING	SUMMARIZE the key legal provisions of each Act.
CO111.3	APPLYING	ILLUSTRATE the use of the Acts in common business situations.
CO111.4	ANALYSING	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
CO111.5	EVALUATING	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations

Course Code and Course Name		112 – Demand Analysis and Forecasting
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO112.1	REMEMBERING	DESCRIBE the key terms associated with demand analysis, demand estimation and demand forecasting.
CO112.2	UNDERSTANDING	SUMMARIZE the use of demand forecasting in various functions of management.
CO112.3	APPLYING	APPLY the forecasting Techniques/Models (both Qualitative and Quantitative)
CO112.4	ANALYSING	DECONSTRUCT a forecast into its various components
CO112.5 CO212.6	EVALUATING CREATING	BUILD a forecast for common products and services using time-series data. Demonstrate conceptual understanding of Demand Planning and management

Course Code and Course Name		113 - Verbal Communication Lab
CO #	Cognitive Abilities	Course Outcomes
CO113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
CO113.3	APPLYING	DEMONSTRATE appropriate use of body language.
CO113.4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.

Course Code and Course Name		114 - Enterprise Analysis - Desk Research
CO #	Cognitive Abilities	Course Outcomes
CO114.1	REMEMBERING	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO114.2	UNDERSTANDING	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO114.3	APPLYING	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO114.4	ANALYSING	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
CO114.5	EVALUATING	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
CO114.6	CREATING	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

Course Code and Course Name		115 - Selling & Negotiations Skills Lab
CO #	Cognitive Abilities	Course Outcomes
CO 115.1	REMEMBERING	DESCRIBE the various selling situations and selling types
CO 115.2	UNDERSTANDING	OUTLINE the pre-sales work to be carried out by a professional salesperson.
CO 115.3	APPLYING	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
CO 115.4	ANALYSING	FORMULATE a sales script for a real world sales call for a product/ service / e-product / e-service.
CO 115.5	EVALUATING	RECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
CO 115.6	CREATING	DEVELOP a sales proposal for a real world product/ service / e-product / eservice and for a real world selling situation.

Course Code and Course Name		116 - MS Excel
CO #	Cognitive Abilities	Course Outcomes
CO116.1	REMEMBERING	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
CO116.2	UNDERSTANDING	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
CO116.3	APPLYING	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
CO116.4	ANALYSING	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
CO116.5	EVALUATING	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
CO116.6	CREATING	CREATE standard Excel Templates for routine business data management and analysis activities.
Course Code and Course Name		117 - Business Systems and Procedures
CO #	Cognitive Abilities	Course Outcomes
CO117.1	REMEMBERING	TABULATE the key elements of a typical business system and related work flow procedures.
CO117.2	UNDERSTANDING	EXPLAIN a business system and related procedures.
CO117.3	APPLYING	PREDICT the fail points / bottle necks in a typical business process.
CO117.4	ANALYSING	BREAK DOWN a business system into simpler components and explain the inter-relationships.
CO117.5	EVALUATING	DEVELOP a process based thinking approach.
CO117.6	CREATING	CREATE standard operating procedures and flow charts / other visual representations for typical business systems and processes.

Course Code and Course Name		118 - Managing Innovation
CO #	Cognitive Abilities	Course Outcomes
CO118.1	REMEMBERING	DESCRIBE the key ideas relevant to innovation, intellectual property, business models
CO118.2	UNDERSTANDING	INTERPRET the various theories of innovation and EXPLAIN with examples the types of innovation.
CO118.3	APPLYING	EXPERIMENT WITH innovation as a systematic process and generate innovative ideas for new products and services.
CO118.4	ANALYSING	DISSECT contemporary start-up businesses for their business models, extent of innovation, success and failure.
CO118.5	EVALUATING	CREATE an inventory of product and process innovations for daily use consumer products and routine business processes in a typical organization.
CO118.6	CREATING	CREATE a potential list of innovation needs for India in the local, regional and national context and ASSESS the likelihood of constructing a business model around these needs in the current local, regional and national context.

Course Code and Course Name		119 - Foreign Language I
CO #	Cognitive Abilities	Course Outcomes
CO119.1	REMEMBERING	RECALL and SPELL simple words in the foreign language
CO119.2	UNDERSTANDING	TRANSLATE simple sentences from English to the foreign language and vice- versa.
CO119.3	APPLYING	CONSTRUCT a dialogue, in the foreign language, for basic human interactions in a social context.
CO119.4	ANALYSING	TAKE PART IN an interaction in a non-business setting using the foreign language.
CO119.5	EVALUATING	INTERPRET a short write up written in the foreign language.

Semester II

Course Code and Course Name		201 – Marketing Management
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO201.1	Remembering	DESCRIBE the key terms associated with the 4 Ps of marketing
CO201.2	Understanding	DEMONSTRATE the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	Applying	APPLY marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e- Services.)
CO201.4	Analysing	EXAMINE marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services
CO201.5	Evaluating	EXPLAIN the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services
CO201.6	Creating	DESIGN a marketing plan for a real world marketing offering (Commodities, goods, services, e-products/ e-services.)

Course Code and Course Name		202 – Financial Management
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO202.1	Remembering	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	Understanding	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	Applying	PERFORM all the required calculations through relevant numerical problems.
CO202.4	Analysing	ANALYZE the situation and <ul style="list-style-type: none"> • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals
CO202.5	Evaluating	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
CO202.6	Creating	CREATE Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise), Comparative Proposals using Capital Budgeting Techniques

Course Code and Course Name		203 – Human Resource Management
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization.
CO203.2	UNDERSTANDING	DISCUSS the emerging trends and practices in HRM.
CO203.3	APPLYING	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	ANALYSING	IDENTIFY the use of different appraisal and training methods in an organization.
CO203.5	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
CO203.6	CREATING	DESIGN the HR manual and compensation policy of the organization.

Course Code and Course Name		204 – Operations & Supply Chain Management
Compulsory Generic Core Course		
CO #	Cognitive Abilities	Course Outcomes
CO204.1	Remembering	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO204.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process- product matrix in a real world context.
CO204.3	APPLYING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO204.4	ANALYSING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO204.5	EVALUATING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
CO204.6	CREATING	ELABORATE upon different operational issues in manufacturing and services organizations where the decision-making element is emphasized.

Course Code and Course Name		207 – Contemporary Frameworks in Management
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO207.1	REMEMBERING	Understanding various traits, theories, models of emotional intelligence and its implications to address key questions within the organizations.
CO207.2	UNDERSTANDING	Describe how companies can become good to great through their leaders and right positioning of people and explain why and how most companies fail to make the transition
CO207.3	APPLYING	Explain the importance of team dynamics & a systems perspective for the leadership role and challenges of managing people in organizations.
CO207.4	ANALYSING	Scrutinize the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
CO207.5	EVALUATING	Application of different ideas and information effectively to rebuild individual, team, managerial and leadership behavior in order to achieve organizational excellence in a positive and collaborative manner to achieve common culture.
Co207.6	CREATING	Design Individual Assessment with the help of EQ, Habits and Team's susceptibility to five dysfunction.

Course Code and Course Name		208 - Geopolitics & World Economic Systems
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO208.1	REMEMBERING	ENUMERATE the various elements of global economic system.
CO208.2	UNDERSTANDING	EXPLAIN the role of key trade organizations in the global economic system.
CO208.3	APPLYING	IDENTIFY the crucial elements of international trade laws.
CO208.4	ANALYSING	ANALYSE the forces that work for and against globalization.
CO208.5	EVALUATING	ASSESS the impact of the elements of the Global Economic System on the India Economy.
CO208.6	CREATING	CREATE a Country Profile based on various aspects of Geopolitics and World Economic Systems

Course Code and Course Name		209 - Start Up and New Venture Management
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO209.1	REMEMBERING	DESCRIBE the strategic decisions involved in establishing a startup.
CO209.2	UNDERSTANDING	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO209.3	APPLYING	IDENTIFY the issues in developing a team to establish and grow a startup
CO209.4	ANALYSING	FORMULATE a go to market strategy for a startup.
CO209.5	EVALUATING	DESIGN a workable funding model for a proposed startup.
CO209.6	CREATING	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

Course Code and Course Name		210 – Qualitative Research Methods
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO210.1	REMEMBERING	DESCRIBE the stages of scientific researches and qualitative research methods.
CO210.2	UNDERSTANDING	COMPARE characteristics of qualitative research and quantitative research.
CO210.3	APPLYING	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
CO210.4	ANALYSING	ANALYZE the use of appropriate Qualitative research methods in real world Business and non-business contexts.
CO210.5	EVALUATING	ASSESS the Qualitative Research work with the help of different quality criteria
CO210.6	CREATING	COMBINE Qualitative and Quantitative research approaches in a real world Research project.

Course Code and Course Name		211 – Business, Government & Society
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO211.1	REMEMBERING	DESCRIBE the economic roles of government in the Indian context.
CO211.2	UNDERSTANDING	EXPLAIN the macroeconomic crises around the world.
CO211.3	APPLYING	ILLUSTRATE the inter linkages between economic growth, poverty and inequality.
CO211.4	ANALYSING	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
CO211.5	EVALUATING	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
CO211.6	CREATING	DISCUSS the interplay between technology, business and society.

Course Code and Course Name		212 - Business Process Reengineering
Generic Elective – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO212.1	REMEMBERING	DEFINE the key terms associated with Business Process Reengineering.
CO212.2	UNDERSTANDING	EXPLAIN the various supporting and opposing forces to Business Process Reengineering in simple business situations.
CO212.3	APPLYING	APPLY modeling tools for simple business processes.
CO212.4	ANALYSING	FORMULATE a working plan to establish a Business Process Reengineering team.
CO212.5	EVALUATING	EVALUATE the success of a BPR initiative in relation to the impact on organizational KPIs.
CO212.6	CREATING	IMAGINE ways to improve business or non-business processes.

Course Code and Course Name		213 - Written Analysis and Communication Lab
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO213.1	REMEMBERING	DESCRIBE stages in a typical communication cycle and the barriers to effective communication.
CO213.2	UNDERSTANDING	SUMMARIZE long essays and reports into précis and executive summaries.
CO213.3	APPLYING	USE Dictionary and Thesaurus to draft and edit a variety of business written communication.
CO213.4	ANALYSING	EXAMINE sample internal communications in a business environment for potential refinements.
CO213.5	EVALUATING	COMPOSE variety of letters, notices, memos and circulars.

Course Code and Course Name		214 - Industry Analysis - Desk Research
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO214.1	REMEMBERING	DESCRIBE the key characteristics of the players in an industry.
CO214.2	UNDERSTANDING	SUMMARIZE the management ethos and philosophy of the players in the industry.
CO214.3	APPLYING	DEMONSTRATE an understanding of the regulatory forces acting on the industry.
CO214.4	ANALYSING	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
CO214.5	EVALUATING	ASSESS the impact of recent developments on the industry and its key players.
CO214.6	CREATING	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).

Course Code and Course Name		215 – Entrepreneurship Lab
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO215.1	REMEMBERING	IDENTIFY a basket of potential business opportunities in the local, regional or national context.
CO215.2	UNDERSTANDING	COMPARE and CONTRAST the shortlisted business opportunities to SELECT the most suitable / promising opportunity.
CO215.3	APPLYING	DEVELOP a business model around the shortlisted business opportunity.
CO215.4	ANALYSING	FORMULATE the organization structure for the proposed start up
CO215.5	EVALUATING	EVALUATE the market potential and ESTIMATE the financing requirements for the initial 1 to 3 years after launch.
CO215.6	CREATING	CREATE a proposal for funding the start up.
Course Code and Course Name		216 - SPSS
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO216.1	REMEMBERING	IDENTIFY the key menus of SPSS and DESCRIBE their functionality.
CO216.2	UNDERSTANDING	EXPLAIN the main features of SPSS
CO216.3	APPLYING	MAKE USE OF various tools to manage data, describe data and display graphical output using SPSS.
CO216.4	ANALYSING	ANALYSE data using various statistical tests of SPSS
CO216.5	EVALUATING	INTERPRET and EXPLAIN the outputs from SPSS
CO216.6	CREATE	DESIGN, DEVELOP and TEST advanced multivariate models using SPSS.

Course Code and Course Name		217 - Foreign Language II
Generic Elective – Institute Level		
CO #	Cognitive Abilities	Course Outcomes
CO217.1	REMEMBERING	LISTEN to simple audio-visual recordings in the foreign language.
CO217.2	UNDERSTANDING	TRANSLATE simple letters from English to the foreign language and vice- versa.
CO217.3	APPLYING	CONSTRUCT a business email, in the foreign language.
CO217.4	ANALYSING	TAKE PART IN an interaction in a business setting using the foreign language.
CO217.5	EVALUATING	COMPOSE a covering letter and resume in the foreign language.

Foundation Courses (Elective) - Semester I & II		
Course Code and Course Name		FOU – 001: Elementary English
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU001.1	REMEMBERING	LABEL the different parts of a sentence, correctly SPELL and PRONOUNCE the words in common usage and effectively LISTEN to short AV material (English).
CO-FOU 001.2	UNDERSTANDING	PARAPHRASE published written and audio visual content (English) in own words.
CO-FOU 001.3	APPLYING	CONSTRUCT short paragraphs and essays (English) for a specified task, to elicit, to select, to describe, to summarize information.
CO-FOU001.4	ANALYSING	TAKE PART IN conversations using general, social and professional(English) language.
CO-FOU001.5	EVALUATING	CHECK written and audio visual content (English) for grammatical correctness.
CO-FOU001.6	CREATING	SUBSTITUTE right words / terms / phrases in a compiled text.

Course Code and Course Name		FOU – 002: Elementary Mathematics and Statistics
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU002.1	REMEMBERING	MEMORIZE and REPRODUCE all basic formulae covered in the syllabus.
CO-FOU002.2	UNDERSTANDING	EXPRESS numbers in various forms such as fractions, percentages, equivalent simplest fractions.
CO-FOU002.3	APPLYING	CALCULATE Percentages, Profit & Loss, Simple & Compound Interest, frequency, cumulative frequency, basic areas and basic volumes.
CO-FOU002.4	ANALYSING	ILLUSTRATE relationships using direct and inverse proportion, simple graphs, linear and quadratic equations.
CO-FOU002.5	EVALUATING	INTERPRET basic statistical data, graphs, and venn diagrams.
CO-FOU002.6	CREATING	CREATING and SOLVING simple simultaneous equations.

Course Code and Course Name		FOU – 003: Elementary Business Economics
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU003.1	REMEMBERING	ENUMERATE the basic terms covered in the syllabus.
CO-FOU003.2	UNDERSTANDING	INTERPRET the historical trends in key economic data from a managerial and business perspective.
CO-FOU003.3	APPLYING	MAKE USE OF key Government and Non-Government economic publications to gather insights from a managerial and business perspective.
CO-FOU003.4	ANALYSING	ILLUSTRATE broad inter-relationships between various economic parameters within the national context and global context.
CO-FOU003.5	EVALUATING	EXPLAIN the role and objectives of Monetary and Fiscal policy.
CO-FOU003.6	CREATING	HYPOTHESIZE the expected short term trends of key economic indices.

Course Code and Course Name	FOU – 004: Elementary Accounting	
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU004.1	REMEMBERING	DESCRIBE the basic accounting terminologies and concepts covered in the course syllabus.
CO-FOU004.2	UNDERSTANDING	EXPLAIN the concepts covered in the course syllabus.
CO-FOU004.3	APPLYING	APPLY concepts covered in the course syllabus to accurately do the required calculations.
CO-FOU004.4	APPLYING	DETERMINE the key elements of business transactions and complete their accounting.
CO-FOU004.5	EVALUATING	DESIGN and OPERATE the entire accounting process (from entry to Balance - Sheet) for any given transaction.
Course Code and Course Name	FOU – 005: Elementary Information Technology	
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU005.1	REMEMBERING	DESCRIBE various components of a computer, network.
CO-FOU005.2	UNDERSTANDING	EXPLAIN the characteristics and usage of various elements of a computer, a network and operating systems.
CO-FOU005.3	APPLYING	USE various input, output, memory and local network devices.
CO-FOU005.4	ANALYSING	TEST and do basic troubleshooting of a standalone desktop or desktop connected to a network.
CO-FOU005.5	EVALUATING	EXPLAIN basic terminology related to data and information.
CO-FOU005.6	CREATING	DISCUSS emerging trends in IT.

Course Code and Course Name		FOU – 006: Elementary Business Etiquette
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU006.1	REMEMBERING	DEFINE terms and concepts used to describe appropriate business etiquette attitudes and behaviors.
CO-FOU006.2	UNDERSTANDING	EXPLAIN what is meant by business etiquette and how it impacts the workplace.
CO-FOU006.3	APPLYING	DEMONSTRATE appropriate behaviors within specific business situations.
CO-FOU006.4	ANALYSING	TAKE PART IN professional business meetings and real & virtual business conversations.
CO-FOU006.5	EVALUATING	DETERMINE the right attire for business, casual and multicultural events.
CO-FOU006.6	CREATING	PLAN a professional business meeting and a business meal.
Course Code and Course Name		FOU – 007: Elementary MS Word
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU007.1	REMEMBERING	SHOW basic menus of MS WORD on the screen and RECALL the functionality.
CO-FOU007.2	UNDERSTANDING	DEMONSTRATE the use of formatting, layout and printing tools of MS Word to create professional word documents.
CO-FOU007.3	APPLYING	APPLY the viewing, referencing tools of MS Word.
CO-FOU007.4	ANALYSING	ILLUSTRATE the use of reviewing tools for collaborative MS word documents.
CO-FOU007.5	EVALUATING	DESIGN and execute Mail merged documents.
CO-FOU007.6	CREATING	COMPILE a professional report using templates, Tables, Table of contents, referencing, headers, footers and page numbers.

Course Code and Course Name		FOU – 008: Elementary MS PowerPoint
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU008.1	REMEMBERING	SHOW basic menus of MS Powerpoint on the screen and RECALL the functionality.
CO-FOU008.2	UNDERSTANDING	DEMONSTRATE the use slide management, slide layout and reviewing tools of MS Powerpoint to create professional presentations.
CO-FOU008.3	APPLYING	USE tables, charts, smart art, animation and references in a powerpoint presentation.
CO-FOU008.4	ANALYSING	ILLUSRATE the various modes of delivery of the final powerpoint presentation.
CO-FOU008.5	EVALUATING	DEVELOP custom themes and customize slide masters and layouts.
CO-FOU008.6	CREATING	COMPILE a professional powerpoint presentation using templates, tables, images, hyperlinks, animation, templates, headers, footers and slide numbers, etc.
Course Code and Course Name		FOU – 009: Data Interpretation and Logical Reasoning
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU009.1	REMEMBERING	RECOGNIZE when additional information is needed to solve problems.
CO-FOU009.2	UNDERSTANDING	EXPRESS quantitative and non-quantitative data, associations and linkages in a logical format.
CO-FOU009.3	APPLYING	USE statistical information when reported in condensed form or as summary statistics to make informed decisions.
CO-FOU009.4	ANALYSING	DISSECT arguments, SEQUENCE relationships, EXAMINE assumptions, DETECT fallacies and INFERENCE from the same.
CO-FOU009.5	EVALUATING	ESTIMATE and CHECK answers to logical and data sufficiency problems in order to determine reasonableness, identify alternatives, and select correct options.
CO-FOU009.6	CREATING	DEVELOP and EVALUATE inferences and predictions based on the data and information provided.

Course Code and Course Name		FOU – 010: Verbal Ability & Reading Comprehension
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU010.1	REMEMBERING	IDENTIFY parts of speech
CO-FOU010.2	UNDERSTANDING	SUMMARIZE a given text material in defined word limits.
CO-FOU010.3	APPLYING	MAKE USE OF foreign words in English Language, idioms and phrases.
CO-FOU010.4	ANALYSING	EXAMINE given text sentences and paragraphs for errors and correct them.
CO-FOU010.5	EVALUATING	SELECT the appropriate words in a given context.
CO-FOU010.6	CREATING	CONSTRUCT meaningful sentences and COMPOSE meaningful paragraphs from jumbled ones.
Course Code and Course Name		FOU – 011: Quantitative Ability
Foundation Course (Elective)		
CO #	Cognitive Abilities	Course Outcomes
CO-FOU011.1	REMEMBERING	RECALL the formulas.
CO-FOU011.2	UNDERSTANDING	INTERPRET quantitative information and INFER from it.
CO-FOU011.3	APPLYING	DEMONSTRATE number sense, including dimensional analysis and conversions between fractions, decimals, and percentages.
CO-FOU011.4	ANALYSING	EXAMINE the validity and DETECT possible biases in arguments presented in quantitative forms.
CO-FOU011.5	EVALUATING	DETERMINE when approximations are appropriate and when exact calculations are necessary.
CO-FOU011.6	CREATING	FORMULATE the problem quantitatively and USE appropriate arithmetical, and/or statistical methods to SOLVE the problems.

Specialization – subject core and elective courses

Specialization: Marketing Management

Course Code and Course Name		205MKT: Marketing Research
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO205MKT.1	REMEMBERING	DESCRIBE the key concepts involved in the Marketing Research.
CO205MKT.2	UNDERSTANDING	EXPLAIN various research designs, data sources, data collection methods, instruments, sampling methods and analytical tools used in Marketing Research.
CO205MKT.3	APPLYING	APPLY the concepts of marketing research in solving real-life marketing problems.
CO205MKT.4	ANALYSING	ANALYSE data and draw appropriate Inferences to address real-life marketing issues.
CO205MKT.5	EVALUATING	DESIGN a market research proposal for a real-life marketing research problem and EVALUATE a market research proposal.
CO205MKT.6	CREATING	PLAN and UNDERTAKE qualitative or quantitative marketing research and demonstrate the ability to analyse data to resolve real-life marketing issues.
Course Code and Course Name		206MKT: Consumer Behavior
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO206MKT.1	REMEMBERING	RECALL the factors influencing Consumer’s purchase decision making process.
CO206MKT.2	UNDERSTANDING	OUTLINE consumer and organizational buyer behavior process.
CO206MKT.3	APPLYING	APPLY concepts of consumer behavior to real world marketing decision making.
CO206MKT.4	ANALYSING	ANALYZE the consumer decision making process and the role of different determinants that affect the buying decision process.
CO206MKT.5	EVALUATING	EXPLAIN the new trends influencing buyer behavior and its effect on new age Indian Consumer.
CO206MKT.6	CREATING	DISCUSS the consumer and organizational buying behavior process for a variety of products (goods/services).

Course Code and Course Name		217MKT: Integrated Marketing Communications
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO217MKT.1	REMEMBERING	Describe the key concepts & components of IMC
CO217MKT.2	UNDERSTANDING	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
CO217MKT.3	APPLYING	Apply the integrated marketing communications tools in contemporary real world scenarios.
CO217MKT.4	ANALYSING	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
CO217MKT.5	EVALUATING	Evaluate the IMC mix, advertising – sales promotion & PR strategies with real world examples of products / services / e-products / e-services
CO217MKT.6	CREATING	Develop an integrated creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.
Course Code and Course Name		218MKT: Product and Brand Management
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO218MKT.1	REMEMBERING	DEFINE the key concepts and DESCRIBE the elements of a product & Brand strategy.
CO218MKT.2	UNDERSTANDING	EXPLAIN the process and methods of Product & brand management, including how to establish brand identity and build brand equity.
CO218MKT.3	APPLYING	IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.4	ANALYSING	EXAMINE the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.5	EVALUATING	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218MKT.6	CREATING	CREATE ‘Brand Equity Management system’ for real life consumer, business products and services as well as for Reinforcing / Revitalizing / Rejuvenating failed Brands in various markets and in the digital space.

Course Code and Course Name		219MKT: Personal Selling Lab
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO219MKT.1	REMEMBERING	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals.
CO219MKT.2	UNDERSTANDING	EXPLAIN the concepts and terms that are central to personal selling.
CO219MKT.3	APPLYING	APPLY personal selling process and skills in real-life selling situations.
CO219MKT.4	ANALYSING	ILLUSTRATE the use of various sales techniques needed to achieve a profitable sale for a real world product/ service / e-product / e-service.
CO219MKT.5	EVALUATING	DEVELOP a customer plan that identifies all elements of personal selling, essential for creating successful sales for a real world product/ service / e-product / e-service
CO219MKT.6	CREATING	DESIGN sales presentations for a real world product/ service / e-product / e-service and for variety of selling situations.
Course Code and Course Name		220MKT: Digital Marketing - I
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO220MKT.1	REMEMBERING	DEFINE various concepts related to Digital Marketing.
CO220MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
CO220MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
CO220MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
CO220MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
CO220MKT.6	CREATING	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.

Course Code and Course Name		221MKT: Marketing of Financial Services - I
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO221MKT.1	Remembering	RECALL the key concepts of the Indian Banking system.
CO221MKT.2	UNDERSTANDING	Outline role of regulators, changing environment
CO221MKT.3	APPLYING	IDENTIFY the characteristics of banking and Non-banking financial institutions
CO221MKT.4	ANALYSING	OUTLINE the growth & service offerings of wealth management in global and Indian context.
CO221MKT.5	Evaluating	ASSESS the customer touch-points and customer-buying journey for financial services.
CO221MKT.6	CREATING	CREATE the marketing strategy for financial products.
Course Code and Course Name		222MKT: Marketing of Luxury Products
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO222MKT.1	REMEMBERING	DESCRIBE the various concepts associated with luxury brand management and marketing.
CO222MKT.2	UNDERSTANDING	UNDERSTAND the Consumer behavior in the context of luxury brands and differential perspectives in managing luxury brands.
CO222MKT.3	APPLYING	APPLY the best strategy for segmenting, targeting and positioning the various luxury brands.
CO222MKT.4	ANALYSING	ANALYSE the marketing strategies for luxury products in changing marketing dynamics.
CO222MKT.5	EVALUATING	ASSESS the role of Luxury retail format and EVALUATE the luxury markets, nationally, internationally and globally.
CO222MKT.6	CREATING	DEVELOP a marketing plan for a luxury product marketing in real world

Specialization: Financial Management

Course Code and Course Name		205FIN: Financial Markets and Banking Operations
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO205FIN.1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO205FIN.2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
CO205FIN.3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO205FIN.4	ANALYSING	ANALYZE the linkages in the Financial Markets.
CO205FIN.5	EVALUATING	EXPLAIN the various banking and accounting transactions.
CO205FIN.6	CREATING	DEVELOP necessary competencies expected of a finance professional.
Course Code and Course Name		206FIN: Personal Financial Planning
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO206FIN.1	REMEMBERING	UNDERSTAND the need and aspects of personal financial planning
CO206FIN.2	UNDERSTANDING	Describe the investment options available to an individual
CO206FIN.3	APPLYING	IDENTIFY types of risk and means of managing it
CO206FIN.4	ANALYSING	DETERMINE the ways of personal tax planning
CO206FIN.5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO206FIN.6	CREATING	CREATE a financial plan for a variety of individuals.

Course Code and Course Name		217FIN: Securities Analysis & Portfolio Management
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO217FIN.1	Remembering	REMEMBER various concepts of investments, Bonds.
CO217FIN.2	Understanding	EXPLAIN various theories of Investment Analysis and Portfolio Management.
CO217FIN.3	Applying	CALCULATE risk and return on investment using various concepts covered in the syllabus.
CO217FIN.4	Analysing	ANALYZE and DISCOVER intrinsic value of a security.
CO217FIN.5	Evaluating	DESIGN/ CREATE optimal portfolio
Course Code and Course Name		218FIN: Futures & Options
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO218FIN.1	Remembering	Describe the basic concepts in derivatives, terminology related to futures, options and risk management.
CO218FIN.2	Understanding	Understand the functioning of derivative market, standard derivative contracts, their properties, functionality
CO218FIN.3	Applying	Apply technical methods for valuation of Future, options and other derivatives, in continuous and discrete time.
CO218FIN.4	Analysing	Analyse risk measures that are commonly used in risk management.
CO218FIN.5	Evaluating	Evaluate different assumptions and principles behind derivatives pricing, risk management and evaluate strategies related to derivatives contract by eliminating volatility
CO218FIN.6	Creating	Create Futures and Options trading strategies and also create hedging positions.

Course Code and Course Name		219FIN: Direct Taxation
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO219FIN.1	REMEMBERING	REMEMBER various basic concepts / terminologies related Direct Taxation
CO219FIN.2	UNDERSTANDING	EXPLAIN how tax planning can be done.
CO219FIN.3	APPLYING	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee of all income heads.
CO219FIN.4	ANALYSING	Permissible exemptions and deductions from income under Income Tax Act.
CO219FIN.5	EVALUATING	EVALUATE the tax liability and benefits of possible exemptions under Income Tax Act
CO219FIN.6	CREATING	DESIGN / DEVELOP / CREATE tax saving plan.
Course Code and Course Name		220FIN: Financial Reporting
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO219FIN.1	REMEMBERING	Describe the basic concepts related to Financial Reporting taught through the syllabus.
CO219FIN.2	UNDERSTANDING	Explain, in detail, all the theoretical concepts taught through the syllabus.
CO219FIN.3	APPLYING	Do all the necessary calculations pertaining to financial reporting.
CO219FIN.4	ANALYSING	Analyze the situation and decide the key elements of financial reporting through the financial statements.
CO219FIN.5	EVALUATING	Evaluate the compliance and quality of financial reporting.
CO219FIN.6	CREATING	Design / Create financial report of a firm

Course Code and Course Name		221FIN: Securities Analysis & Portfolio Management
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO221FIN.1	REMEMBERING	Remember and describe the key concepts covered in the syllabus.
CO221FIN.2	UNDERSTANDING	Explain in detail the Retail Credit Evaluation, Lending and Recovery Process as well as other relevant concepts covered in the syllabus
CO221FIN.3	APPLYING	Calculate the loan eligibility of the retail borrower and the amount to be classified as NPA.
CO221FIN.4	ANALYSING	Determine the key elements of retail lending and recovery process and documentation therein.
CO221FIN.5	EVALUATING	Design the Retail Lending and Recovery Process for a Bank & NBFC.
Course Code and Course Name		222FIN: Banking Laws & Regulations
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO222FIN.1	Remembering	REMEMBER various concepts taught in the syllabus
CO222FIN.2	Understanding	EXPLAIN the Regulatory Framework in the Indian Banking system.
CO222FIN.3	Understanding	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
CO222FIN.4	Understanding	DISCUSS the various laws related to banking.
CO222FIN.5	Applying	APPLY the various commercial laws for the smooth functioning of banking operations.

Course Code and Course Name		223FIN: Fundamentals of Life Insurance – Products and Underwriting
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO223FIN.1	REMEMBERING	REMEMBER all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.2	UNDERSTANDING	Understand functioning of the Life Insurance, its products and legal compliance.
CO223FIN.3	UNDERSTANDING	Applying the life insurance knowledge and skills in different scenarios.
CO223FIN.4	UNDERSTANDING	ANALYZE the inter-relationship between Insurance & associated risk
CO223FIN.5	APPLYING	FACILITATE the compliance required for acquiring the policy and settlement of claims.
CO223FIN.6	CREATING	DESIGN the life insurance cover strategy for clients.
Course Code and Course Name		224FIN: General Insurance – Health and Vehicle
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO224FIN.1	REMEMBERING	RECALL the various terms related to General insurance and Health Insurance.
CO224FIN.2	UNDERSTANDING	Explain risk management in insurance and understanding of the insurance mechanism.
CO224FIN.3	APPLYING	APPLY the knowledge of current information, techniques and practices in all of the major business disciplines.
CO224FIN.4	ANALYSING	ANALYZE and USE risk management techniques.
CO224FIN.5	EVALUATING	COMPARE various kinds of insurance plans as well as the importance of contract in Customers.
CO224FIN.6	CREATING	CREATE valuable insights into overview of General Insurance Products.

Specialization: Human Resource Management

Course Code and Course Name		205HRM: Competency Based Human Resource Management System
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO205HRM.1	REMEMBERING	DEFINE the key terms related to performance management and competency development.
CO205HRM.2	UNDERSTANDING	EXPLAIN various models of competency development.
CO205HRM.3	APPLYING	PRACTICE competency mapping.
CO205HRM.4	ANALYSING	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO205HRM.5	EVALUATING	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO205HRM.6	CREATING	DEVELOP a customized competency model in accordance with the corporate requirements.
Course Code and Course Name		206HRM: Employee Relations and Labour Legislations
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO206HRM.1	Remembering	SHOW awareness of important and critical issues in Employee Relations
CO206HRM.2	Understanding	INTERPRET and relate legislations governing employee relations.
CO206HRM.3	Applying	DEMONSTRATE an understanding of legislations relating to working environment.
CO206HRM.4	Analysing	OUTLINE the role of government, society and trade union in ER.
CO206HRM.5	Evaluating	EXPLAIN aspects of collective bargaining and grievance handling.
CO206HRM.6	Creating	DISCUSS the relevant provisions of various Labour Legislations.

Course Code and Course Name		217HRM: Labour Welfare
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO217HRM.1	REMEMBERING	ENUMERATE the key concepts of the subject matter.
CO217HRM.2	UNDERSTANDING	DESCRIBE the key aspects of the labour policy regulation in the country.
CO217HRM.3	APPLYING	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO217HRM.4	ANALYSING	EXAMINE the traditional concept of labour welfare in the industry.
CO217HRM.5	EVALUATING	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO217HRM.6	CREATING	ELABORATE upon the perspective of labour problems and remedial measures in the country.
Course Code and Course Name		218HRM: Lab in Recruitment and Selection
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO218HRM.1	Remembering	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
CO218HRM.2	Understanding	COMPARE and CONTRAST various methods of Recruitment and Selection.
CO218HRM.3	Applying	DEVELOP Job Specifications and Job descriptions in a variety of context.
CO218HRM.4	Analysing	ANALYZE various Personality types
CO218HRM.5	Evaluating	EXPLAIN the profiling techniques used to test Personality, Aptitude, and Competency.
CO218HRM.6	Creating	COMPILE a list of questions for Recruitment and Selection interviews.

Course Code and Course Name		219HRM: Learning & Development
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO219HRM.1	Remembering	DESCRIBE the key concepts associated with Learning & Development
CO219HRM.2	Understanding	EXPLAIN the training process and the various methods of training for various categories of employees in a variety of organizational contexts.
CO219HRM.3	Applying	IDENTIFY training needs of various categories of employees in a variety of organizational contexts.
CO219HRM.4	Analysing	EXAMINE the impact of training on various organizational and HR aspects.
CO219HRM.5	Evaluating	EVALUATE the training process of various categories of employees in a variety of organizational contexts.
CO219HRM.6	Creating	DESIGN a training programme for various categories of employees in a variety of organizational contexts.
Course Code and Course Name		220HRM: Public Relations & Corporate Communications
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO220HRM.1	REMEMBERING	DESCRIBE the various forms of Corporate Communications from a HR perspective.
CO220HRM.2	UNDERSTANDING	EXPLAIN the role of Public Relations & Corporate Communications in HRM.
CO220HRM.3	APPLYING	PLAN and EXECUTE a PR activity.
CO220HRM.4	ANALYSING	EXAMINE the PR campaign & strategies of real world organizations.
CO220HRM.5	EVALUATING	DEVELOP a strategic communication plan for a real life Corporate communication issue.
CO220HRM.6	CREATING	COMPLIE an analytical report on the PR activities and communication strategies designed & practiced by the organizations and IMPROVE on it.

Course Code and Course Name		221HRM: HR Analytics
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO221HRM.1	Remembering	ENUMERATE the key concepts related to the subject matter
CO221HRM.2	Understanding	DEMONSTRATE experimentation and innovation
CO221HRM.3	Applying	USE thinking & decision making ability beyond the existing capabilities and present environment.
CO221HRM.4	Analysing	ANALYSE the behavioral Patterns of an individual & Map the competency- the audit Perspective.
CO221HRM.5	Evaluating	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
CO221HRM.6	Creating	FORMULATE the linkage between HR Analytics and Business Analytics.
Course Code and Course Name		222HRM: Conflict & Negotiation Management
Subject Elective (SE) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO222HRM.1	Remembering	DEFINE the key concepts of the subject matter.
CO222HRM.2	Understanding	EXPLAIN the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA)
CO222HRM.3	Applying	APPLY the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA) for successful negotiations.
CO222HRM.4	Analysing	APPRAISE the importance of in business negotiations and managing conflicts.
CO222HRM.5	Evaluating	DEVELOP the logical thinking, communication skills and other prerequisite for successful business negotiations and handling organizational conflict.
CO222HRM.6	Creating	COMBINE the theoretical concepts practical methods of managing and resolving organizational conflict and negotiation styles in the organizational context.

Specialization: Operations & Supply Chain Management

Course Code and Course Name		205OSCM: Service Operations Management – I
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO205OSCM.1	Remembering	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
CO205OSCM .2	Understanding	DESCRIBE the service design elements of variety of services
CO205OSCM .3	Applying	USE service blueprinting for mapping variety of real life service processes.
CO205OSCM .4	Analysing	ANALYSE alternative locations and sites for variety of service facilities
CO205OSCM .5	Evaluating	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
CO205OSCM .6	Creating	CREATE flow process layouts for variety of services.
Course Code and Course Name		206OSCM: Supply Chain Management
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO206OSCM.1	Remembering	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO206OSCM.2	Understanding	EXPLAIN the structure of modern day supply chains.
CO206OSCM.3	Applying	IDENTIFY the various flows in real world supply chains.
CO206OSCM.4	Analysing	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
CO206OSCM.5	Evaluating	EXPLAIN the key Operational Aspects in Supply Chain Management.
CO206OSCM.6	Creating	DISCUSS the relationship between Customer Value and Supply Chain Management.

Course Code and Course Name		217OSCM: Planning & Control of Operations
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO217OSCM.1	Remembering	DESCRIBE the building blocks of Planning & Control of Operations.
CO217OSCM.2	Understanding	EXPLAIN the need for aggregate planning and the steps in aggregate planning.
CO217OSCM.3	Applying	MAKE USE OF the various forecasting approaches in the context of operations planning process.
CO217OSCM.4	Analysing	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
CO217OSCM.5	Evaluating	EXPLAIN the importance of scheduling in operations management.
CO217OSCM.6	Creating	CREATE a Bill of Materials.
Course Code and Course Name		218OSCM: Productivity Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO218OSCM.1	Remembering	DEFINE various types of productivity and measures of productivity.
CO218OSCM.2	Understanding	DEMONSTRATE the linkages between various measures of productivity
CO218OSCM.3	Applying	APPLY Value Analysis and Value Engineering principles to simple situations related to operations management.
CO218OSCM.4	Analysing	APPLY various types of charts and diagrams to carry out work study and method study.
CO218OSCM.5	Evaluating	DETERMINE the Standard Time using Techniques of Work Measurement.
CO218OSCM.6	Creating	ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing.

Course Code and Course Name		219OSCM: Inventory Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO219OSCM.1	Remembering	DEFINE the key terms associated with Inventory Management
CO219OSCM.2	Understanding	CLASSIFY various types of inventory, and inventory costs.
CO219OSCM.3	Applying	CALCULATE Economic Order Quantity and stock levels under various conditions.
CO219OSCM.4	Analysing	COMPARE and CONTRAST various methods of inventory control.
CO219OSCM.5	Evaluating	ASSESS various factors influencing Make or Buy decisions.
CO219OSCM.6	Creating	SOLVE problems based on ABC classification of inventory.
Course Code and Course Name		220OSCM: Theory of Constraints
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO220OSCM.1	Remembering	DEFINE the key concepts of TOC.
CO220OSCM.2	Understanding	DEMONSTRATE knowledge & understanding of the fundamentals of TOC.
CO220OSCM.3	Applying	IDENTIFY and mitigate both real constraints and managerial constraints.
CO220OSCM.4	Analysing	ILLUSTRATE the tools and techniques that help in managing constraints to improve organizational performance.
CO220OSCM.5	Evaluating	EXPLAIN the benefits an organization may reap through the successful implementation of the TOC.
CO220OSCM.6	Creating	DEVELOP solutions to common problems in Project Management, Operations Management and Supply Chain Management using TOC principles and methods.

Course Code and Course Name		221OSCM: Quality Management Standards
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO221OSCM.1	Remembering	DESCRIBE the concepts of Quality and importance of the Quality Management Principles.
CO221OSCM.2	Understanding	INTERPRET the requirements of ISO 9001:2015 standard.
CO221OSCM.3	Applying	APPLY process based thinking and risk based thinking for managing and improving the functioning of an organization.
CO221OSCM.4	Analysing	TAKE PART IN planning, conducting and follow-up of QMS audits directed towards maintenance and continual improvements of the QMS.
CO221OSCM.5	Evaluating	DEVELOP skills for Corrective Action Management and Continual Improvement Project management.
CO221OSCM.6	Creating	BUILD stakeholder confidence by managing processes in line with the latest requirements.
Course Code and Course Name		222OSCM: Service Value Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO222OSCM.1	Remembering	DEFINE the core concepts related to Service Value Chain, Service Profit Chain, Innovation, CRM, networks.
CO222OSCM.2	Understanding	ILLUSTRATE managing the service process through service value chain.
CO222OSCM.3	Applying	IDENTIFY factors influencing Innovation and service organizational design.
CO222OSCM.4	Analysing	EXAMINE the inter-relationships between the Focal firm, Supplier Networks, Distribution Networks, etc.
CO222OSCM.5	Evaluating	EVALUATE the role of Business Networks as partners in value creation.
CO222OSCM.6	Creating	DEVELOP strategies built on Principles of Service Value Chain & Service Profit Chain for various types of organizations.

Specialization: Business Analytics

Course Code and Course Name		205BA: Basic Business Analytics using R
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO205BA.1	REMEMBERING	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
CO205BA.2	UNDERSTANDING	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
CO205BA.3	APPLYING	DEVELOP a thought process to think like a data scientist/business analyst.
CO205BA.4	ANALYSING	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO205BA.5	EVALUATING	INTERPRET various data types and structures for given analytics task
CO205BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
Course Code and Course Name		206BA: Data Mining
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO206BA.1	REMEMBERING	DEFINE the key terms associated with Data Mining
CO206BA.2	UNDERSTANDING	EXPLAIN the various aspects of Data
CO206BA.3	APPLYING	APPLY classification models
CO206BA.4	ANALYSING	Analyse data using various clustering models
CO206BA.5	EVALUATING	SELECT appropriate association analysis and anomaly detection tools.
CO206BA.6	CREATING	COMBINE various data mining tools and use them in live analytical projects in business scenarios.

Course Code and Course Name		217BA: Marketing Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO217BA.1	Remembering	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
CO217BA.2	Understanding	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
CO217BA.3	Applying	IDENTIFY what customers' value in a product, and assess what they are willing to pay for it.
CO217BA.4	Analysing	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
CO217BA.5	Evaluating	DETERMINE the most effective target markets.
CO217BA.6	Creating	DESIGN a study that incorporates the key tools of Marketing Analytics.
Course Code and Course Name		218BA: Retailing Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO2018BA.1	Remembering	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
CO2018BA.2	Understanding	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
CO2018BA.3	Applying	USE various kinds of data for performing Retailing Analytics.
CO2018BA.4	Analysing	ILLUSTRATE the use of various tools and frameworks for predictive retail analytics.
CO2018BA.5	Evaluating	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO2018BA.6	Creating	BUILD value for Retail and Marketing by deriving Marketing ROI metrics..

Course Code and Course Name		219BA: Workforce Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO2019BA.1	Remembering	ENUMERATE the use of Workforce Analytics.
CO2019BA.2	Understanding	UNDERSTAND the process of creating and using HR analytics
CO2019BA.3	Applying	USE dashboards, pivot tables for data driven decision making in HR.
CO2019BA.4	Analysing	ILLUSTRATE the use of various tools and frameworks for predictive analytics.
CO2019BA.5	Evaluating	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
CO2019BA.6	Creating	BUILD value for HR departments by showing clear links between HR and Business outcomes.
Course Code and Course Name		220BA: Tableau
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO220BA.1	Remembering	DEFINE Tableau terminology and SHOW how to Connect to your data, Edit and save a data source.
CO220BA.2	Understanding	ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts.
CO220BA.3	Applying	MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values
CO220BA.4	Analysing	INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins.
CO220BA.5	Evaluating	CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations.
CO220BA.6	Creating	BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and Geocoding.

Course Code and Course Name		221BA: Data Warehousing Project Life Cycle Management
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO221BA.1	Remembering	DESCRIBE various stages in Data Warehouse development process.
CO221BA.2	Understanding	EXPLAIN the significance of and Project Management issues to be considered in the Data warehouse and Business Intelligence projects and the practicality of each phase.
CO221BA.3	Applying	MAKE USE OF the Data warehouse Lifecycle.
CO221BA.4	Analysing	FORMULATE Requirements Definition using requirements gathering methods.
CO221BA.5	Evaluating	DETERMINE users of information and SELECT appropriate Information Delivery Tools, OLAP models and Data Mining Techniques.
CO221BA.6	Creating	CREATE an Implementation Plan for a Data warehouse Project

Semester III

Course Code and Course Name		301– Strategic Management
Compulsory Generic Core (GC) Course		
CO #	Cognitive Abilities	Course Outcomes
CO301.1	Remembering	DESCRIBE the basic terms and concepts in Strategic Management
CO301.2	Understanding	EXPLAIN the various facets of Strategic Management in a real world context
CO301.3	Understanding	DESCRIBE the trade-offs within and across strategy formulation, Implementation, appraisal.
CO301.4	Applying	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO301.5	Analysing	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO301.6	Creating	DEVELOP the capability to view the firm in its totality in the context of its environment.
Course Code and Course Name		302– Decision Science
Compulsory Generic Core (GC) Course		
CO #	Cognitive Abilities	Course Outcomes
CO302.1	Remembering	DESCRIBE the concepts and models associated with Decision Science
CO302.2	Understanding	UNDERSTAND the different decision-making tools required to achieve optimization in business processes.
CO302.3	Understanding	APPLY appropriate decision-making approach and tools to be used in business environment.
CO302.4	Applying	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO302.5	Analysing	EVALUATE the various facets of a business problem and develop problem solving ability
CO302.6	Creating	DISCUSS & propose the various applications of decision tools in the present business scenario.

Course Code and Course Name		306 – International Business Economics
Generic Elective – University Level (GE) Course		
CO #	Cognitive Abilities	Course Outcomes
CO 306 .1	Remembering	RECALL and DEFINE the economic aspects of international business.
CO 306 .2	Understanding	DEMONSTRATE the outcomes of globalizing and liberalizing trade environment, trade policy frameworks and macroeconomic linkages of the open economy.
CO 306 .3	Applying	IDENTIFY the mechanisms and working of the foreign exchange markets.
CO 306 .4	Analysing	EXAMINE how a trade policy improves or diminishes the prospects of survival / growth of business.
CO 306 .5	Evaluating	MEASURE the implications of International Financial Crisis and its repercussions on International Trade
CO306.6	CREATING	COMPOSE a matrix of various economic aspects of international business and their linkages with Indian Economy

Course Code and Course Name		307 – International Business Environment
Generic Elective – University Level (GE) Course		
CO #	Cognitive Abilities	Course Outcomes
CO307.1	Remembering	Recall and Describe the key concepts of international Business Environment
CO307.2	Understanding	Understand the relevance of Multinational Corporations (MNCs) in global trade
CO307.3	Applying	Demonstrate the significance of FDI and FPI in respect of developing economy
CO307.4	Analysing	Analyze the issues related to Labor, Environmental and Global Value chain
CO307.5	Evaluating	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.

Course Code and Course Name		308 – Project management
Generic Elective – University Level (GE) Course		
CO #	Cognitive Abilities	Course Outcomes
CO 308 .1	Remembering	DEFINE the key terms and concepts in project management.
CO 308 .2	Understanding	EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project’s life cycle
CO 308 .3	Applying	ILLUSTRATE the importance of PM in most industries and businesses
CO 308 .4	Analysing	EXAMINE the importance of Leadership specifically in heterogeneous and virtual teams as well as governance and approaches to conflict resolutions
CO 308 .5	Evaluating	DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management

Course Code and Course Name		309 – Knowledge Management
Generic Elective – University Level (GE) Course		
CO #	Cognitive Abilities	Course Outcomes
CO309.1	Remembering	DEFINE the key terms and concepts in Knowledge Management
CO309.2	Understanding	DESCRIBE the Knowledge Management cycle
CO309.3	Applying	DISCUSS the types of Knowledge and its implications
CO309.4	Analysing	OUTLINE the importance of capturing knowledge elements and its structures application as a competitive advantage to business
CO309.5	Evaluating	EXPLAIN the human and business aspects of knowledge management

Course Code and Course Name		310– Corporate Governance
Generic Elective – University Level (GE) Course		
CO #	Cognitive Abilities	Course Outcomes
CO310.1	REMEMBERING	ENUMERATE the global contemporary developments in Corporate Governance.
CO310.2	UNDERSTANDING	EXPLAIN the importance of regulation, markets and information in corporate governance and CATEGORIZE the role of Board of Directors and Committees for good Corporate Governance.
CO310.3	APPLYING	EXAMINE the provision of Corporate Governance for listed and unlisted firms.
CO310.4	ANALYSING	ANALYSE the enterprise risk for formulating the Internal control policies.
CO310.5	EVALUATING	Evaluate the legal framework and global perspective of Corporate Governance.
CO310.6	CREATING	DISCUSS Cases related to Corporate Governance.

Course Code and Course Name		311– Management of Non-profit organizations
Generic Elective – University Level (GE) Course		
CO #	Cognitive Abilities	Course Outcomes
CO311.1	REMEMBERING	DESCRIBE the basic concepts and frameworks in the field of Non-Profit Sector & Non-Profit Organization.
CO311.2	UNDERSTANDING	EXPLAIN the characteristics of Non-Profit organizations, summarizing the factors affecting development of Non-Profit organization.
CO311.3	APPLYING	MAKE use of theoretical concepts, frameworks while registration process of Non-Profit Organization.
CO311.4	ANALYSING	EXAMINE the role of any public policies which helps NPO in decision making.
CO311.5	EVALUATING	EVALUATE the performance of Non- Profit organizations, the critical financial considerations of the Non - Profit organization.

Specialization: Marketing

Course Code and Course Name		304 MKT : Services Marketing
Subject Core (SC) Courses		
CO #	Cognitive Abilities	Course Outcomes
CO304 MKT.1	REMEMBERING	RECALL the key concepts in services marketing
CO304 MKT.2	UNDERSTANDING	Describe the role of Extended Marketing Mix in Services in managing consumer behavior and in improving service quality.
CO304 MKT.3	APPLYING	Identify concepts related to service experience in the context of real world offering.
CO304 MKT.4	ANALYSING	Examine the elements of services marketing and service quality in contemporary context.
CO304 MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services and assess its importance and challenges in the dynamic marketing environment
CO304 MKT.6	CREATING	DEVELOP marketing mix, service blueprint and servicescapes for various services offering
Course Code and Course Name		305 MKT : Sales & Distribution Management
Subject Core (SC) Courses		
CO #	Cognitive Abilities	Course Outcomes
CO305MKT.1	REMEMBERING	DESCRIBE the theoretical concepts related to Sales and Distribution Management Domain.
CO305MKT.2	UNDERSTANDING	UNDERSTAND the role, concepts, importance, techniques and approaches required for effective designing and implementation of various aspects in the Sales and Distribution Management.
CO305MKT.3	APPLYING	APPLY various concepts related to Sales and Distribution Management.
CO305MKT.4	ANALYZING	ANALYZE the real-life issues related to design and implementation of Sales and Distribution Management Strategy.
CO305MKT.5	EVALUATING	EVALUATE suitability of alternative Sales and Distribution Management strategies of an organization.
CO305MKT.6	CREATING	DESIGN and implement Sales and Distribution Management Strategies for an organization.

Course Code and Course Name		312 MKT: Business to Business Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO312MKT.1	Remembering	DEFINE the terms and concepts related to Business to Business marketing
CO312MKT.2	Understanding	EXPLAIN the terms and concepts used in business to business marketing
CO312MKT.3	Applying	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
CO312MKT.4	Analysing	FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing
CO312MKT.5	Evaluating	DESIGN marketing mix elements considering business-to-business sales and service situations.
CO312MKT.6	creating	DEVELOP marketing plan for business-to-business Marketing situations.

Course Code and Course Name		313 MKT: International Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO313MKT.1	REMEMBERING	DESCRIBE various terms and key concepts associated with international marketing.
CO313MKT.2	UNDERSTANDING	EXPLAIN various key concepts used in all aspects of international marketing.
CO313MKT.3	APPLYING	ILLUSTRATE all stages in international marketing management process.
CO313MKT.4	ANALYSING	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
CO313MKT.5	EVALUATING	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on assessment of international marketing environment.
CO313MKT.6	CREATING	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for global business organizations.

Course Code and Course Name		314 MKT: Digital Marketing II
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO 314MKT.1	REMEMBERING	DEFINE the key terms and concepts related with digital marketing
CO 314MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube, Email marketing and other related tools in digital marketing.
CO 314MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email marketing and other related tools for carrying out digital marketing for given situation.
CO 314MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email marketing and other related tools in given situation.
CO 314MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email marketing and other related tools.
CO 314MKT.6	CREATING	CREATE appropriate content for a digital marketing campaign.

Course Code and Course Name		315 Marketing of Financial Services - II
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO315MKT.1	REMEMBERING	REMEMBERING -RECALL the key terminology of Financial Services, Mutual fund, Insurance products and other alternative investment products.
CO315MKT.2	UNDERSTANDING	UNDERSTANDING: Compare the characteristics of different types of financial products and services.
CO315MKT.3	APPLYING	APPLYING: IDENTIFY characteristics, risks and returns associated with financial products and services offered in Indian Market from an investment advisor's perspective.
CO315MKT.4	ANALYSING	ANALYSING - Compare the different financial products available in Indian financial market
CO315MKT.5	Evaluating	EVALUATING - EVALUATE the financial products and services from an investment perspective for various kinds of investors.
CO315MKT.6	CREATING	CREATING: Design Financial Product Portfolio for Indian Investor

Course Code and Course Name		316 :Marketing Analytics
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO316MK T.1	Remembering	DEFINE various key concepts in Marketing Analytics
CO316MK T.2	Understanding	DESCRIBE various key concepts in Marketing Analytics
CO316MK T.3	Applying	IDENTIFY what customers' value in a product/service, and assess what they are willing to pay for it.
CO316MK T.4	Analysing	EXPLAIN the use of various models and frameworks to solve marketing problems using marketing data
CO316MK T.5	Evaluating	MEASURE the effectiveness of marketing efforts and key outcomes in multiple areas of Marketing.
CO316MK T.6	creating	DESIGN a study that incorporates the key tools and techniques of Marketing Analytics
Course Code and Course Name		317 : Marketing of High Technology Products
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO317.1	REMEMBERING	DESCRIBE the characteristics of High Technology Products and key concepts associated with Marketing of High-Tech Products.
CO317.2	UNDERSTANDING	EXPLAIN key concepts associated with Marketing of High-Tech Products.
CO317.3	APPLYING	APPLY marketing plans and decisions in specific situations in High-Tech Markets.
CO317.4	ANALYSING	EXAMINE the suitability of Marketing Mix Strategies/Plans in the light of marketing environment for high Tech products.
CO317.5	EVALUATING	EVALUATE alternative Marketing Mix Strategies/Plans for High-Tech Products.
CO317.6	CREATING	DEVELOP Marketing Mix Strategies/Plans for High-Tech Products.

Specialization: Financial Management

Course Code and Course Name		304 FIN– Advanced Financial Management
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO 304FIN.1	Remembering	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
CO 304FIN.1	Understanding	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
CO 304FIN.1	Applying	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
CO 304FIN.1	Analysing	ANALYZE the Leverage and PBIT EPS Analysis associate with Financial Data in the corporate
CO 304FIN.1	Evaluating	Evaluate the key strategic financial issues that must be considered in an acquisition or merger
CO 304FIN.1	creating	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.
Course Code and Course Name		305 FIN – International Finance
Subject Core (SC) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO305FIN.1	Remembering	RECALL the basic concepts associated with international finance.
CO305FIN.2	Understanding	EXPLAIN the various the concepts related to Foreign Exchange Markets, transactions on the international foreign exchange market, Taxation Systems, International Receivables and cash management.
CO305FIN.3	Applying	USE International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, International Receivables and cash management in International financial market.
CO305FIN.4	Analyzing	ANALYZE the role of exchange rate and credit rating agencies, foreign exchange transactions, taxation system, Receivables and cash management in International financial market.
CO305FIN.5	Evaluating	EVALUATE the International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, Receivables and cash management in International finance.
CO305FIN.6	Creating	CREATE the investment/ business international finance concepts

Course Code and Course Name		312 FIN – Behavioral Finance
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO312FIN.1	Remembering	Enumerate the concepts and assumptions associated with traditional and behavioral finance.
CO312FIN.2	Understanding	Illustrate the various important theories, heuristics & biases associated with financial decision making.
CO312FIN.3	Applying	Identify behavioural factors that influence financial decision making and individual & corporate level.
CO312FIN.4	Analyzing	Analyze the implications of human psychology on financial decision makers and financial markets.
CO312FIN.5	Evaluating	Interpret various investment strategies based on theories of personal & corporate behavioural finance.
CO312FIN.6	Creating	Plan the systematic approach for efficient financial decisions taking into account behavioural factors.
Course Code and Course Name		313 FIN: Technical Analysis of Financial Markets
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO313FIN.1	Remembering	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
CO313FIN.2	Understanding	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
CO313FIN.3	Applying	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities
CO313FIN.4	Analysing	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions
CO313FIN.5	Evaluating	EVALUATE opportunities for Buy & Sale on the basis of technical analysis
CO313FIN.6	Creating	FORMULATE an ideal portfolio of investments with a combination of wide number of securities

Course Code and Course Name		314FIN: Commodities Markets
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO314FIN.1	Remembering	DESCRIBE the key concepts of commodities market
CO314FIN.2	Understanding	Understanding the pricing mechanism of commodity, regulatory framework and the difference between commodity and financial derivatives
CO314FIN.3	Applying	APPLY all the required strategies and calculations of commodities trading.
CO314FIN.4	Analysing	ANALYZE both the fundamental and technical factors that drive the commodity price movements
CO314FIN.5	Evaluating	EVALUATE the various methods and tools to detect the pulse of the markets and determine the trend in which the prices are moving.
CO314FIN.6	Creating	ADAPT the skills of commodity analysis and build their own trading strategies

Course Code and Course Name		315 FIN – Indirect Taxation
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO315FIN.1	Remembering	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
CO315FIN.2	Understanding	Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc.
CO315FIN.3	Applying	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services.
CO315FIN.4	Analysing	Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
CO315FIN.5	Evaluating	Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in India & verify the tax levied on Goods and Services.
CO315FIN.6	Creating	Elaborate all Provisions of GST and can correlate with filing of returns; virtuale filling can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.

Course Code and Course Name		316 FIN – Corporate Financial Restructuring
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO316FIN.1	REMEMBERING	DESCRIBE the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring.
CO316FIN.2	UNDERSTANDING	EXPLAIN the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units.
CO316FIN.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO316FIN.4	ANALYSING	ANALYZE the situation by calculations of exchange ratio, financial returns, valuations and others.
CO316FIN.5	EVALUATING	EVALUATE impact of corporate financial restructuring on all stakeholders
CO316FIN.6	CREATING	CREATE an interface and model on various dimensions of corporate finance and restructuring process.
Course Code and Course Name		317 FIN: Financial Modeling
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO315FIN.1	Remembering	Remember the concepts, terminologies, frameworks, tools and techniques of Financial modeling
CO315FIN.2	Understanding	UNDERSTAND the applications and use of MS Excel in financial modeling and its different techniques
CO315FIN.3	Applying	DEVELOP, APPLY and actually use core functionality of MS Excel in decision framework to solve managerial problems
CO315FIN.4	Analysing	ANALYSE different financial models in order to eliminate substantial risk of poor spreadsheet coding
CO315FIN.5	Evaluating	FORMULATE an idea and acceptable solutions to solve different problems in the area of financial management
CO315FIN.6	Creating	BUILD financial models by making appropriate assumptions on financial factors relevant to the situation.

Course Code and Course Name		318 Fin–Digital Banking
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO318 FIN 1	REMEMBERING	Remember various concepts and products in Digital Banking
CO318 FIN.2	UNDERSTANDING	Explain and understand the significance and development of Digital Banking
CO318 FIN 3	APPLYING	Compare and contrast the Branchless Banking and Traditional Banking
CO318 FIN.4	ANALYSING	Analyze the payment system of digital banking from consumer’s point of view
CO318 FIN.5	EVALUATING	Evaluate Role of digital banking and emerging technologies in economic development
CO318 FIN.6	CREATING	Create a holistic digital transformation strategy for a bank
Course Code and Course Name		319 FIN – Treasury Management
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO319FIN.1	Remembering	REMEMBER the key concepts of Treasury Management
CO319FIN.2	Understanding	UNDERSTAND the role of Treasury Management in Business world.
CO319FIN.3	Applying	APPLY the acquired knowledge to real-life treasury management problems
CO319FIN.4	Analysing	ANALYSE the techniques used to identify and manage exposure to cash-flow and liquidity risk
CO319FIN.5	Evaluating	Evaluate the risk management framework required for corporate, banking and government entities in areas such as foreign exchange, interest rates, liquidity, credit and commodity price risk management;
CO319FIN.6	Creating	Identify and develop key strategies for treasury management

Course Code and Course Name		320 FIN - Project Finance and Trade Finance
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO320FIN.1	REMEMBERING	REMEMBER the concepts of Project Finance and Trade Finance.
CO320FIN.2	UNDERSTANDING	SUMMARIZE the key aspects in context with Project Finance and Trade Finance.
CO320FIN.3	APPLYING	IDENTIFY the applicability of Project Finance and Trade Finance in modern business era.
CO320FIN.4	ANALYSING	EXAMINE the risks involved in Project Finance and Trade Finance.
CO320FIN.5	EVALUATING	EVALUATE the proposal of securing finance by considering the capital structure and documentation involved.
CO320FIN.6	CREATING	CREATE proposal for trade finance and project finance
Course Code and Course Name		321–Insurance Laws and Regulation
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO321FIN.1	REMEMBERING	RELATE to terminologies used in Insurance Law
CO321 FIN.2	UNDERSTANDING	EXPLAIN the role of insurance law in overall development of the country through risk management and insurance coverage.
CO321 FIN.3	APPLYING	IDENTIFY risk management plans , strategies and techniques in Life and General Insurance.
CO321 FIN.4	ANALYSING	APPRAISE Regulatory Framework of Insurance Business in India & Corporate Governance Practices for Insurance Companies.
CO321 FIN.5	EVALUATING	ASSESS the insurance policies in the light of risk valuation.
CO321 FIN.6	CREATING	DESIGN the Insurance Policy (Life/General) on a hypothetical situation & calculating the annuity for a specified life insurance product

Course Code and Course Name		322FIN – Marine Insurance
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO322FIN.1	Remembering	Enumerate the key terms associate with Marine Insurance, Documentation and Reinsurance.
CO322FIN.2	Understanding	Understand various statutes applicable, necessary arrangements and documentation required for Marine Insurance.
CO322FIN.3	Applying	Determine the insurance cover and policy type considering the risk involved
CO322FIN.4	Analysing	Detect the insurable interest, probable losses and the profitability element.
CO322FIN.5	Evaluating	Evaluate the risk involved and need for reinsurance
CO322FIN.6	Creating	DESIGN the Marine Insurance Policy on a hypothetical situation
Course Code and Course Name		323FIN: Fire Insurance
Subject Elective (SE) Course – Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO323FIN.1	Remembering	UNDERSTAND the major concepts and terms in fire insurance
CO323FIN.2	Understanding	EXPLAIN the procedure of underwriting, claims and settlement
CO323FIN.3	Applying	IDENTIFY the types of Fire Hazards and the suitable policies
CO323FIN.4	Analysing	ANALYSE the Inspection and Survey Reports
CO323FIN.5	Evaluating	DETERMINE the Claim Amount in the Fire Insurance Claim
CO323FIN.6	Creating	DESIGN the Fire Insurance Policy on a hypothetical situation

Specialization: Human Resource Management

Course Code and Course Name		304HRM- Strategic Human Resource Management
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO304HRM.1	Remembering	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
CO304HRM.2	Understanding	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
CO304HRM.3	Applying	Ability to ANALYZE HR as an investment to the company
CO304HRM.4	Analysing	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
CO304HRM.5	Evaluating	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
Course Code and Course Name		305HRM : HR Operations
Subject Core (SC) Course – Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO305HRM.1	REMEMBERING	Describe the functioning of personnel department
CO305HRM.2	UNDERSTANDING	Understand the communication of HR & Personnel department
CO305HRM.3	APPLYING	Apply the knowledge of various provisions under laws related to social Security and Labour welfare
CO305HRM.4	ANALYSING	Examine various compensation structure and disciplinary policies
CO305HRM.5	EVALUATING	Evaluate applicability of provisions of laws related to social security and labour welfare across various sectors
CO305HRM.6	CREATING	Design a salary structure incorporating all components of payroll system

Course Code and Course Name		312HRM: Talent Management
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO.312.1	REMEMBERING	DEFINE Talent Management and its significance
CO.312.2	UNDERSTANDING	UNDERSTANDING performance excellence through Talent Management
CO.312.3	APPLYING	APPLY Talent Management concepts in Human Resource Management
CO.312.4	ANALYSING	ANALYSING Talent Management practices in employee development and career enhancement
CO.312.5	EVALUATING	FORMULATE the Talent Management Strategies for any organisation.
Course Code and Course Name		313HRM : Psychometric testing and Assessment
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO313HRM.1	Remembering	KNOW various tools of psychometry designed to measure traits of individuals
CO313HRM.2	Understanding	UNDERSTAND & Conduct the group simulated exercises for organizational purpose
CO313HRM.3	Applying	IDENTIFY AND ADMINISTER psychometric tools to respondents
CO313HRM.4	Analysing	INTERPRET results and counsel the respondent based on the results
CO313HRM.5	Evaluating	CREATE Psychometric Tests for the specific traits as required by the organization

Course Code and Course Name		314 HRM : HR Perspectives in Mergers & Acquisitions
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO314HRM.1	Remembering	LIST conceptual framework of Mergers & Acquisitions and organization integration
CO314HRM.2	Understanding	UNDERSTAND HR's role and due diligence process in Mergers & Acquisitions
CO314HRM.3	Applying	MANAGE/ SOLVE HR issues arising out during Mergers & Acquisitions
CO314HRM.4	Analysing	ORGANIZE HR due diligence before M & A
CO314HRM.5	Evaluating	SUPPORT process of change management in M & A
CO314HRM.6	Creating	FORMULATE HR processes for restructuring compensation and benefits in Mergers & Acquisitions
Course Code and Course Name		315HRM : International HR
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO315HRM.1	REMEMBERING	IDENTIFY key perspectives of global workforce management
CO315HRM.2	UNDERSTANDING	UNDERSTAND cultural aspects of International HRM
CO315HRM.3	APPLYING	PREPARE HR planning for long term global staffing
CO315HRM.4	ANALYSING	ILLUSTRATE steps involved in global selection of human resources
CO315HRM.5	EVALUATING	FORMULATE Training and development policy for expatriate employees of an organization
CO315HRM.6	CREATING	ANALYZE / COMPARE important points that needs to be included while drafting global workforce performance & development management system of an organization

Course Code and Course Name		316 HRM: Mentoring and Coaching
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO316HRM.1	Remembering	ENUMERATE various concepts of Mentoring and Coaching
CO316HRM.2	Understanding	UNDERSTAND techniques of Mentoring and Coaching
CO316HRM.3	Applying	APPLY models of Mentoring and Coaching to real world scenarios
CO316HRM.4	Analysing	ANALYSE issues in Mentoring and Coaching
CO316HRM.5	Evaluating	DEVELOP skills needed to become Mentor, Coach
Course Code and Course Name		317 HRM : Compensation and Reward Management
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO317HRM.1	Remembering	DESCRIBE concept of compensation and cost
CO317HRM.2	Understanding	UNDERSTAND compensation and reward management process
CO317HRM.3	Applying	COMPARE issues related to compensation and survey of wages & salary administration in various industries
CO315HRM.4	Analysing	EXPERIMENT to calculate various types of monetary and profit sharing incentives
CO315HRM.5	Evaluating	CALCULATE income tax as per the current slabs for the employees under different salary brackets
CO315HRM.6	Creating	FORMULATE salary structure incorporating tax saving components.

Course Code and Course Name		318 HRM : Performance Management System
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO318 HRM.1	Remembering	DESCRIBE key components and applicability of theories of Performance Management System
CO318HRM.2	Understanding	DEMONSTRATE the communication skills required when managing achievement and underachievement.
CO318HRM.3	Applying	IDENTIFY factors affecting Performance Measurement
CO318HRM.4	Analysing	ANALYZE various tools for performance assessment
CO318HRM.5	Evaluating	COMPARE various organizational performance management systems and best practices.
CO318HRM.6	Creating	DESIGN a performance management process for an organization.
Course Code and Course Name		319 HRM -: Change Management & new technologies in HRM
Subject Elective (SE) Course - Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO319HRM.1	Remembering	DEFINE Change Management and its significance
CO319HRM.2	Understanding	UNDERSTANDING change management model and practices
CO319HRM.3	Applying	APPLY Change Management in context to digital transformation
CO319HRM.4	Analysing	EXAMINE and DETERMINE various concepts in human resource information system
CO319HRM.5	Evaluating	IMPLEMENT change management in the organization

Specialization: Operations & Supply Chain Management

Course Code and Course Name		304 OSCM- Services Operations Management – II
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO304OSCM .1	REMEMBERING	DEFINE the key concepts in Services Operations Management.
CO304OSCM .2	UNDERSTANDING	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
CO304OSCM .3	APPLYING	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
CO304OSCM .4	ANALYSING	CATEGORIZE a service firm according to its stage of competitiveness.
CO304OSCM .5	EVALUATING	MODIFY the Service strategies of an organization for achieving the strategic service vision.
CO304OSCM .6	CREATING	SOLVE the relevant numerical in the scope of the subject.

Course Code and Course Name		305 OSCM - Logistics Management
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO305OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to Logistics management.
CO305OSCM.2	UNDERSTANDING	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
CO305OSCM.3	APPLYING	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
CO305OSCM.4	ANALYSING	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
CO305OSCM.5	EVALUATING	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.
CO305OSCM.6	CREATING	DISCUSS modern real world logistical systems using the various concepts in the syllabus.

Course Code and Course Name		312 OSCM- Manufacturing Resource Planning
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO312OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to MRP II.
CO312OSCM.2	UNDERSTANDING	DESCRIBE the integrated planning structure and functions incorporated within MRP.
CO312OSCM.3	APPLYING	ILLUSTRATE the importance of MRP as a top-management planning tool
CO312OSCM.4	ANALYSING	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
CO312OSCM.5	EVALUATING	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
CO312OSCM.6	CREATING	DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.
Course Code and Course Name		313 OSCM- Sustainable Supply Chains
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO313OSCM.1	REMEMBERING	ENUMERATE the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management.
CO313OSCM.2	UNDERSTANDING	DESCRIBE and DISCUSS the role and importance of sustainability and sustainable development in different types of supply chains.
CO313OSCM.3	APPLYING	IDENTIFY and USE relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management.
CO313OSCM.4	ANALYSING	INTEGRATE fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems.
CO313OSCM.5	EVALUATING	DETERMINE the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain.
CO313OSCM.6	CREATING	COMPILE the managerial challenges, and FORMULATE a structured solution to these, with clear implications for relevant stakeholders.

Course Code and Course Name		314 OSCM- Business Excellence
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO314OSCM.1	REMEMBERING	REPRODUCE the essential tenets of Business Excellence in organizations with special emphasis on Operations Excellence
CO314OSCM.2	UNDERSTANDING	EXPLAIN the basic principles of various models of Business Excellence.
CO314OSCM.3	APPLYING	MAKE USE OF the concepts, tools and techniques of Business Excellence in the various areas of Operations, Supply Chain and Services
CO314OSCM.4	ANALYSING	ILLUSTRATE the various facets of development, implementation and assessment of business excellence
CO314OSCM.5	EVALUATING	FORMULATE a managerial perspective and DEVELOP an informed decision-making ability for driving Business Excellence in the various areas of Operations, Supply Chain and Services
CO314OSCM.6	CREATING	DISCUSS what makes some organizations best-in-class organizations.
Course Code and Course Name		315 OSCM- Toyota Production System
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO315OSCM.1	REMEMBERING	DESCRIBE 14 principles of the Toyota Way.
CO315OSCM.2	UNDERSTANDING	RELATE the TPS with other business situations.
CO315OSCM.3	APPLYING	IMPLEMENT TPS principles to a real-life situation.
CO315OSCM.4	ANALYSING	EXAMINE the application of TPS principles in a service or manufacturing unit/ organization.
CO315OSCM.5	EVALUATING	DESIGN a process for executing Improvement Initiatives at workplace.
CO315OSCM.6	CREATING	BUILD an organization culture to foster continuous improvement.

Course Code and Course Name		316OSCM- Operations & Service Strategy
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO316OSCM.1	REMEMBERING	ENUMERATE the key components of operations strategy.
CO316OSCM.2	UNDERSTANDING	EXPLAIN the linkages between operations strategy and competitive advantage as the basis of competitive position through superior product development, cost, quality, features.
CO316OSCM.3	APPLYING	ILLUSTRATE the broader context of business strategy & fit between manufacturing and operations capabilities and the business strategy
CO316OSCM.4	ANALYSING	EXAMINE the concepts of competitive leverage using manufacturing and operations, the fit of the various elements of manufacturing and operations, the impact of the competitive environment, and the structure of the value chain.
CO316OSCM.5	EVALUATING	DESIGN the operations and service strategy.
CO316OSCM.6	CREATING	FORMULATE an operations strategy (long-term plan) and link with operational decisions.
Course Code and Course Name		317 OSCM- Six Sigma for Operations
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO317OSCM.1	REMEMBERING	DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma
CO317OSCM.2	UNDERSTANDING	SUMMARIZE the six-sigma philosophy along with understanding of 7 QCTools.
CO317OSCM.3	APPLYING	PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings
CO317OSCM.4	ANALYSING	APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures
CO317OSCM.5	EVALUATING	DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma)
CO317OSCM.6	CREATING	CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation

Specialization: Business Analytics

Course Code and Course Name		304 BA- Advanced Statistical Methods using R
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO304BA .1	REMEMBERING	RECALL all basic statistical concepts and associated values, formulae.
CO304BA .2	UNDERSTANDING	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
CO304BA .3	APPLYING	APPLY time series analysis in prediction of various trends.
CO304BA .4	ANALYSING	DISCRIMINATE between various types of probability and probability distributions.
CO304BA .5	EVALUATING	FORMULATE and TEST hypothesis using tools of R.
CO304BA .6	CREATING	COMPILE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
Course Code and Course Name		305 BA - Machine Learning & Cognitive intelligence using Python
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO305BA.1	REMEMBERING	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
CO305BA.2	UNDERSTANDING	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
CO305BA.3	APPLYING	DEVELOP a thought process to think like data scientist/business Analyst
CO305BA.4	ANALYSING	ANALYSE data using supervised and unsupervised Learning Techniques
CO305BA.5	EVALUATING	SELECT the right functions, arrays of Python for Machine Learning algorithms.
CO305BA.6	CREATING	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.

Course Code and Course Name		312 BA- Social Media, Web & Text Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO312BA .1	Remembering	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
CO312BA .2	Understanding	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
CO312BA .3	Applying	DEVELOP a thought process to harness the power of social media analytics to improve website or business
CO312BA .4	Analysing	ANALYSE Social Media Analytics and Web Analytics Tools
CO312BA .5	Evaluating	SELECT the right metrics for Social Media Analytics and Web Analytics
CO312BA .6	Creating	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios
Course Code and Course Name		313 BA- Industrial Internet of Things
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO313BA.1	Remembering	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
CO313BA.2	Understanding	DISCUSS the value added by analytics in the operations function.
CO313BA.3	Applying	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
CO313BA.4	Analysing	EXAMINE the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
CO313BA.5	Evaluating	EXPLAIN the applications of analytics in operations.
CO313BA.6	Creating	COMPILE the issues pertaining to the adoption of technologies that will shape industry

Course Code and Course Name		314BA: Supply Chain Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO314BA .1	Remembering	DESCRIBE the importance of the basics of Supply Chain Analytics and Optimization
CO314BA .2	Understanding	EXPLAIN the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain
CO314BA .3	Applying	ILLUSTRATE the basics of Modeling through R Language
CO314BA .4	Analysing	EXAMINE the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy.
CO314BA .5	Evaluating	DETERMINE the right tools for addressing various issues in Supply Chain Analytics.
CO314BA .6	Creating	COMBINE the various approaches to Supply Chain Analytics for improvements in the supply chain system
Course Code and Course Name		315 BA- Cognos
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO315BA.1	Remembering	TELL how and when to use visualization
CO315BA.2	Understanding	ILLUSTRATE uses of crosstabs and SQL queries
CO315BA.3	Applying	BUILD stunning Dashboards with Cognos Analytics
CO315BA.4	Analysing	ILLUSTRATE the full-fledged Report Authoring tool
CO315BA.5	Evaluating	EXPLAIN how a dashboard is different from a report, and when to use both
CO315BA.6	Creating	DEVELOP the advanced reporting solutions which allow users to perform complex analysis tasks and interact with information

Course Code and Course Name		316BA- Predictive Modelling using SPSS Modeler
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO316BA .1	Remembering	DESCRIBE what Predictive Modeling is all about and know why you would want to use it
CO316BA .2	Understanding	EXPLAIN the CRISP-DM methodology and the IBM SPSS Modeler Workbench
CO316BA .3	Applying	Explore, Prepare, Model and Evaluate your data using IBM SPSS Modeler
CO316BA .4	Analysing	ILLUSTRATE how to use modeling skills to make decisions
CO316BA .5	Evaluating	FORMULATE models based on trained data, test the model with historical data, and use qualifying models on live data or other historical untested data.
CO316BA .6	Creating	SOLVE real world problems using predictive modeling techniques on a real-world data set
Course Code and Course Name		317 BA- E Commerce Analytics - I
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO317BA.1	REMEMBERING	DESCRIBE the key concepts in e-commerce analytics.
CO317BA.2	UNDERSTANDING	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO317BA.3	APPLYING	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO317BA.4	ANALYSING	DISCOVER high-value insights via dashboards and visualization.
CO317BA.5	EVALUATING	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO317BA.6	CREATING	FORMULATE the right analytics driven strategy for ecommerce businesses.

Semester IV

Course Code and Course Name		401 – Enterprise Performance Management
Generic Core (GC) Course		
CO #	Cognitive Abilities	Course Outcomes
CO401.1	Remembering	Enumerate the different parameters & facets of management control of an enterprise.
CO401.2	Understanding	Illustrate the various techniques of enterprise performance management for varied sectors.
CO401.3	Understanding	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO401.4	Applying	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO401.5	Analysing	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
Course Code and Course Name		402 – Indian Ethos & Business Ethics
Generic Core (GC) Course		
CO #	Cognitive Abilities	Course Outcomes
CO402.1	REMEMBERING	Recall and spell the human universal values of Indian Ethos and its applications in Business ethics
CO402.2	UNDERSTANDING	Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures.
CO402.3	APPLYING	Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues..
CO402.4	ANALYSING	Analyze and make inferences to contemporary business practices in relation to Indian Ethos & Business Ethics
CO402.5	EVALUATING	Appraising the importance of business decisions on the basis of ethics and thus create a value driven management.
CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to Ethical decision making.

Course Code and Course Name		405 – Global Strategic Management
Generic Elective(GE) – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO405.1	Remembering	Define the concept and key terms associated with the global strategic management.
CO405.2	Understanding	Describe in detail global strategic alliance, merger and acquisitions
CO405.3	Applying	Demonstrate various global organisation models in global strategic management context.
CO405.4	Analysing	Examine various entry and business-level strategies from global strategic management prospective.
CO405.5	Evaluating	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO405.6	Creating	Design global strategies and understand their relative merits and demerits.
Course Code and Course Name		406 – Technology Competition and Strategy
Generic Elective(GE) – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO406.1	Remembering	DEFINE the key terms and concepts.
CO406.2	Understanding	EXPLAIN how technology affects strategic interactions among firms and consumers
CO406.3	Understanding	DETERMINE the linkages Technology & Business Strategies
CO406.4	Applying	EXAMINE the technology environment of a firm.
CO406.5	Analysing	APPRAISE the risks pertaining to technology and competition.

Course Code and Course Name		407 – Cyber Laws
Generic Elective (GE)– University Level		
CO #	Cognitive Abilities	Course Outcomes
CO407.1	Remembering	DEFINE the key terms and concepts pertaining to cyber laws.
CO407.2	Understanding	DESCRIBE the relevant legal provisions in detail
CO407.3	Applying	DETERMINE the applicability of the legal provisions in a specific scenario
CO407.4	Analysing	OUTLINE the course of action in case of violation of the legal provisions.
CO407.5	Evaluating	EXPLAIN the various legal, social and international issues and the various remedies available under the Information Technology Act for the breach and commission of offence in cyber space
Course Code and Course Name		408 – Corporate Social Responsibility & Sustainability
Generic Elective(GE) – University Level		
CO #	Cognitive Abilities	Course Outcomes
CO408.1	Remembering	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013,when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR,CSR in India ,CSR In global Context, Implementation .
CO408.2	Understanding	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
CO408.3	Applying	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
CO408.4	Analysing	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
CO408.5	Evaluating	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
CO408.5	Creating	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.

Specialization: Marketing

Course Code and Course Name		403 MKT: Marketing 4.0
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO403.1	REMEMBERING	DESCRIBE the various concepts associated with Marketing 4.0.
CO403.2	UNDERSTANDING	EXPLAIN the importance of various concepts in Marketing 4.0. Like prompted Advocacy, 5A’s, Four Major Industry Archetypes, and content marketing leading to Brand Affinity.
CO403.3	APPLYING	APPLY the concepts of digital marketing by Using Digital Anthropology to connected customers, which will drive up the productivity, by Integrating the Best of Online and Offline Channels in the digital world.
CO403.4	ANALYSING	ANALYSE the online and offline interactions between the companies and customers to be the effective marketers.
CO403.5	EVALUATING	EVALUATE how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
CO403.6	CREATING	CREATING WOW! Moments with customer engagement by using Marketing 4.0.

Course Code and Course Name		404 MKT: Marketing Strategy
Subject Core (SC) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO404MKT.1	REMEMBERING	DESCRIBE various concepts of marketing strategies.
CO404MKT.2	UNDERSTANDING	EXPLAIN various marketing strategies to handle marketing circumstances
CO404MKT.3	APPLYING	APPLY the concepts of marketing strategy to solve real-life business problems.
CO404MKT.4	ANALYSING	DISCOVER the suitable competitive advantage useful to design market specific and organization specific marketing strategies.
CO404MKT.5	EVALUATING	ESTIMATE the attractiveness of segment to decide targeting strategy and MONITOR marketing performance using marketing matrices.
CO404MKT.6	CREATING	DESIGN marketing strategies to lead the organization towards sustainable growth.

Course Code and Course Name		409 MKT-Customer Relationship Management
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO 409MKT.1	REMEMBERING	Define concepts and components of B2B, B2C CRM, customer acquisition & retention and CRM mechanics
CO 409MKT.2	UNDERSTANDING	EXPLAIN key concepts and theories associated with CRM.
CO 409MKT.3	APPLYING	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.
CO 409MKT.4	ANALYZING	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM.
CO 409MKT.5	EVALUATING	EVALUATE suitability and effectiveness of CRM strategies in marketing situations of products, services & e-products/ services across various industries.
CO 409MKT.6	CREATING	DEVELOP CRM strategies/plans for various B2B and B2C markets.

Course Code and Course Name		410MKT: Rural and Agriculture Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO410MKT.1	REMEMBERING	DEFINE various concepts related to Rural and Agricultural Marketing
CO410MKT.2	UNDERSTANDING	UNDERSTAND the rural consumer buying Behavior, Rural Marketing Mix, Industrial and Agriculture Market, Difference between Rural and Urban market on different terms and Environment,
CO410MKT.3	APPLYING	APPLY Rural Marketing research for Segmentation, Positioning with data collection methods for current rural market in India.
CO410MKT.4	ANALYSING	ILLUSTRATE the Rural product, Pricing and Distribution Strategies with modern approach and challenges faced in rural Market and emerging Models in Rural Market.
CO410MKT.5	EVALUATING	ASSESS the use of ICT in Agriculture Marketing with use of various models in domestic and international Market.
CO410MKT.6	CREATING	FORMULATE a model for Marketing of Agricultural products by using marketing mix tools.

Course Code and Course Name		411 MKT: Tourism & Hospitality Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO 411 MKT.1	REMEMBERING	DEFINE core concepts, components of Tourism and Hospitality industry like marketing mix, STP, CRM & legal aspects.
CO411 MKT.2	UNDERSTANDING	DISCUSS and EXPLAIN aspects of Tourism and Hospitality Marketing and EXEMPLIFY the various related terms.
CO411 MKT.3	APPLYING	DEMONSTRATE the concepts of marketing mix, Segmentation, targeting & positioning in the contemporary real world scenarios of tourism & hospitality industry
CO411 MKT.4	ANALYSING	EXAMINE & LIST the critical tourism & hospitality marketing issues concerning segmenting, targeting, positioning, customer relationship management, marketing mix, and changing trends.
CO411 MKT.5	EVALUATING	Evaluate the Marketing Mix, CRM & STP strategies of players of the hospitality and tourism industry.
CO411 MKT.6	CREATING	FORMULATE Marketing Mix, CRM & STP strategies for hospitality and tourism industry players / companies and PROPOSE a blend of legal and customer based strategies to meet customer relationship marketing and face the challenges.
Course Code and Course Name		412 MKT – Retail Marketing
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO 412 MKT.1	REMEMBERING	DEFINE and RECALL concepts associated with retail marketing
CO412 MKT.2	UNDERSTANDING	UNDERSTAND the various retail Formats, merchandise management and recent trends
CO412 MKT.3	APPLYING	APPLY the best practices for retail store management along with USE of social media in retailing
CO412 MKT.4	ANALYSING	ANALYSE and COMPARE the contemporary issues in Retailing and E-tailing
CO412 MKT.5	EVALUATING	EVALUATE the store location based on the determinants and effectiveness of Retail marketing mix
CO412 MKT.6	CREATING	DESIGN effective CRM programs suitable for each retail format

Course Code and Course Name		413 MKT: Retailing Analytics
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO 413 MKT.1	REMEMBERING	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing, Digital Consumers Dynamics, List the data required for retail analytics.
CO 413 MKT.2	UNDERSTANDING	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
CO 413 MKT.3	APPLYING	USE various kinds of data and tools for performing Retailing Analytics.
CO 413 MKT.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks for predictive retail Analytics.
CO 413 MKT.5	EVALUATING	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO 413 MKT.6	CREATING	BUILD value for Retail and Marketing by deriving Marketing ROI metrics.
Course Code and Course Name		414 MKT - Marketing to Emerging Markets & Bottom of the Pyramid
Subject Elective (SE) Course – Marketing Management		
CO #	Cognitive Abilities	Course Outcomes
CO414MKT.1	REMEMBERING	RECALL Concepts, characteristics, strategies, size and composition of emerging Markets and BOP markets.
CO414MKT.2	UNDERSTANDING	SUMMERISE challenges and opportunities of BOP & Emerging markets and effect of different business environments on BOP & Emerging markets.
CO414MKT.3	APPLYING	IDENTIFY Marketing Implications in terms of strategy, policy & practice of marketing for BOP and Emerging markets.
CO414MKT.4	ANALYSING	COMPARE BRICKS, Next 11 and countries in emerging markets, developed markets and BOP markets.
CO414MKT.5	EVALUATING	ASSESS Demographic & economic scenario and Comparative Advantage of emerging market countries for a given scenario.
CO414MKT.6	CREATING	Develop marketing strategies for BOP and emerging market in context of real world marketing offerings.

Specialization: Financial Management

Course Code and Course Name		403 FIN: Financial Laws
Subject Core (SC) Course: Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO403FIN .1	REMEMBERING	Define and Describe the basic concepts related to Financial Laws
CO403 FIN. 2	UNDERSTANDING	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO403 FIN. 3	APPLYING	Make use of contextual financial laws applicable to organisations.
CO403 FIN. 4	ANALYZING	Infer the application of financial laws to organisations
CO403 FIN. 5	EVALUATING	Appraise and perceive the benefits of applicable laws to the organisations.
CO403 FIN.6	CREATING	CREATE debt restructuring portfolio/ proposal.
Course Code and Course Name		404 FIN Current Trends & Cases in Finance
Subject Core (SC) Course: Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO404FIN.1	REMEMBERING	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
CO404FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
CO404FIN.3	APPLYING	APPLY the various theories and models of financial management in the case.
CO404FIN.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO404FIN.5	EVALUATING	EVALUATE the financial impact of the alternative on the given case.
CO404FIN.6	CREATING	CREATE financial models based on theories and concepts studied

Course Code and Course Name		409 FIN- Fixed Income Securities
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO409FIN.1	REMEMBERING	Describing the basic concepts of Fixed Income Securities.
CO409FIN.2	UNDERSTANDING	Understanding the various types of securities traded in the fixed income market.
CO409FIN.3	APPLYING	Applying the knowledge of fixed income securities for diversifying the portfolio of investments.
CO409FIN.4	ANALYZING	Predictive analysis of the economic outlook through yield curve analysis.
CO409FIN.5	EVALUATING	Evaluate the risk and returns of different Fixed income securities.
CO409FIN.6	CREATING	Devise the various investment strategies based on portfolio returns.
Course Code and Course Name		410 FIN – Business Valuation
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO410 FIN.1	Remembering	RECALL concepts of value and valuation
CO410 FIN.2	Understanding	EXPLAIN valuation process of business firms
CO410 FIN.3	Applying	CALCULATE business value using different techniques
CO410 FIN.4	Analysing	EXAMINE special factors to be considered in business valuation
CO410 FIN.5	Evaluating	ASSESS the value of the firm in the light of business environment and regulatory aspects
CO410FIN.6	Creating	DESIGN a structured business valuation model for business.

Course Code and Course Name		409 FIN- Fixed Income Securities
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO409FIN.1	Remembering	Describing the basic concepts of Fixed Income Securities
CO409FIN.2	Understanding	Understanding the various types of securities traded in the fixed income market and the concepts related to the risk and returns of the Fixed income securities
CO409FIN.3	Applying	Applying the knowledge of fixed income securities for diversifying the portfolio of investments
CO409FIN.4	Analysing	Predictive analysis of the economic outlook through yield curve analysis
CO409FIN.5	Evaluating	Devise the various investment strategies based on portfolio returns.
Course Code and Course Name		410 FIN – Business Valuation
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO410 FIN.1	Remembering	RECALL concepts of value and valuation
CO410 FIN.2	Understanding	EXPLAIN valuation process of business firms
CO410 FIN.3	Applying	CALCULATE business value using different techniques
CO410 FIN.4	Analysing	EXAMINE special factors to be considered in business valuation
CO410 FIN.5	Evaluating	ASSESS the value of the firm in the light of business environment and regulatory aspects
CO410.6	CREATING	DESIGN a structured business valuation model for business.

Course Code and Course Name		411 FIN – Risk Management
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO411FIN.1	Remembering	Describe various concept associated with risk management and Financial risk management.
CO411FIN.2	Understanding	Exemplify the financial risk management processes, frameworks.
CO411FIN.3	Applying	Determine the various building blocks of risk management system and strategies.
CO411FIN.4	Analyzing	Classify various risks associated with enterprise, banks, insurance etc.
CO411FIN.5	Evaluating	Formulate the strategies to overcome with currency risk, credit risk, interest rate risk, legal risk, asset liability risk, liquidity risk etc.
CO411FIN.6	Creating	Formulate the strategies to manage currency risk, credit risk, interest rate risk, legal risk, asset liability risk, liquidity risk etc.
Course Code and Course Name		412 FIN–Strategic Cost Management
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO412FIN.1	REMEMBERING	Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management
CO412FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
CO412FIN.3	APPLYING	ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
CO412FIN.4	ANALYSING	ANALYSE the situation and decide the key cost factors / elements involved in the decision making
CO412FIN.5	EVALUATING	FORMULATE new models and techniques for managing the cost strategically in any business organization.
CO412FIN.6	CREATING	FORMULATE new models for managing the cost strategically for business organization.

Course Code and Course Name		413FIN -Rural & Micro Finance
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO413FIN.1	REMEMBERING	DEFINE the key concepts of Microfinance and other terms associated with rural and micro finance.
CO413FIN.2	UNDERSTANDING	EXPLAIN the relevance of Microfinance and how its work towards rural development.
CO413FIN.3	APPLYING	USE of micro finance, microfinance models and their contribution towards, Economic growth, poverty elimination, women empowerment and gender equality.
CO413FIN.4	ANALYSING	ANALYZE the linkage between MFIs and Rural development
CO413FIN.5	EVALUATING	EVALUATE the significance of the microfinance institutions & Self-Help Group for rural development
CO413FIN.6	CREATING	CREATE/DEVELOP models, cases and plans related to micro finance.
Course Code and Course Name		414 FIN: Reinsurance
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO414FIN.1	REMEMBERING	Remember the key Reinsurance terms and concepts.
CO414FIN.2	UNDERSTANDING	Understand the purpose of reinsurance, its types, parties involved in, legal framework and risk management.
CO414FIN.3	APPLYING	Apply the principles and practices of reinsurance to property, casualty, marine and aviation business.
CO414FIN.4	ANALYSING	Analyse different reinsurance methods applied to property, casualty, marine and aviation reinsurance.
CO414FIN.5	EVALUATING	Evaluate the different bases of cover including risks attaching, losses occurring, claims made and losses discovered.
CO414FIN.6	CREATING	Create or come up with the ability to think independently, identify and analyze reinsurance relations and take management decisions

Course Code and Course Name		415 FIN: Agricultural Insurance
Subject Elective (SE) Course- Financial Management		
CO #	Cognitive Abilities	Course Outcomes
CO415FIN.1	Remembering	RECALL the different terms related to agriculture Insurance, crop insurance, livestock insurance, government schemes related to insurance.
CO415FIN.2	Understanding	EXPLAIN the importance of agriculture insurance, crop insurance, livestock insurance and government schemes on agriculture.
CO415FIN.3	Applying	USE of the agricultural insurance in agricultural development.
CO415FIN.4	Analysing	ANALYSE the role of different regulatory mechanisms and government schemes in agricultural insurance
CO415FIN.5	Evaluating	EVALUATE the different types of risks involved, in agriculture insurance in India and other countries
CO415FIN.6	Creating	CREATE the business plan/model/proposal related agricultural insurance

Specialization: Human Resource Management

Course Code and Course Name		403 HRM - Organizational Diagnosis & Development
Subject Core (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO404.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO404.2	UNDERSTANDING	UNDERSTAND concept of OD and ‘intervention’.
CO404.3	APPLYING	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO404.4	ANALYSING	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO404.5	EVALUATING	IDENTIFY AND MAP an intervention to organisational need
CO404.6	CREATING	DESIGN the role of the consultant for an organisational issue
Course Code and Course Name		404 HRM: Current Trends & Cases in Human Resource Management
Subject Core (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO403HRM.1	Remembering	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
CO403HRM.2	Understanding	SUMMARIZE the impact of Current HR trends on HR Functions
CO403HRM.3	Applying	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
CO403HRM.4	Analysing	EXAMINE the changing role of HR Priorities
CO403HRM.5	Evaluating	ELABORATE upon the various types of current HR Trends
CO403HRM.6	Creating	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.

Course Code and Course Name		409HRM : Labour Legislation
Subject Elective (SE) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO409HRM.1	Remembering	AWARENESS about foundation of labor legislation.
CO409HRM.2	Understanding	UNDERSTAND the legislation related to various labor and social laws.
CO409HRM.3	Applying	APPLY formulas of specific laws and calculate.
CO409HRM.4	Analysing	STUDY labor legislation and effective implementation of them through case laws.
CO409HRM.5	Evaluating	REVIEW AND UNDERSTAND different labor legislations and its amendments.

Course Code and Course Name		410HRM : Designing HR Policies
Subject Elective (SE) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO410HRM.1	Remembering	IDENTIFY important points to be incorporated in HR Manual
CO410HRM.2	Understanding	UNDERSTAND policy requirement for Recruitment & Selection process
CO410HRM.3	Applying	PREPARE policies on employee benefits for an organization of your choice
CO410HRM.4	Analysing	ILLUSTRATE steps involved in better employee relations & grievance handling
CO410HRM.5	Evaluating	CONSTRUCT various HR policies for an organization of your choice

Course Code and Course Name		411: Labour Economics and Costing
Subject Elective (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO411.1	REMEMBERING	IDENTIFY the basic concepts of Labour Economics, Wage Determination, Labour Productivity and Costing.
CO411.2	UNDERSTANDING	UNDERSTANDING the Labour Markets in India with reference to demand and supply of Labour and Social Security Problems associated to it.
CO411.3	APPICATION	DETERMINATION of various Wage and Non-Wage Factors applicable in various sectors of businesses.
CO411.4	ANALYSIS	IMPLEMENTATION of various theories of wage determination in various business sectors.
CO411.5	EVALUATION	EVALUATION of Labour Cost Benefit Analysis of important HR functions.
CO411.6	CREATION	APPLICATION of social security of labours in various sectors.

Course Code and Course Name		412HRM : Best Practices In HRM
Subject Elective (SE) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO412HRM.1	Remembering	DEFINE dynamic approach towards Human Resource activities and practices.
CO412HRM.2	Understanding	EXPLAIN theoretical framework for best practices
CO412HRM.3	Applying	IDENTIFY & CLASSIFY the practices according to the industry and sub sectors of the industry.
CO412HRM4	Analysing and Evaluating	COMPARE and DETERMINE various skill sets required at Human Resource Section.
CO412HRM.5	Creating	PLAN a survey of various industry and DEVELOP a trend analysis of Human Resource Best Practices.

Course Code and Course Name		413: Employee Engagement and Ownership
Subject Elective (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO413.1	REMEMBERING	IDENTIFY the basic concepts of Employee Engagement and Employee Ownership.
CO413.2	UNDERSTANDING	UNDERSTANDING the various factors, models and metrics involved in Employee engagement.
CO413.3	APPLICATION	DETERMINATION of various Employee Engagement Activities and types of Employee Ownership practiced in all scales of companies at various sectors.
CO413.4	ANALYSIS	IMPLEMENTATION of Engagement strategies and BUILDING Engagement Culture in companies.
CO413.5	EVALUATION	EVALUATION of Employee engagement and Employee Ownership and its impact on the performance of businesses
CO413.6	CREATION	APPLICATION of Employee engagement practices and Employee Ownership at various sectors of industry.

Course Code and Course Name		414HRM : Leadership and Succession Planning
Subject Elective (SE) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO.414HRM.1	REMEMBERING	IDENTIFY the basic concepts of leadership and succession planning.
CO.414HRM.2	UNDERSTANDING	UNDERSTANDING the modern theories and styles of leadership.
CO.414HRM.3	APPLYING	IMPLEMENTING the appropriate succession plan through leadership development
CO.414HRM.4	ANALYSING & EVALUATING	ANALYSING and EVALUATING the existing human capital.
CO.414HRM.5	CREATING	BUILDING appropriate Succession Plan required in an organization.

Course Code and Course Name		415HRM : E-HRM
Subject Elective (SC) Course- Human Resource Management		
CO #	Cognitive Abilities	Course Outcomes
CO316HRM.1	Remembering	ENUMERATE fundamental concept of HRIS
CO316HRM.2	Understanding	UNDERSTAND various technology driven features that can be adapted for HRM functions
CO316HRM.3	Applying	DETERMINE impact of technology on HRM functions.
CO316HRM.4	Analyzing	ANALYSE issues regarding technology in HRM functions.
CO316HRM.5	Evaluating & Creating	DEVELOP competencies needed to adapt technology in HRM functions

Specialization: Operations & Supply Chain Management

Course Code and Course Name		403 OSCM- E Supply Chains and Logistics
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO403OSCM .1	REMEMBERING	DESCRIBE the structure of modern days Logistics.
CO403OSCM .2	UNDERSTANDING	EXPLAIN the key concepts of Supply Chain Management and the –driving forces in contemporary Supply Chain Management.
CO403OSCM .3	APPLYING	IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of documentations.
CO403OSCM .4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply ChainManagement. ANALYSE the impact of tracking system linkage in Logistics.
CO403OSCM .5	EVALUATING	EXPLAIN the key Operational Aspects of E Procurement.
CO403OSCM .6	CREATING	DEVELOP a framework for e-logistics

Course Code and Course Name		404 OSCM- Industry 4.0
Subject Core (SC) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO404OSCM .1	REMEMBERING	DEFINE industrial revolutions and its different aspects.
CO404OSCM .2	UNDERSTANDING	EXPLAIN the role of technology pillars of Industry 4.0.
CO404OSCM .3	APPLYING	DEMONSTRATE the use of data in effective decision making.
CO404OSCM .4	ANALYSING	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
CO404OSCM .5	EVALUATING	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
CO404OSCM .6	CREATING	DEVELOP a framework for any organization using base of Smart IndustryReadiness Index Proposed by Singapore EDB

Course Code and Course Name		409 OSCM- Enterprise Resource Planning
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
C409OSCM.1	REMEMBERING	DESCRIBE the key concepts of ERP systems for manufacturing or service organizations.
CO409 OSCM.2	UNDERSTANDING	EXPLAIN the scope of common ERP Systems modules.
CO409 OSCM.3	APPLYING	DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
CO409 OSCM.4	ANALYSING	EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations.
CO409 OSCM.5	EVALUATING	JUSTIFY selection of an appropriate ERP transition strategy.
CO409 OSCM.6	CREATING	FORMULATE best selection and implementation strategy in a real setting.

Course Code and Course Name		410 OSCM- World Class Manufacturing
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO410OSCM.1	REMEMBERING	DEFINE the basic terms associated with Manufacturing Excellence and World Class Manufacturing
CO410OSCM.2	UNDERSTANDING	SUMMARIZE the features of various frameworks used for World Class Manufacturing
CO410OSCM.3	APPLYING	IDENTIFY the challenges to manufacturing industry in the information age
CO410OSCM.4	ANALYSING	ANALYZE the usage of Information management tools, Material processing and handling tools.
CO410OSCM.5	EVALUATING	EVALUATE the country's preparedness for World Class Manufacturing
CO410OSCM.6	CREATING	ESTIMATE the performance of manufacturing firms with the measurement system to determine the readiness for World Class Manufacturing

Course Code and Course Name		411 OSCM- Supply Chain Strategy
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO411OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to Strategy, Supply Chain
CO411OSCM.2	UNDERSTANDING	EXPLAIN the SC Components and Processes
CO411OSCM.3	APPLYING	ILLUSTRATE the importance of SC strategies on competitive advantage.
CO411OSCM.4	ANALYSING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages of strategies with real time issues using Information Technology.
CO411OSCM.5	EVALUATING	EVALUATE and EXPLAIN impact of strategic decisions on SC
CO411 OSCM.6	CREATING	FORMULATE and DISCUSS a model for SCM strategies

Course Code and Course Name		412 OSCM- Financial Perspectives in Operations Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO412OSCM.1	REMEMBERING	REMEMBER basic concepts used in cost management, Budgeting and activity-based costing
CO412OSCM.2	UNDERSTANDING	UNDERSTAND the importance of cost management as key to profitability.
CO412OSCM.3	APPLYING	CALCULATE NPV, PI, IRR, BCR, NBCR, Project cost overruns and cost control with Microsoft Excel.
CO412OSCM.4	ANALYSING	Outline capital budgeting techniques used in Operations.
CO412OSCM.5	EVALUATING	Explain the role of Financial Institutions in project financing
CO412OSCM.6	CREATING	Solve the real time issues involved in Operations and Project Management using appropriate method in order to reduce the costs.

Course Code and Course Name		413 OSCM- Facilities Planning
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO413OSCM.1	REMEMBERING	DESCRIBE the concepts and principles of Facilities Planning.
CO413OSCM.2	UNDERSTANDING	EXPLAIN the key considerations in Facilities Planning.
CO413OSCM.3	APPLYING	ILLUSTRATE the use of the concepts and principles of Facilities Planning.
CO413OSCM.4	ANALYSING	EXAMINE the practical layouts in real world in light of the theoretical concepts and principles of Facilities Planning.
CO413OSCM.5	EVALUATING	EVALUATE various approaches to Facilities Planning.
CO413 OSCM.6	CREATING	REARRANGE existing layouts for enhanced outcomes.

Course Code and Course Name		414 OSCM- Purchasing and Supplier Relationship Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO414OSCM.1	REMEMBERING	DESCRIBE the Purchasing Process and its importance in organizations.
CO414OSCM.2	UNDERSTANDING	Students will understand the impact of purchasing on competitive success and profitability of modern-day organizations.
CO414OSCM.3	APPLYING	MAKE USE OF the various Negotiation technique in the context of Purchasing process.
CO414OSCM.4	ANALYSING	ILLUSTRATE how Supplier evaluation and selection is done in organizations and its relationship with corporate Strategy.
CO414OSCM.5	EVALUATING	EXPLAIN the importance of Performance Measurement & Evaluation in operations management.
CO414 OSCM.6	CREATING	BUILD A purchasing strategy for a real world situation.

Course Code and Course Name		415 OSCM- Strategic Supply Chain Management
Subject Elective (SE) Course – Operations & Supply Chain Management		
CO #	Cognitive Abilities	Course Outcomes
CO415OSCM.1	REMEMBERING	DEFINE Key configuration components of Strategic Supply Chain Management.
CO415OSCM.2	UNDERSTANDING	EXPLORE Process Architecture and Toolkits of in Strategic Supply Chain Management
CO415OSCM.3	APPLYING	ILLUSTRATE the Design Organization for Performance and Organizational Change
CO415OSCM.4	ANALYSING	EXAMINE the Right Collaborative Model and Drivers of collaboration of Strategic Supply Chain Management
CO415OSCM.5	EVALUATING	ILLUSTRATE Use of Metrics to Drive Business Success and Roadmap to change
CO415 OSCM.6	CREATING	DEVELOP the architecture of a supply chain.

Specialization – Business Analytics

Course Code and Course Name		403 BA- Economics of Network Industries
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO403BA .1	REMEMBERING	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
CO403BA .2	UNDERSTANDING	DESCRIBE the characteristics of the markets for network products.
CO403BA .3	APPLYING	ILLUSRTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
CO403BA .4	ANALYSING	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
CO403BA .5	EVALUATING	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
CO403BA .6	CREATING	DISCUSS the economics of Internet advertising, and the business model of zero pricing.
Course Code and Course Name		404 BA- Artificial Intelligence in Business Applications
Subject Core (SC) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO404BA .1	Remembering	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
CO404BA .2	Understanding	UNDERSTAND AI's fundamental concepts and methods
CO404BA .3	Applying	APPLY various machine learning algorithms on structured data to develop machine learning models.
CO404BA .4	Analysing	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes
CO404BA .5	Evaluating	SELECT logical and functional process to develop the model
CO404BA .6	Creating	CREATE SOLUTIONS for various business problems using AI techniques.

Course Code and Course Name		409 BA- E Commerce Analytics - II
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO409BA .1	Remembering	DESCRIBE the key concepts in e-commerce analytics.
CO409BA .2	Understanding	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO409BA .3	Applying	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences
CO409BA .4	Analysing	DISCOVER high-value insights via dashboards and visualization.
CO409BA .5	Evaluating	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO409BA .6	Creating	FORMULATE the right analytics driven strategy for ecommerce businesses.
Course Code and Course Name		410BA: Healthcare Analytics
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO410BA .1	Remembering	DESCRIBE the key terms in healthcare data analytics
CO410BA .2	Understanding	EXPLAIN the fundamental concepts in Health Care Analytics
CO410BA .3	Applying	ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data
CO410BA .4	Analysing	EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data
CO410BA .5	Evaluating	EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.
CO410BA .6	Creating	ADAPT healthcare data analytics for improving the health and well-being of people.

Course Code and Course Name		411 BA- Watson
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO411BA .1	Remembering	RECALL the key aspects of cognitive computing and Watson.
CO411BA .2	Understanding	DESCRIBE & DISCUSS the conceptual components and practical aspects of a cognitive system.
CO411BA .3	Applying	MAKE USE OF Watson platform and its underlying technologies for natural language processing and question answering in particular
CO411BA .4	Analysing	ILLUSTRATE the various use cases of Watson
CO411BA .5	Evaluating	EXPLAIN fundamentals of IBM Cloud and creating service instances
CO411BA .6	Creating	BUILD a Customer Complaints Analyzer using Watson Natural Language Understanding.
Course Code and Course Name		412 BA- Scala and Spark
Subject Elective (SE) Course – Business Analytics		
CO #	Cognitive Abilities	Course Outcomes
CO412BA .1	Remembering	DESCRIBE the ecosystem associated with SCALA and SPARK
CO412BA .2	Understanding	ILLUSTRATE the use of SPARK and SCALA.
CO412BA .3	Applying	USE the core RDD and DataFrame APIs to perform analytics on datasets with Scala.
CO412BA .4	Analysing	EXAMINE how and when it differs from familiar programming models
CO412BA .5	Evaluating	READ data from persistent storage and load it into Apache Spark.
CO412BA .6	Creating	MANIPULATE data with Spark and Scala

Smita Kachole
Dr Smita Kachole



Anuraghadkar
Dr. Mrs S. T Aurangabadkar
Director
Director
J.D.C. Bytco IMSR,
Nashik-05.