



**DTE CHOICE CODE**  
MBA – 5117 10110  
MCA – 5117 24110

## **PIRENS Institute of Business Management and Administration (IBMA)**

Approved by AICTE New Delhi, Permanently Affiliated to Savitribai Phule Pune University, Pune  
Recognized U/S 2(f) & 12(B) of UGC Act 1956

**E-mail :** directoribma@pirens.in | directorpte@yahoo.com

**Visit at :** www.pirens.in **Tel. :** +91-2422-273493,273694

**A.I.C.T.E. PERMANENT ID :** 1-28775271 | **PUN CODE :** IMMA017030 | **A.I.S.H.E. CODE :** C-41915

## **PROGRAMME OUTCOMES(PO)**

<b>POS</b>	<b>PROGRAM OUTCOMES</b>
PO1	<b>Generic and Domain Knowledge</b> - Ability to articulate, illustrate, analyse, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
PO2	<b>Problem Solving &amp; Innovation</b> - 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
PO3	<b>Critical Thinking</b> - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	<b>Effective Communication</b> - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
PO5	<b>Leadership and Team Work</b> - 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
PO6	<b>Global Orientation and Cross-Cultural Appreciation:</b> Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management
PO7	<b>Entrepreneurship</b> - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses
PO8	<b>Environment and Sustainability</b> - 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
PO9	<b>Social Responsiveness and Ethics</b> - 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
PO10	<b>Life Long Learning</b> – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills



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### **PROGRAMME SPECIALIZATION OUTCOMES (PSOS):**

At the end of the MBA programme the learner of specific specialisation will possess the

#### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

<b>SPECIALIZATIONS</b>	<b>PSO NO.</b>	<b>PSO'S</b>
<b>FINANCE</b>	1	Graduates of the MBA program with Finance specialization will successfully integrate financial aspects of management theories, models and frameworks with the real world practices, business and its policies.
	2	Graduates of the MBA program with Finance specialization will lead to resolve issues in management decisions in a dynamic and complex world.
	3	Graduates of the MBA program with Finance specialization will be able to do security analysis and portfolio management
<b>HUMAN RESOURCE MANAGEMENT</b>	4	Domain Knowledge: Analyze the role of human resources in supporting organizational strategy.
	5	Problem Solving & Innovation: Evaluate human resource programs in key functional areas.
	6	Leadership and Team Work: Create systems for talent management in partnership with organizational leaders.
<b>MARKETING</b>	7	Understand the role of research in making marketing decisions
	8	Design marketing mix to achieve organizational marketing goals.
	9	Analyze and strategize marketing activities in the context of rural markets in India.
<b>OPERATIONS AND SUPPLY CHAIN MANAGEMENT</b>	10	Perform various managerial aspects of Operations and Supply Chain Management and enhance the skill sets in acquiring operation and supply chain processes.
	11	Apply the effective operation formulation of best services in business supply chain management
	12	Identify the various areas of scope for improvement to effective and quality manufacturing process implementation.
<b>INTERNATIONAL BUSINESS MANAGEMENT</b>	13	Ability to analyze existing theories, methods and interpretations within the International Business and work independently on practical and professional problem solving.
	14	Ability to identify international business opportunities and conduct procedures involved in international business transactions.
	15	Ability to critically analyze the risk and opportunities



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		presented for international and develop financial models and strategic proposals to communicate this information for decision-making.
<b>PHARMA &amp; HEALTHCARE MANAGEMENT (PHM)</b>	16	Perform research on various managerial aspects of Pharma & Healthcare Industry and implement the knowledge in formulating the best suitable strategies to provide high quality healthcare services to the society.
	17	Formulate patient centric effective healthcare services to curb the service-quality issues by integrating existing pharmaceutical knowledge and innovative healthcare services for improving their health and well-being.
	18	Identify emerging avenues for IPRs, Entrepreneurship and Job opportunities in Pharma & Healthcare Industry.
<b>RABM</b>	19	Domain Knowledge: Ability to the explain the key terms of Agriculture
	20	Problem Solving & Innovation: Ability to examine the inter-relationships between various facets of Agriculture
	21	Critical Thinking: Ability to develop critical thinking on changing trends of Agriculture
<b>TOURISM &amp; HOSPITALITY</b>	22	Student shall able to do Scratch to Finish planning and monitoring
	23	Students shall Effectively attain jotted plan on time.
	24	Student shall Learn-it-on-prior-day exercise.



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### **Programme: MBA**

#### **Course: MBA-I Semester: SEM-I**

#### **Course name with code: 101 – Managerial Accounting**

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 name with code: 102 – Organizational Behaviour**

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
CO102.2	UNDERSTANDING	EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO102.3	APPLYING	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
CO102.4	ANALYSING	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
CO102.6	CREATING	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.



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### **Course name with code: 103 – Economic Analysis for Business Decisions**

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
CO103.1	REMEMBERING	DEFINE the key terms in micro-economics.
CO103.2	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
CO103.3	APPLYING	IDENTIFY the various issues in an economics context and DEMONSTRATE 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	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
CO103.6	CREATING	ANTICIPATE 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 name with code: 104 – Business Research Methods**

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
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.





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### Course name with code: 105 – Basics of Marketing

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO105.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
CO105.3	APPLYING	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
CO105.4	ANALYSING	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
CO105.5	EVALUATING	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
CO105.6	CREATING	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).

### Course name with code: 106 – Digital Business

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.



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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 name with code: 107 – Management Fundamentals

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, startup and not-for-profit organizational context

### Course name with code: 109 – Entrepreneurship Development

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.



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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 name with code: 111 – Legal Aspects of Business

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 name with code: 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.





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CO113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.
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**Course name with code:** 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 name with code:** 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 realworld 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 / e-service and for a real world selling situation.



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### Course name with code: 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 name with code: FOU – 001: Elementary English

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-FOU001.2	UNDERSTANDING	PARAPHRASE published written and audio visual content (English) in own words.
CO-FOU001.3	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.



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**Course name with code: FOU – 002: Elementary Mathematics and Statistics**

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
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



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#### **Course: MBA-I Semester: SEM-II**

#### **Course name with code: 201 – Marketing Management**

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/ eservices.)
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 name with code: 202 – Financial Management**

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 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



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### Course name with code: 203 – Human Resource Management

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization
CO203.2	UNDERSTANDING	ENUMERATE the emerging trends and practices in HRM.
CO203.3	APPLYING	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	ANALYSING	DEMONSTRATE the use of different appraisal and training methods in an Organization.
CO203.5	EVALUATING	OUTLINE the compensation strategies of an organization
CO203.6	CREATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.

### Course name with code: 204 – Operations & Supply Chain Management

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 organisations where the decision-making element is emphasized.





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### Course name with code: 207 – Contemporary Frameworks in Management

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 name with code: 209 - Start Up and New Venture Management

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 name with code: 211 – Business, Government & Society

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 interlinkages between economic growth , poverty and inequality.
CO211.4	ANALYSING	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.



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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 name with code:** 214 - Industry Analysis - Desk Research

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 name with code:** 205MKT: Marketing Research

CO	COGNITIVE ABILITIES	COURSE OUTCOME
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 name with code:** 206MKT: Consumer Behaviour

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206MKT.1	REMEMBERING	ENUMERATE social and psychological factors and their influence on his/her behavior as a consumer.



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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 name with code:** 217MKT: Integrated Marketing Communications

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 name with code:** 219MKT: Personal Selling Lab

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.



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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 /e-service and for variety of selling situations.

**Course name with code:** 205FIN: Financial Markets and Banking Operations

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 name with code:** 206FIN: Personal Financial Planning

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 name with code:** 219FIN: Direct Taxation

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.



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### Course name with code: 222FIN: Banking Laws & Regulations

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO222FIN.1	REMEMBERING	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
CO222FIN.2	UNDERSTANDING	EXPLAIN how tax planning can be done.
CO222FIN.3	UNDERSTANDING	ILLUSTRATE how online filling of various forms and returns can be done.
CO222FIN.4	APPLYING	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
CO222FIN.5	ANALYSING	ANALYZE and DISCOVER intrinsic value of a security.
CO222FIN.6	EVALUATING	DESIGN/ DEVELOP / CREATE tax saving plan.

### Course name with code: 205HRM: Competency Based Human Resource ManagementSystem

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.

### Course name with code: 206HRM: Employee Relations and Labour Legislations

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 name with code: 217HRM: Labour Welfare

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.





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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 name with code: 218HRM: Lab in Recruitment and Selection

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 name with code: 205OSCM: Service Operations Management – I

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 name with code: 206OSCM: 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.



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### Course name with code: 217OSCM: Planning & Control of Operations

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 name with code: 219OSCM: Inventory 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 name with code: 205BA: Basic Business Analytics using R

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.



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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.
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### Course name with code: 206BA: Data Mining

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 name with code: 217BA: Marketing 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 name with code: 218BA: Retailing Analytics

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218BA.1	REMEMBERING	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
CO218BA.2	UNDERSTANDING	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing
CO218BA.3	APPLYING	USE various kinds of data for performing Retailing Analytics
CO218BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks for predictive retail analytics
CO218BA.5	EVALUATING	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO218BA.6	CREATING	BUILD value for Retail and Marketing by deriving Marketing ROI metrics



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### **Programme: MBA**

#### **Course: MBA-I Semester: SEM-III**

##### **Course name with code: 301– Strategic Management**

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
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 within and across strategy formulation trade-of 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 topmanagement 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 name with code: 302– Decision Science**

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
CO302.1	REMEMBERING	DESCRIBE the concepts and models associated with Decision Science.
CO302.2	UNDERSTANDING	UNDERSTAND the different decision-making tools required to achieve optimisation 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 name with code: 307– International Business Environment**

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
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



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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 name with code: 310– Corporate Governance

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.

### Course name with code: 311–Management of Non-profit organizations

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





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### Course name with code: 304 MKT: Services Marketing

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304 MKT.1	REMEMBERING	RECALL the key concepts in services marketing
CO304 MKT.2	UNDERSTANDING	EXPLAIN the role of Extended Marketing Mix in Services
CO304 MKT.3	APPLYING	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
CO304 MKT.4	ANALYSING	ANALYSE the significance of services marketing in the Indian and global economy
CO304 MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
CO304 MKT.6	CREATING	DEVELOP marketing mix for various services offering

### Course name with code: 305 MKT: Sales & Distribution Management

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 name with code: 313 MKT: International Marketing

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.



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CO313MKT.3	APPLYING	APPLY all stages in international marketing management process.
CO313MKT.4	ANALYSING	EXAMINE various facets of international marketing environment and therelevant 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 strategiesfor business organizations.

**Course name with code: 314 MKT: Digital Marketing II**

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 314MKT.1	REMEMBERING	DEFINE the key terms and concepts related with digital marketing
CO 314MKT.2	UNDERSTANDING	EXPLAIN various tools of digital marketing.
CO 314MKT.3	APPLYING	MAKE USE OF various tools of digital marketing.
CO 314MKT.4	ANALYSING	CLASSIFY the different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition andretention.
CO 314MKT.5	EVALUATING	ASSESS the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations.
CO 314MKT.6	CREATING	DEVELOP appropriate digital marketing campaign.

**Course name with code: 304 FIN– Advanced Financial Management**

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 304.1	REMEMBERING	DESCRIBE the basic concepts in financing, investing and profitdistribution in a firm
CO 304.2	UNDERSTANDING	EXPLAIN theoretical concepts related to raising and use of fundsand value of firm
CO 304 .3	APPLYING	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
CO 304.4	ANALYSING	ANALYZE the options for making the right financial decisions of a firm



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CO 304.5	EVALUATING	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
CO304.6	CREATING	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

### Course name with code: 305 FIN – International Finance

CO	COGNITIVE ABILITY	COURSE OUTCOMES
CO305FIN.1	REMEMBERING	Enumerate the key terms associated with International Finance.
CO305FIN.2	UNDERSTANDING	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
CO305FIN.3	APPLYING	Illustrate the role of international monetary systems & intermediaries in Global financial market.
CO305FIN.4	ANALYZING	Inspect the various parameters of global financial market and interpret best possible international investment
CO305FIN.5	EVALUATING	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
CO305FIN.6	CREATING	Formulate the investment or business plan by adapting plan international finance environment.

### Course name with code: 312 FIN – Behavioural Finance

CO	COGNITIVE ABILITY	COURSE OUTCOMES
CO312FIN.1	REMEMBERING	Enumerate the key terms associated 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 behavioral factors that influence investors and investment decisions.
CO312FIN.4	ANALYZING	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.



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### Course name with code: 315 FIN – Indirect Taxation

CO	COGNITIVE ABILITY	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	ANALYZING	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 name with code: 318 FIN–Digital Banking

CO	COGNITIVE ABILITY	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	ANALYZING	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



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### Course name with code: 318 FIN–Digital Banking

CO	COGNITIVE ABILITY	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	ANALYZING	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 name with code: 304HRM- Strategic 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 ofSHRM and link the HR strategies tothe organizational business strategies.
CO304HRM.3	APPLYING AND ANALYZING	Ability to ANALYZE HR as an investment to the company.
CO304HRM.4	EVALUATING	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
CO304HRM.5	CREATING	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logicaldecision making.

### Course name with code: 305HRM: HR Operations

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO305HRM.1	REMEMBERING	DESCRIBE structure of personnel department, its policiesand 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 Workmencompensation, Bonus and Gratuity as per relevant acts
CO305HRM.5	EVALUATING	CALCULATE computation of Workmen compensation, Bonus and Gratuity





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CO305HRM.6	CREATING	FILE returns under various labour laws and prepare salarystructure
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### Course name with code: 317 HRM : Compensation and Reward Management

CO	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
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
CO317HRM.4	ANALYSING	EXPERIMENT to calculate various types of monetary and profit sharing incentives
CO317HRM.5	EVALUATING	CALCULATE income tax as per the current slabs for the employees under different salary brackets
CO317HRM.6	CREATING	FORMULATE salary structure incorporating tax saving components.

### Course name with code: 318 HRM : Performance Management System

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO318 HRM.1	REMEMBERING	DESCRIBE key components and applicability of theories of Performance Management System
CO318 HRM.2	UNDERSTANDING	DEMONSTRATE the communication skills required when managing achievement and underachievement.
CO318 HRM.3	APPLYING	IDENTIFY factors affecting Performance Measurement
CO318 HRM.4	ANALYSING	ANALYZE various tools for performance assessment
CO318 HRM.5	EVALUATING	COMPARE various organizational performance management systems and best practices.
CO318 HRM.6	CREATING	DESIGN a performance management process for an organization.

### Course name with code: 319 HRM :- Change Management & new technologies in HRM

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO319 HRM.1	REMEMBERING	DEFINE Change Management and its significance
CO319 HRM.2	UNDERSTANDING	UNDERSTANDING change management model and practices
CO319 HRM.3	APPLYING	APPLY Change Management in context to digital transformation
CO319 HRM.4	ANALYSING	EXAMINE and DETERMINE various concepts in human resource information system
CO319 HRM.5	EVALUATING	IMPLEMENT change management in the organization.



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### Course name with code: 304 OSCM- Services Operations Management – II

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 name with code: 305 OSCM - Logistics 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 name with code: 312 OSCM- Manufacturing Resource Planning

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



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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 name with code:** 315 OSCM- Toyota Production System

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 name with code:** 304 BA- Advanced Statistical Methods using R

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 name with code:** 305 BA - Machine Learning & Cognitive intelligence using Python

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



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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 name with code: 312 BA- Social Media, Web & Text 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 name with code: 316BA- Predictive Modelling using SPSS Modeler**

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



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**Course name with code:** 317 BA- E Commerce Analytics - I

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
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.





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### Programme: MBA

#### Course: MBA-I Semester: SEM-IV

#### Course name with code: 401 – Enterprise Performance Management

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 name with code: 402 – Indian Ethos & Business Ethics

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, HR and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.



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**A.I.C.T.E. PERMANENT ID : 1-28775271 | PUN CODE : IMMA017030 | A.I.S.H.E. CODE : C-41915**

### Course name with code: 405 – Global Strategic Management

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	UNDERSTANDING	Demonstrate various global organisation models in global strategic management context.
CO405.4	APPLYING	Examine various entry and business-level strategies from global strategic management prospective.
CO405.5	ANALYSING	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO405.6	CREATING	Design global strategies and understand their relative merits and demerits.

### Course name with code: 408 – Corporate Social Responsibility & Sustainability

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO408.1	REMEMBERING	Enumerate the different concepts, legislative provisions, environmental aspects, best practices, complexity, scope, reports, social framework etc. related to CSR, business ethics & sustainability development
CO408.2	UNDERSTANDING	Compare different CSR theories, cases, dimensions of Sustainability and demonstrate a multi stake holder perspective in viewing CSR, Business ethics & Sustainability issues etc.
CO408.3	APPLYING	Apply the different models, theories, approaches, cases etc. for implementation & monitoring of CSR activities & Sustainability and its impact on corporate culture & society at large.
CO408.4	ANALYSING	Analyze the different reports, cases, various legal issues relating to CSR, different sustainability reports and various national and global initiatives related to CSR, Business ethics & Sustainability
CO408.5	EVALUATING	Evaluate the level of commitment of different organizations to CSR, Business ethics in attaining Sustainability development & show its competitive advantages
CO408.6	CREATING	Create & Implement a CSR policy in attaining Sustainability development and its impact on various stakeholders.



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### Course name with code: 403 MKT: Marketing 4.0

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 name with code: 404 MKT: Marketing Strategy

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.
CO404MKT.3	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 name with code: 409 MKT-Customer Relationship Management

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO409MKT.1	REMEMBERING	DEFINE and DESCRIBE basic concepts and theories related to CRM
CO409MKT.2	UNDERSTANDING	UNDERSTAND and EXPLAIN key concepts and theories associated with CRM.
CO409MKT.3	APPLYING	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.



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CO409MKT.4	ANALYSING	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM.
CO409MKT.5	EVALUATING	EVALUATE suitability and effectiveness of CRM strategies in specific marketing situation.
CO409MKT.6	CREATING	DEVELOP CRM strategies/plans for various B2B and B2C markets.

**Course name with code:** 412 MKT – Retail Marketing

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	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
CO412MKT.4	ANALYSING	ANALYSE the significance of services marketing in the Indian and global economy
CO412MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
CO412MKT.6	CREATING	FORMULATE effective retail marketing strategy

**Course name with code:** 403 FIN: Financial Laws

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.



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### Course name with code: 404 FIN Current Trends & Cases in Finance

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	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
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.

### Course name with code: 411 FIN – Risk 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 name with code: 413FIN -Rural & Micro Finance

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





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CO413FIN.6	CREATING	FORMULATE and DISCUSS Cases related to MF (Models) & Rural development, Women Empowerment and Gender Equality.
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### Course name with code: 403 HRM - Organizational Diagnosis & Development

CO	COGNITIVE ABILITY	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
CO403HRM.4	ANALYZING	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 organizational need.
CO403HRM.6	CREATING	DESIGN the role of the consultant for an organizational issue

### Course name with code: 404 HRM: Current Trends & Cases in Human Resource Management

CO	COGNITIVE ABILITY	COURSE OUTCOMES
CO404HRM.1	REMEMBERING	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends
CO404HRM.2	UNDERSTANDING	SUMMARIZE the impact of Current HR trends on HR Functions
CO404HRM.3	APPLYING	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
CO404HRM.4	ANALYZING	EXAMINE the changing role of HR Priorities
CO404HRM.5	EVALUATING	ELABORATE upon the various types of current HR Trends
CO404HRM.6	CREATING	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions



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### Course name with code: 412HRM: Best Practices In HRM

CO	COGNITIVE ABILITY	COURSE OUTCOMES
CO412HRM.1	REMEMBERING	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes
CO412HRM.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.
CO412HRM.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.
CO412HRM.4	ANALYZING	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.
CO412HRM.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
CO412HRM.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 name with code: 413: Employee Engagement and Ownership

CO	COGNITIVE ABILITY	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
CO413HRM.4	ANALYZING	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.