

Maharshi Karve Stree Shikshan Smastha's
Smt. Hiraben Nanavati Institute of Management and Research for Women

MBA Program Outcome

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 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.
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 aspect.
9. **Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings and underpinning of Managerial choices in a political, cross cultural, digitized, socio-economic and distinguish between ethical and unethical behaviour and act with integrity environment and unethical behaviours & act with integrity.
10. **LifeLong Learning** – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

Program Specific Outcome

Sr. No.	Specialisation	Objectives	Learning Outcome
1	Human Resource Management	1. To equip the students with requisite Knowledge Skill & right attitude required to work effectively as HR in today's Global Environment.	1. Student will be able to combine the theory & practice of human Resource Management with an interpersonal/ cross-cultural understanding of the diverse global environment.
		2. To develop Entrepreneurial approach & skills.	2. Prepares students for meaningful & productive careers & true professionals.
		3. To develop competent & empowered professionals with strong ethical values to perform effectively in dynamic socio-economic & business ecosystem.	3. The students will be able to utilize practical and theoretical knowledge
2	Marketing Management	1. To impart the knowledge and skills required to plan, and manage marketing function.	1. Evaluate complex qualitative and quantitative data to support strategic Marketing decisions.
		2. To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.	2. To have confidence in developing contemporary approach to marketing through new technology and business model.
		3. To develop comprehensive B2B and B2C marketing plans based on sound customer and competitive research, and that reflect an organization's domestic and international strategic vision.	3. Apply problem solving and decision making frameworks that propose defensible solutions to organizational opportunities, challenges, change and risk.
3	Financial Management	1. To enhance finance domain knowledge of the students.	1. The students get acquainted with the basic concepts of the financial domain knowledge.
		2. To keep the students updated about the concerns in the Finance Industry.	2. The students get enriched about the current market updates and investment avenues, along with the major happenings in the financial sector.
		3. To enhance the employability of the students by developing their skills.	3. The students get acquainted the various financial tools and techniques by getting hands on experience for the same.

4	Operations Management	1. To develop an understanding of the strategic importance of Operations and SCM and how it can provide a competitive advantage in the marketplace.	1. The students can apply various QC tools in the area of Quality Assurance and Quality Control area to enhance the Product and Service Quality.
		2. To understand the relationship between Operations and SCM and other business functions, such as Marketing, Finance, Accounting and Human Resources.	2. Students can use various Productivity improvement techniques like Time Study and Motion Study can help reduction in various types of wastes.
		3. To develop knowledge of the issues related to designing and managing Operations and SCM and the techniques to do so.	3. Students can prepare MPS, MRP and CRP with the help of MS-Excel
5	Business Analytics	1. To study fundamentals, concepts, applications of Business Analytics and Business Intelligence.	1. The students will learn importance of business analytics and business intelligence in all business functions and business sectors
		2. To study with hand-on exercises different tools used for creating dashboards and analytical reports	2. Students will learn to different analytical tools viz. Tableau, Python, R Programming to create and develop Analytical reports, dashboards etc.
		3. To develop analytical approach and enhance the analytical skills to apply Business Analytics for fact-based decision making to improve business performance	3. Students analytical skills will be developed to study, understand and analyse different business scenarios
			4. It will a value addition to decision making power of the students for better business performance.
6	IBM(Minor)	1. To make students aware of the competitive issues facing nations, companies, and individuals in a global economy.	1. Students can competitive issues which are faced by Nations and companies in the emerging global economy.
		2. To make the student aware about importance, concept and tools of Foreign Exchange Management.	2. Students get familiar with different concepts foreign exchange management and its importance in the international business management.
		3. To emphasize the need for cultural adaptation in relationship development and negotiations.	3. It will help to understand cultural differentiation and the importance of adaptation of the culture in the development business relations.
7	Rural and Agribusiness Management (Minor)	1. Understand the fundamentals of management with reference to agribusiness.	1. EXPLAIN the key terms in The place of agriculture in the national economy/ the present position of Indian Agriculture with an advanced management perspective.
		2. Enable students to gain knowledge on agricultural marketing, challenges and prospects for improving agricultural marketing system.	2. Study the managerial functions and its applications with reference to agribusiness.

Course Outcome

SEM I (2019 Pattern)

Course Code	Name of the Course	Objectives	Course Outcome
101	Managerial Accounting	1. To understand the basic concepts of financial accounting, cost accounting and management accounting.	1. DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing.
		2. To know the various tools in accounting and cost accounting that facilitate decision making.	2. EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
		3. To develop analytical abilities to face the business situations.	3. PERFORM all the necessary calculations through the relevant numerical, problems.
			4. ANALYSE the situation and decide the key financial as well as non-financial, elements involved in the situation.
			5. EVALUATE the financial impact of the decision.
102	Organizational Behaviour	1. To gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective.	1. DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behaviour.
		2. To obtain frameworks and tools to effectively analyse & approach various Organizational situations.	2. EXPLAIN the implications of organizational behaviour from the perspectives of employees, managers, leaders and the organization.
		3. To reflect upon your own beliefs, assumptions, and behaviours with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness.	3. MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behaviour in specific organizational settings.
			4. DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large leadership behaviour in order to achieve organizational goals.
			5. FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
			6. ELABORATE UPON the challenges in shaping organizational behaviour, organizational culture and organizational change.

103	Economic analysis for business decision	1. To equip the students of management with time tested tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.	1. DEFINE the key terms in micro-economics.
		2. To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries.	2. EXPLAIN the key terms in micro-economics, from a managerial perspective.
			3. IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
			4. EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycle
			5. DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
			6. 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.
104	Business Research Methods	1. To understand the concept and process of business research in business environment.	1. DEFINE various concepts & terms associated with scientific business research.
		2. To know the use of tools and techniques for exploratory, conclusive and causal research.	2. EXPLAIN the terms and concepts used in all aspects of scientific business research.
		3. To understand the concept of measurement in empirical systems.	3. MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
		4. To use statistical techniques for analysis of research data.	4. EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision
			5. EVALUATING JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given situation
105	Basics of Marketing	1. To introduce marketing as a business function and a philosophy	1. RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
		2. To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing	2. DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of

		approaches for services, goods, and for household consumers, organizational buyers.	sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
		3. To emphasize importance of understanding external environment in marketing decision making	3. APPLY marketing principles and theories to the demands of marketing function & practice in contemporary real world scenarios.
			4. EXAMINE and LIST marketing issues pertaining to segmentation, targeting & positioning, marketing environmental forces, consumer buying behaviour, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services)
			5. EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behaviour, marketing mix and Product Life Cycle with real world examples.
			6. DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behaviour, marketing mix and Product Life Cycle in the context of real world marketing offering
106	Digital Business	1. To study concepts and its framework viz. e-commerce, m-commerce and social commerce	1. DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
		2. To study the technologies & related aspects and understand the impact of information, mobile, IoT etc. on society, markets & commerce	2. SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
		3. To learn Digital Business, its eco system and its competitive advantage	3. ILLUSTRATE value creation & competitive advantage in a digital Business environment.
		4. To study the transformation in business and its functions due to digitalization	4. EXAMINE the changing role of intermediaries, changing nature of supply chain & payment systems in the online & offline world.
		5. To explore different digital business models	5. ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
		6. To learn emerging trends of Digital Business	6. DISCUSS the various applications of Digital Business in the present day world.
107	Management Fundamentals	1. To explain the various concepts of management	1. ENUMERATE various managerial competencies and approaches to management.
		2. To make the students understand the contemporary management practice	2. EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
		3. To highlight professional challenges that managers face in various organization	3. MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.

		4. To enable the students to appreciate the emerging ideas and practices in the field of management.	4. COMPARE and CONTRAST various organizational structures of variety of business
			5. 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
			6. CREATING FORMULATE and DISCUSS a basic controlling model in a real life business, start-up & not-for-profit organizational context.
109	Entrepreneurship Development	1. The course gives an opportunity to learn basic concepts of enterprise building and equip the students with the skills and competency to create a successful enterprise.	1. DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
		2. It also emphasizes the role and importance of business opportunities identification and assessment – business planning process and funding issues	2. DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
			3. APPLY the theories of entrepreneurship and entrepreneurship development framework to analyse and identify entrepreneurial opportunities.
			4. ANALYSING DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up.
			5. EVALUATE the start-up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
			6. CREATE a business plan that captures entrepreneurs and variety of business.
111	Legal Aspects of Business	1. To acquaint students with general business law issues to help become more informed, sensitive and effective business leaders.	1. DESCRIBE the key terms involved in each Act.
		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.	2. SUMMARIZE the key legal provisions of each Act.
			3. ILLUSTRATE the use of the Acts in common business situations.
			4. OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
			5. DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations

113	Verbal Communication Lab	1. Creating awareness, imparting knowledge.	1. RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
		2. Projecting an image, shaping attitudes.	2. UNDERSTANDING EXPRESS themselves effectively in routine and special real world business interactions.
		3. Stimulating a want or desire, and/or effecting a sale.	3. DEMONSTRATE appropriate use of body language.
			4. ANALYSING TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
			5. EVALUATING APPRAISE the pros and cons of sample recorded verbal communications in a business context.
			6. CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.
116	MS Excel and Advanced Excel Lab	1. To familiarize Students with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications	1. REMEMBERING SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
		2. To provide students hands on experience on MS Excel Utilities	2. SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
		3. To gain proficiency in creating solutions for Data Management and Reporting	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).
			4. ANALYSING ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
			5. EVALUATING DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
			6. CREATE standard Excel Templates for routine business data management and analysis activities.
119	Foreign Language Lab -I	1. To have sufficient understanding about the foreign language	1. RECALL and SPELL simple words in the foreign language
		2. Shall be able to speak and communicate in foreign language	2. TRANSLATE simple sentences from English to the foreign language and viceversa.
		3. Use the language for business	3. CONSTRUCT a dialogue, in the foreign language, for basic human interactions in a social context.
			4. TAKE PART IN an interaction in a non-business setting using the foreign language
			5. INTERPRET a short write up written in the foreign language

Course Outcome

SEM II (2019 Pattern)

Course Code	Name of the Course	Objectives	Course Outcome
201	Marketing Management	1. To emphasize the need, importance and process of Marketing Planning and Control.	1. DESCRIBE the key 1.terms associated with the 4 Ps of marketing.
		2. To introduce the concept of Marketing Mix as a framework for Marketing Decision making	2. COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
		3. To sensitize the students to the dynamic nature of Marketing Function.	3. DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
		4. To understand various concepts related to financial management.	4. EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			5. EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
			6. DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
202	Financial Management	1. To study in detail, various tools and techniques in the area of finance.	1. DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting
		2. To understand the role of HRM in an organization	2. EXPLAIN in detail all theoretical concepts throughout the syllabus
		3. To develop the analytical skills this would facilitate the decision making in Business situations	3. PERFORM all the required calculations through relevant numerical problems.
			4. ANALYZE the situation and comment on financial position of the firm, estimate working capital required, decide ideal capital structure
			5. EVALUATE impact of business decisions on Financial Statements, Working, Capital, Capital Structure & Capital Budgeting of the firm

203	Human Resource Management	1. To understand the role of HRM in an organization	1. DESCRIBE the role of Human Resource Function in an Organization.
		2. To learn to gain competitive advantage through people	2. ENUMERATE the emerging trends and practices in HRM.
		3. To learn to study and design HRM system	3. ILLUSTRATE the different methods of HR Acquisition & retention.
		4. To understand Job roles	4. DEMONSTRATE the use of different appraisal and training methods in an Organization.
			5. OUTLINE the compensation strategies of an organization
		6. INTERPRET the sample job descriptions and job specifications for contemporary business	
204	Operations Supply Chain Management	1. To develop an understanding of the strategic importance of Operations & SCM and how it can provide a competitive advantage in the marketplace.	1. DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
		2. To understand the relationship between Operations and SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources.	2. EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
		3. To develop knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so.	3. DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
			4. CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
			5. 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.
			6. ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.
207	Contemporary Frameworks in Management	1. To make students aware about contemporary frameworks in management	2. 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.
			3. DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
			4. APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.

			5. EXAMINE the fundamental causes of organizational politics and team failure.
			6. 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.
209	Start Up and New Venture Management	1. To instill a spirit of entrepreneurship among the student participants.	1. DESCRIBE the strategic decisions involved in establishing a start-up.
		2. To provide an of the competences needed to become an entrepreneur	2. EXPLAIN the decision making matrix of entrepreneur in establishing a start-up.
			3. IDENTIFY the issues in developing a team to establish and grow a start-up
			4. FORMULATE a go to market strategy for a start-up.
			5. DESIGN a workable funding model for a proposed start-up.
			6. DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders
210	Qualitative Research Methods	1. To develop an understanding of research through qualitative study.	1. ENUMERATE the key terms associated with Qualitative research approach.
		2. To understand & develop Research design in qualitative study according to the real business world.	2. COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
			3. CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
			4. ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
			5. EVALUATE the quality of Qualitative Research work
			6. COMBINE Qualitative and Quantitative research approaches in a real world research project.
217	Foreign Language -II	1. To learn foreign language translation	1. LISTEN to simple audio-visual recordings in the foreign language.
		2. To understand how various modes of communication can be used for business in foreign language	2. TRANSLATE simple letters from English to the foreign language and vice-versa.
			3. CONSTRUCT a business email, in the foreign language.
			4. TAKE PART IN an interaction in a business setting using the foreign language.
			5. COMPOSE a covering letter and resume in the foreign language.

205 MKT	Marketing Research	1. To study various types of research design, data sources, data collection instruments, sampling methods and analytical tools	1. Analyse quantitative data and draw appropriate Inferences to address a real life marketing issue.
		2. To understand the ethical framework that market research	2. Design a market research proposal for a real life marketing research problem and evaluate a market research proposal
			3. Plan and undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
206 MKT	Consumer Behaviour	1. To orient students to establish the relevance of consumer behaviour theories and concepts to marketing decisions	1. ENUMERATE social and psychological factors and their influence his/her behaviour as a consumer.
		2. To study the environmental and individual influences on consumers	2. EXPLAIN fundamental concepts associated with consumer and organizational buying behaviour.
			3. APPLY consumer behaviour concepts to real world strategic marketing management decision making.
			4. ANALYSE the dynamics of human behaviour and the basic factors that influence the consumer's decision process.
			5. EXPLAIN the consumer and organizational buying behaviour process
217 MKT	Integrated Marketing Communications	1. Enhance personal and professional skill sets to capture developments in the integrated marketing communications profession through the development and implementation of ongoing strategies and plans.	1. REMEMBERING DESCRIBE the IMC mix and the IMC planning process.
			2. UNDERSTANDING EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
		2. To expose the students to the industrial marketing functions of firms.	3. APPLYING CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
			4. ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
			5. 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.
			6. 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

220 MKT	Digital Marketing -I	1. To study various concepts related to Digital Marketing	1. Make use of Facebook, Google Ad words, YouTube and Email for carrying out digital marketing of real life products
		2. To study the role of Facebook, Google Ad words, YouTube and Email in digital marketing	2. Design digital media campaign using appropriate mix of Facebook, Google Ad words, YouTube and Email
205 HR	Competency Based Human Resource	1. To expose the students to various concepts, perspectives and models of competency based Human Resource Management	1. Analyze competencies required for present & potential future job roles and various levels and across variety of organization.
		2. To enable students to design and implement a competency system in an organization	2. Develop a customized competency model in accordance with the corporate requirement
206 HR Employee	Employee Relations & Labour Legislation	1. To familiarize students with significance of Employee Relations and different provisions of Labour laws	1. Students get acquainted with importance of employee relations and general provisions of different Labour Laws.
		2. To make acquainted to the students with an implementation of Labour Laws in the Industry.	2. Ability to handle employee relations in better manner, With the acquaintance of general labour law issues and the basic provisions of labour laws, student's capacity to manage business effectively improved
217 HR	Labour Welfare	1. To make the student aware about the Scope, importance, Welfare Measures and Industrial Safety.	1. The students get acquainted with the basic concepts of the Labour welfare domain knowledge and understand concept of labour and welfare facilities for workers.
		2. To emphasize on the labour welfare is to improve the social life as well as work life of the work force	2. It will help to understand Welfare Funds – Education & Training Schemes as well as Child Labour concept.
221 HR	HR Analytics	1. To orient the students to key concepts related to HR analytics and linkage between HR analytics and Business Analytics	1. Ability to effectively interpret HR data and present the result of analysis to employees, managers and executives.
		2. To understand the students how HR Metrics and Workforce Analytics are used to link HR objectives to strategic business activities.	2. The students will be able to use HR data to make key decisions regarding employees & work environment.
205 FIN	Financial Markets and Banking Operations	1. To understand the components and structure of the Indian Financial System	1. Develop linkage and analyse the happenings in the current financial markets
		2. To understand the concepts and the working of the financial markets	2. Develop competencies essential for a finance professional
		3. To understand the various banking and accounting transactions	

206 FIN	Personal Financial Planning	1. To understand the various aspects of financial planning	1. Analyse the financial planning process and setting up of the financial goals
		2. To understand the investment options available, the risks associated with it and the methods of managing the risks	2. Identify the asset allocation with respect to the investment avenues available
		3. To create a financial plan for individuals	3. Develop a financial plan for the individuals by linking the financial goals and investment avenues
217 FIN	Securities Analysis & Portfolio Management	1. To study various concepts and theories	1. Students will learn various terminology of share market.
		2. To understand the investment options available, the risks associated with it and the methods of managing the risk	2. Identify the risk associated with market and volatility in the market.
		3. To analyse and study intrinsic value of security	3. Trading in the share market and application of theories.
219 FIN	Direct Taxation	1. To understand the basic concepts in Income Tax Act, 1961.	1. Students get acquainted to the basic concepts as per the Income Tax Act.
		2. To Calculate Gross Total Income and Tax Liability of an Individual.	2. Learning how to compute total income, deductions available from gross total income, computation of tax liability on net taxable income of individual.
		3. To acquaint with online filling of various forms and Returns.	3. Knowing online filing of various forms and income tax returns for individual type of assessee.
205 OSCM	Services Operations Management-I	1. To develop an understanding of the strategic importance of service Operations management and how it can provide a competitive advantage in the marketplace.	1. The students can design service blueprints to improve Service Quality.
		2. To understand the relationship between services and customer relationship management	2. Students can use various Productivity improvement techniques from services operations management to reduce various types of wastes.
		3. To develop knowledge of the issues related to service blueprint designing and managing Operations.	3. Students can perform calculations for the requirements of service counters and waiting time.

206 OSCM	Supply Chain Management	1. To develop an understanding of the strategic importance of Operations and SCM and how it can provide a competitive advantage in the marketplace.	1. The students can design supply chain models to enhance the Product and Service Quality.
		2. To understand the relationship between Operations and SCM and other business functions, such as Marketing, Finance, Accounting and Human Resources.	2. Students can design supply chain network diagrams to reduce in various types of wastes.
		3. To develop knowledge of the issues related to supply chain performance management and logistics management.	3. Students can prepare warehousing management system and logistics information management system to run business successfully.
217 OSCM	Planning & Control of Operations	1. To develop an understanding of the strategic importance of planning and control Operations and how it can provide a competitive advantage in the marketplace.	1. The students can use MS Excel to prepare production plans to run daily production activities.
		2. To understand the relationship between MPS and manufacturing plant efficiency.	2. Students can use Gant charts to reduce in various types of wastes.
		3. To develop knowledge of the issues related to production stoppage at assembly line and productivity management.	3. Students can prepare MPS, MRP and CRP with the help of MS-Excel
219 OSCM	Inventory Management	1. To develop an understanding of the strategic importance of Operations and inventory management.	1. The students can apply various inventory turnover ratios to enhance business performance in manufacturing industry.
		2. To understand the relationship between IM and it's effect on achieving production targets.	2. Students can use various inventory management replenishment systems to manage activities related with inventory for given time horizons.
		3. To develop knowledge of the issues related to designing inventory replenishment system and inventory turnovers.	3. Students can perform ABC analysis, GOLF analysis and HML analysis with the help of MS-Excel.

205 BA	Basic Business Analytics using R	1. To study and understand basic concepts of Business Analytics, Data Science and Business Intelligence	1. IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
		2. To learn role & functions of Business Analytics in multiple business domains & scenarios	2. EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
		3. To learn the role and responsibilities of Data Scientist / Business Analyst	3. DEVELOP a thought process to think like a data scientist/business analyst.
		4. To study the Business Analytics Tool - R Programming to create various analytical reports	4. ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
			5. SELECT the right functions of R for the given analytics task.
			6. COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
206 BA	Data Mining	1. To study and understand Data Mining and its fundamental concepts	1. DEFINE the key terms associated with Data Mining
		2. To study analysing data with different classification models and clustering models	2. EXPLAIN the various aspects of Data
		3. To study different tools of Data Mining and their applications	3. APPLY classification models
			4. ANALYSE using clustering models
			5. SELECT appropriate association analysis and anomaly detection tools.
			6. COMBINE various data mining tools and use them in live analytical projects in business scenarios.
218 BA	Retailing Analytics	1. To study and understand emerging trends in e-retailing	1. ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
		2. To study various tools used for preparing Retailing Analytics	2. UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
		3. To create analytical reports using BA Tools	3. USE various kinds of data for performing Retailing Analytics.
			4. ILLUSTRATE the use of various tools and frameworks for predictive retail analytics.
			5. DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
			6. BUILD value for Retail and Marketing by deriving Marketing ROI metrics.

220 BA	Tableau	1. To study a Business Analytics tool Tableau	1. DEFINE Tableau terminology and SHOW how to connect to your data, Edit and save a data source.
		2. To study use of tableau with hands on exercises	2. ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts.
		3. To create analytical reports using Tableau	3. MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values.
			4. INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins.
			5. CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations.
			6. BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding.

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		Course Specific Outcome	
		SEM III	
Course Code	Name of the course	Objectives	Learning Outcome
Common Course			
301	Strategic Management	1.To expose participants to various perspectives and concepts in the field of Strategic Management	1.To expose participants to various perspectives and concepts in the field of Strategic Management
		2.To help participants develop skills for applying these concepts to the solution of business problems	CO301.2 UNDERSTANDING EXPLAIN the various facets of Strategic Management in a real world context.
		3.To help students master the analytical tools of strategic management	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.
302	Decision Science	1.To know the concept & models associated with decision science 2..To analyze and evaluate the various facets of a business problem and develop problem solving ability 3. To learn application of decision science	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.
303	SIP	1 To know the Application of concepts learned in Sem I and II 3.	303 GC – 1 To have the handson learning for specialisation
		2. Understanding of the organization and business environment	303 GC – 2 To understand variuos concepts in practice
		3. To understand Analytical capabilities required in corporate	303 GC – 3 To apply the theratical knowledge while doing internship
		4 To have skills like Technical Writing & Documentation Skills	303 GC – 4 To have behavioral atiquetes in practice
			303 GC – 5 To have skills like crtical thinking and decision making

306 GE - UL - 13	International Business Economics	<p>1.To explore the students the relevance of various trade theories/models</p> <p>2.To explore the students to understand deep current issues in International TradeTo explore the students to understand deep current issues in International Trade</p> <p>3.To enable students to use economic tools to analyze diversity of issues in the international economy.</p>	<p>CO 306 .1 RECALL and ENUMERATE the economic aspects of international business.</p> <p>CO 306 .2 Understanding DESCRIBE the outcomes of globalising and liberalising trade environment, trade policy frameworks and macroeconomic linkages of the open economy</p> <p>CO 306 .3 DISCUSS the mechanisms and working of the foreign exchange markets.</p> <p>CO 306 .4 EXAMINE how a protectionist trade policy improves or diminishes the prospects of survival / growth of business.</p> <p>CO 306 .5 APPRAISE the implications of trade related policies under different levels of product market concentration? 1. International Trade: Trade Theories , Ricardo and Comparative ad</p>
307 GE-UL-14	International Business Environment	1.To describe the key concepts of international Business Environment.	CO 307 1Students will able to understand key concepts of international Business Environment.
		2.To Understand the relevance of Multinational Corporations (MNCs) in global trade	CO 307 2Students will be able to understand Multinational Corporations (MNCs) in global trade
		3.To enable the students for learning concept of FDI and FPI	CO 307 3students are able to apply and demonstrate the significance of FDI and FPI in respect of developing economy
			<p>CO 307 4 Analyze the issues related to Labor, Environmental and Global Value chain</p> <p>CO 307 5 Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.</p>
311 GE - UL - 18	Management of Non-profit organizations	<p>1.To understand the concept and frameworks in the field of non profit sector and non profit organisation</p> <p>2.The role of public policy in non profit organisation</p>	<p>CO 311 1DESCRIBE the basic concepts and frameworks in the field of Non-Profit Sector & Non-Profit Organization.</p> <p>CO311.2 EXPLAIN the characteristics of Non-Profit organizations, summarizing the factors affecting development of Non-Profit organization.</p> <p>CO311.3 MAKE use of theoretical concepts, frameworks while registration process of Non-Profit Organization.</p> <p>CO311.4 EXAMINE the role of any public policies which helps NPO in decision making.</p> <p>CO311.5 EVALUATE the performance of Non- Profit organizationsCO311.1 , the critical financial considerations of the Non - Profit organization.</p>
304 SC – MKT- 03	Services Marketing	1.To emphasize the significance of services marketing in the global economy	CO311.1 DESCRIBE the basic concepts and frameworks in the field of Non-Profit Sector & Non-Profit Organization.
		2.To make the students understand the deeper aspects of successful services marketing	CO304 MKT.2 EXPLAIN the role of Extended Marketing Mix in Services
		3.To provide insights to the challenges and opportunities in services marketing	CO304 MKT.3 DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
			CO304 MKT.4 ANALYSE the significance of services marketing in the Indian and global economy
			CO304 MKT.5 EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment

			CO304 MKT.6 DEVELOP marketing mix for various services offering
305 SC – MKT- 04	Sales and Distribution Management	1.To help students understand the Sales & Distribution functions as an integral part of marketing functions in a business firm.	CO305MKT.1 DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
		2.To help students acquire and polish their selling skills through practical training sessions	CO305MKT.2 UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
		3.To know the concepts related to sales and distribution	CO305MKT.3 APPLY the concepts related to sales and distribution management.
			CO305MKT.4 The real life scenarios of sales and distribution management
			CO305MKT.5 EVALUATE the existing sales and distribution strategies and approaches
			CO305MKT.6 DEVELOP generate and evaluate sales and distribution strategies.
312 SE – IL - MKT- 07	Business to Business Marketing	1.To familiarize students with the terms, concepts, and nature of Business-to-Business Marketing.	CO312 MKT.1Understanding the business Environment and differences between the business and consumer market
		2.To expose the students to the industrial marketing functions of firms	CO312 MKT.2The students will be able to understand Segmentation, Targeting & Positioning for B2B Markets
		3.The course introduces to the participants the specifics of marketing mix for Business-to-Business Marketing.	CO312 MKT.3The students will be able to understand Personal Selling & Promotions for B2B Markets
			CO312 MKT.1FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing
			CO 312 DESIGN marketing mix elements considering business-to-business sales and service situations
313 SE – IL - MKT- 09	Digital Marketing-II	1.To study various tools of digital marketing	CO 314MKT.1 RDEFINE the key terms and concepts related with digital marketing
		2. To study different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention	CO 314MKT.2 REXPLAIN various tools of digital marketing.
			CO 314MKT.3 RDEVELOP appropriate digital marketing campaign.
			CO 314MKT.4 RMAKE USE OF various tools of digital marketing.
			CO 314MKT.5 RAssess the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations and develop appropriate digital marketing campaign
316 SE – IL - MKT- 11	Marketing Analytics	1.To study various key concepts in Marketing Analytics	316 MKT 1Use of various models and frameworks to solve marketing problems using marketing data
		2.To understand the use of various models and frameworks to solve marketing problems using marketing data	316 MKT 2 Measure the effectiveness of marketing effortsand key outcomes in multiple areas of Marketing.
		3.To study tools to incorporate in Marketing Analytics	316 MKT 3 IDENTIFY what customers’ value in a product/service, and assess what they are willing to pay for it

			CO316MKT.4 EXPLAIN the use of various models and frameworks to solve marketing problems using marketing data CO316MKT.5 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
304 SC FIN	Advance Financial Management	1. Describe the basic concepts in financing, investing and profit distribution in a firm	CO 304.1 Understanding the basic concepts in financing, investing and profit distribution in a firm
		2. Explain theoretical concepts related to raising and use of funds and value of firm	CO 304.2 Students got knowledge related to raising and use of funds and value of firm
		3 Calculate values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm	
		4 Analyze the options for making the right financial decisions of a firm	CO 304.5 Students studied the method to analyse the options for making the right financial decisions.
		5 Assess the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value	CO 304.6 To assess the role of financial planning, risk analysis in investments, liquidity and credit management policy.
305 SC FIN	International Finance	1 To identify the various concepts related to financial markets, instruments, regulations and tax structures at the international level	CO 305fFIN 1 Develop linkage and analyse the happenings in the current global financial markets
		2 To understand the role of international monetary systems and intermediaries in the global financial markets	CO 305 FIN 2 Identifying the parameters of the global financial markets
		3 To determine various investment strategies at the international level	CO 305 FIN 3 1 Interpreting best possible global investment possibilities and developing a business plan for the same
			CO305FIN.4 Inspect the various parameters of global financial market and interpret best possible international investment opportunities. CO305FIN.5 Determine the various strategies to start investment or business at the international level by considering various factors of international finance. CO305FIN.6 Formulate the investment plan or business plan by adapting international finance environment.
315 SE FIN	Indirect Taxation	1 Remembering the key concepts of indirect taxes	CO315FIN.1 Knowing the key concepts of indirect taxes.
		2 Computation of GST	CO315FIN.2 Explain how GST works as a Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc.
		3 How to file the GST Returns	CO315FIN.3 Filing of GST Returns
		4 Evaluate the input tax credit process	CO315FIN.4 Students understood the input tax credit process

			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.
316SE FIN	Corporate Financial Restructuring	1 To know the concept of Financial Restructuring in Companies.	CO316FIN.1 Understanding the concept of Financial Restructuring in Companies.
		2 To get acquainted with the factors leading to financial distress of the organization.	CO316FIN 2 Students got acquainted to the factors leading to financial distress of the organization.
		3 To understand alternative sources of capital and planning of the same.	CO316FIN 3 Students got knowledge about alternative sources of capital and planning of the same.
		4 To know the significance of the Corporate Governance in the overall functionality of the organization.	CO316FIN 4 Students understood the significance of the Corporate Governance in the overall functionality of the organization.
317SE FIN	Financial Modeling	1 To understand the applications and use of MS Excel in Financial Modeling	CO317.1 REMEMBERING Remember the concepts, terminologies, frameworks, tools and techniques of Financial modeling
		2 To study different financial models to eliminate the risk in poor spreadsheet coding	
		3 To create financial models based on appropriate assumptions in financial factors	CO 317 2 Formulating an idea to solve problems and builing financial models relevant to the situation
			CO317.3 DEVELOP, APPLY and actually use core functionality of MS Excel in decision framework to solve managerial problems CO317.4 ANALYSING ANALYSE different financial models in order to eliminate substantial risk of poor spreadsheet coding CO317.5 EVALUATING FORMULATE an idea and acceptable solutions to solve different problems in the area of financial management CO317.6 Creating BUILD financial models by making appropriate assumptions on financial factors relevant to the situation.
304 SC HR	Strategic Human Resource Management	1.To expose students to various perspectives and concepts in the field of Strategic Human Resource Management	CO304HRM.1 Students develop an understanding through concept study of Strategic Human Resource Management
		2 To articulate the Strategies with the real world Business areas.	CO304HRM.2 Analyze the Real Business world and the perspectives of HR in that.
		3 To Analyze & evaluate the strategies duly implemented to the Organization.	CO304HRM.3 Study the strategies and draw conclusions with proper mapping .
			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 logical decision making.

305SC HR	HR Operations	1 To orient students about personnel department and work undertaken by it.	305SC HR 1 Understanding and applying drafting skills of various communications happening through HR department.
		2 To acquaint students with various Labour and Social Security Laws	305SC HR 2 Analysing and evaluating computations under various Labour and Social Security Laws.
		3 To expose students to payroll systems and the components of it.	305SC HR 3 Creating file returns under various labour laws and preparing salary structure
316SE HR	Mentoring and Coaching	1. To understand various concepts of mentoring and coaching 2. to know how to apply models of mentoring and coaching	CO316HRM.1 ENUMERATE various concepts of Mentoring and Coaching. CO316HRM.2 Understanding techniques of Mentoring and Coaching CO316HRM.3 APPLY models of Mentoring and Coaching to real world scenarios CO316HRM.4 ANALYSE issues in Mentoring and Coaching SPPU - CO316HRM.5 Evaluating & Creating DEVELOP skills needed to become Mentor, Coach
313SE HR	Talent Management	1 To understand the significance of talent , management 2. To know talent management practices in the organisations	CO.312.1 DEFINE Talent Management and its significance CO.312.2 UNDERSTANDING performance excellence through Talent Management CO.312.3 APPLY Talent Management concepts in Human Resource Management CO.312.4 ANALYSING Talent Management practices in employee development and career enhancement CO.312.5 EVALUATING FORMULATE the Talent Management Strategies for any organisation.
317SE HR	Compensation and Reward Management	1 To orient the students about the concepts of compensation, cost and reward management	CO 317 1 Analyze how pay decisions help the organizations achieve a competitive advantage.
		2 To expose the students to issues related to compensation, wage and salary administration in various industries.	CO 317 2 Analyze, integrate and apply the knowledge to solve compensation related problems in organization
		3 To compute the salary structure for the organization	CO 317 3 Design rational and contemporary system in modern organization
			CO 317 4. To study different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention
304 SC OSCM	Services Operations Management- II	1 To familiarize students with the terms, concepts, and nature of Services Operations management.	304 SC OSCM 1 Define the key concepts in Services Operations Management.
		2 To understand the role of Service Supply Relationships in business.	304 SC OSCM 2 Differentiate between various service strategies, service quality dimensions, and customer relationships based on life time value.
		3 To orient the students about Service Design Principles.	304 SC OSCM 3 Categorize a service firm according to its stage of competitiveness.
			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.

305 SC OSCM	Logistics Management	1 To define basic terms and concepts related to Logistics management.	305 SC OSCM 1 Calculating logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
		2 To explain the infrastructure of logistics, its linkage with various types of communication modes.	305 SC OSCM 2 Outling a typical logistic framework and services and illustrating the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context
			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.
			O305OSCM.6 CREATING DISCUSS modern real world logistical systems using the various concepts in the syllabus.
312 SE OSCM	Manufacturing Resource Planning	1 To define basic terms and concepts related to MRP II.	312 SE OSCM Identifying the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
		2 To describe the integrated planning structure and functions incorporated within MRP.	312 SE OSCM Explaning how what-if simulation, modeling, and analysis are used to produce feasible plans.
			CO312OSCM.3 ILLUSTRATE the importance of MRP as a top-management planning tool CO312OSCM.4 IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy. CO312OSCM.5 EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans. CO312OSCM.6 DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.
315 SE OSCM	Toyota Production Systems	1 To define basic terms and concepts related to TPS.	315 SE OSCM 1 Students can identify the issue related with infrastructure development which is essential to implement TPS considering India infrastructure.
		2 To describe the advantages of TPS.	315 SE OSCM 2 Students can apply techniques TPS in managing operations at shop floor .
			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.

317 SE OSCM	Six Sigma for Operations	<p>1.To describe the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma</p> <p>2.describe the six-sigma philosophy along with understanding of 7 QC Tools.</p>	<p>CO317OSCM.1 DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma</p> <p>CO317OSCM.2 SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools.</p> <p>CO317OSCM.3 PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings</p> <p>CO317OSCM.4 APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures</p> <p>CO317OSCM.5 DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma)</p> <p>CO317OSCM.6 CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation</p>
304 SC BA	Advanced Statistical Methods using R	1. To revise the statistical concepts with respect to creating analytical reports	CO 305 BA.1.RECALL all basic statistical concepts and associated values, formulae.
		2. To study R Programming to create different type of analytical reports	CO 305 BA.2. EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
		3. To study application of R Programming in multiple business domains and scenarios	CO 305 BA.3. APPLY time series analysis in prediction of various trends.
			CO 305 BA.4. DISCRIMINATE between various types of probability and probability distributions.
			CO 305 BA.5. FORMULATE and TEST hypothesis using tools of R.
			CO 305 BA..6. COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
305 SC BA	Machine Learning & Cognitive intelligence using Python	1. To study the key concepts of Machine learning, Cognitive intelligence and Python	CO 305 BA1. DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
		2. To study the applications of Machine learning in multiple business domains	CO 305 BA2. EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
		3. To study different learning techniques of analysis of data	CO 305 BA3. DEVELOP a thought process to think like data scientist/business Analyst
		4. To study Python with hands on exercises	CO 305 BA4. ANALYSE data using supervised and unsupervised Learning Techniques
		5. To create Analytical reports using Python	CO 305 BA5. SELECT the right functions, arrays of Python for Machine Learning algorithms.
			CO 305 BA6. 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.

312 SE BA	Social Media, Web & Text Analytics	1. To study concepts of Social Media Analytics, Web Analytics and Text Analytics	CO 312 BA 1. DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
		2. To learn the applications of Social Media, Web & Text Analytics in different business domains	CO 312 BA 2. EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
		3. To study tools of Social Media, Web & Text Analytics	CO 312 BA 3. DEVELOP a thought process to harness the power of social media analytics to improve website or business
			CO 312 BA 4. ANALYSE Social Media Analytics and Web Analytics Tools.
			CO 312 BA 5. SELECT the right metrics for Social Media Analytics and Web Analytics
			CO 312 BA 6. COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios
314 SE BA	Supply Chain Analytics	1.To describe the importance of the basics of Supply Chain Analytics and Optimization	CO 314 SE BA 1Examining 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.
		2.To describe the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain	CO 314 BA 2 Explaining the right tools for addressing various issues in Supply Chain Analytics.
			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
317 SE BA	E-Commerce Analytics - I	1.To describe the key concepts in e-commerce analytics. 2.To improve ecommerce marketing and advertising and understand online customer behavior	CO317BA.1 DESCRIBE the key concepts in e-commerce analytics. CO317BA.2 DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle. CO317BA.3 SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences. CO317BA.4 DISCOVER high-value insights via dashboards and visualization. CO317BA.5 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.

306 IBM (Minor)	Import -Export Documentation and Procedure	1.To know about the process of import export in the context of business 2.Understand different types of documents required for export and import 3.To understand various incoterms used in in export import peocess	CO304IB.1 Describe the process of Import-Export in the context of Business CO304IB.2 Explain Inport-Export Transaction Classification and various payment terms CO304IB.3 Identify various types of documents required for Import-Export transaction CO304IB.4 EXAMINE various types of document for export -import process CO304IB.5 Evaluate and explain pre-post activities of Import and Export Process CO304IB.6 Creating discussion on various aspects of Trade, Documentation and procedure for export import
30IBM (Minor)	Cross-cultural diversity and global leadership	1.To define concept of cross cultural diversity 2.To various theory of leadership in ceross cultural diversity 3.To understand how to handle culturaly diverse team	CO312IB.1 Describe the concept of culture and significance of cross-culturl management CO312IB.2 Understanding outline of cross cultural management and differences with dimensions of cultural norms and behaviour CO312IB.3 Identify factors impacting culture and decision making CO312IB.4 Analysinf examine leadership qualities with leadership across culture CO312IB.5 Evaluationg and explaining culturally Intelligent Leadership in International Trade CO312IB.6 creating discussion on leading and managing multicultural team in International Context
308 RABM	Agriculture and Indian Economy	1.To define key terms in Agriculture /land reforms 2. To analyse issues in agriculture economy 3.To study various facets of agriculture economy	ABM01.1 DEFINE the key terms in Indian Agriculture/Land Reforms/ economic holding. RABM01.2 EXPLAIN the key terms in The place of agriculture in the national economy/ The present position of Indian Agriculture with an advanced management perspective. RABM01.3 APPLYING IDENTIFY the various issues in the Agriculture Industry in India. DEMONSTRATE their significance from the perspective of Indian farmer & Indian Economy & business decision making. RABM01.4 ANALYSING EXAMINE the inter-relationships between various facets of Agriculture & economy from the perspective of a farmer, Labour, firm, industry, market, competition and business cycles. RABM01.5 EVALUATING DEVELOP critical thinking based on changing pattern of ownership and operational holdings in India, Farms size, Productivity/ Profitability and farm efficiency RABM01.6 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.

310 RABM	Rural credit and Finance	<p>1. To understand the role of credit in agriculture economy</p> <p>2. To understand theories of finance and apply it to agriculture</p>	<p>RABM03.1 RECALL the Role of Credit in Agriculture & Role of Agriculture in Economic Development</p> <p>RABM03.2 UNDERSTANDING UNDERSTAND the concept and special features of co-operative banking, Structure of the co-operative credit system in India</p> <p>RABM03.3 APPLYING Apply the theories of Agricultural finance with concept of credit</p> <p>RABM03.4 ANALYSING ANALYZE Players and Approaches in Microfinance & Rural Finance.</p> <p>RABM03.5 EVALUATING EXPLAIN the triangle of microfinance and the role of BDS in rural finance.</p> <p>RABM03.6 CREATING Develop a plan to create awareness about different rural finance schemes</p>
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Course Specific Outcome

SEM IV

Course Code	Name of the course	Objectives	Learning Outcome
Common Course			
401	Enterprise Performance Management	1. To acquaint the students with a perspective of different facets of management of an enterprise 2. To provide inputs with reference to the Investment Decisions along with the techniques for those decisions 3. To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing 4. To develop the knowledge of the concept of auditing and its applicability as performance management tool	CO401 Enumerate the different parameters & facets of management control of an enterprise CO402. Illustrate the various techniques of enterprise performance management for varied sectors. CO403. Determine the applicability of various tools and metrics as a performance evaluation & management tools. CO404. DISCUSS Analyse the key financial & non-financial attributes to evaluate enterprise performance. CO5 Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
402	Indian Ethos & Business Ethics	1. To describe major theories, concepts, terms, models and framework of Indian ethos and business ethics 2. To study the various global organisation models in global strategic management context. 3. To understand & comprehend the concept and key terms associated with the global strategic management 4. To study the various global organisation models in global strategic management context. 5. To analyze various entry and business-level strategies from global strategic	CO402.1 DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business ethics CO402.2 CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in CO402.3 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 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

		management prospective and accordingly design global strategies .	CO402.6 CREATING ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.
405 GE -UL	Global Strategic Management	1.To know Market Intelligence and Design a Global Strategy	CO405.1 Remembering Define the concept and key terms associated with the global strategic management
		2.To understand Global Strategic Alliances and Resources and Business-Level Strategy:	CO405.2 Understanding Describe in detail global strategic alliance, merger and acquisitions.
		3.Designing a Global Organisation:	CO405.3 Applying Demonstrate various global organisation models in global strategic management context
		4To understand .Globalization, Innovation, and Sustainability:	CO405.4 Analyzing 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.
408 UL	Corporate Social Responsibility & Sustainability	1.To understand CSR in global Context	CO 408 1 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
		2.To understand how CSR impacts various stakeholders	CO 408 2 EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
		3.To understand Role of companies towards buliding society	CO408.3 MAKE USE OF the Theories and Principles and Frameworks of CSR in specific
		4.To understand budgeting of CSR Activities	CO408.4 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.
			CO408.6 Creating ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society

403 SC MKT	Marketing 4.0	1.To undertand implications of digital Marketing practice	O403MKT.1 DESCRIBE the various concepts associated with Marketing 4.0
		2.To find difference between traditional and digial business practices	CO403MKT.2 EXPLAIN the importance of 5A's in Marketing 4.0.
		3.To find implication of digital technology in real world practices	CO403MKT.3 DEMONSTRATE the application of real world of digital economy
			CO403MKT.4 DISTINGUISH between traditional and digital marketing practices in given real
			CO403MKT.5 ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services
			CO403MKT.6 DEVELOP strategies to create WOW! Moments with customer engagement
404 SC MKT	Marketing Strategy	1.To study various perspectives of market strategy	CO404MKT.1 DISCOVER perspectives of market strategy.
		2.UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation	CO404MKT.2 UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation. ways to handle each situation.
		3.To understand optimal distribution of resources	CO404MKT.3 BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
		4.To carry out industry analysis	CO404MKT.4 ANALYSE a company's current situation through applying internal and external analyses.
			CO404MKT.5 EXPLAIN alternative ways to measure the outcome of market strategies.
			CO404MKT.6 CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.
410 SE MKT	Rural & Agriculture Marketing	1.To study various concepts related to Rural and Agricultural Marketing	CO410MKT.1 REMEMBERING DEFINE various concepts related to Rural and Agricultural Marketing
		2.Apply knowledge and skills of Rural Marketing to design marketing Mix strategies	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.

		3.Build a model for Marketing of Agricultural products by using marketing mix tools	CO410MKT.3 APPLYING APPLY knowledge and skills of Rural Marketing to design marketing Mix strategies.
		4.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.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
413 MKT	Retailing Analytics	1.To understand consumer buying behaviour and tools for performing retailing analytics	CO 413 MKT.1 ENUMERATE the characteristics, opportunities and challenges of New Age Retailing, Digital Consumers Dynamics, List the data required for retail Analytics
		2.To use tools for predictive analysis	CO 413 MKT.2 UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
		3.To understand how to derive Marketing ROI Metrics	CO 413 MKT.3 USE various kinds of data and tools for performing Retailing Analytics.
			CO 413 MKT.4 ILLUSTRATE the use of various tools and frameworks for predictive retail Analytics.
			CO 413 MKT.5 BUILD value for Retail and Marketing by deriving Marketing ROI metrics..
403 SC FIN	Financial Laws	1.Define and Describe the basic concepts related to Financial Laws	CO 403 FIN 1Knowing the basic concepts related to Financial Laws
		2.Illustrate the implications of various laws, Explain concepts and details of various financial laws	CO 403 FIN 2Students got acquainted to the implications of various laws
		3.Make use of contextual financial laws applicable to organisations.	CO 403 FIN 3 Application of the financial laws to the organisations
		4.Infer the application of financial laws to organisations	CO 403 FIN 4 Summarising the application of the financial laws
		5.Appraise and perceive the benefits of applicable laws to the organisations.	CO 403 FIN 5 Utility of the financial laws

404 SC FIN	Current Trends and Cases in Finance	1.DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics	CO 404 FIN 1 Knowing the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
		2.EXPLAIN in detail, all the theoretical concepts taught through the syllabus	CO 404 FIN 2 Knowing the theoretical concepts taught through the syllabus
		3.APPLY the various theories and models of financial management in the case.	CO 404 FIN 3 Application of the various theories and models of financial management in the case.
		4.ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation	CO 404 FIN 4 Analysing the situation and deciding the key financial as well as non-financial elements involved in the situation
		5.EVALUATE the financial impact of the alternative on the given case	CO 404 FIN 5 Studying the financial impact of the alternative on the given case
410 SE FIN	Business Valuation	1.RECALL concepts of value and valuation	CO410.1 Knowing the concepts of value and valuation
		2.EXPLAIN valuation process of business firms	CO410.2 EXPLAIN valuation process of business firms
		3.CALCULATE business value using different techniques	CO410.3 CALCULATE business value using different techniques
		4.EXAMINE special factors to be considered in business valuation	CO410.4 EXAMINE special factors to be considered in business valuation
		5.ASSESS the value of the firm in the light of business environment and regulatory aspects	CO410.5 EVALUATING ASSESS the value of the firm in the light of business environment and regulatory aspects
412 SE FIN	Strategic Cost Management	1.To acquaint students with various techniques used for Strategic Cost Management	CO412FIN.1 FORMULATE new models and techniques for managing the cost strategically in any business organization. Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management
		2.To develop an understanding of the adoption of various techniques of Strategic Cost Management for obtaining sustainable competitive advantage	CO412FIN.2 EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
		3.To make the student familiar with the integration of various techniques in decision making.	CO412FIN.3 ANALYSE the situation and decide the key cost factors / elements involved in the decision making CO412FIN.5 EVALUATING FORMULATE new models and t

			CO412FIN.4 ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
			CO412FIN.5 FORMULATE new models and techniques for managing the cost strategically in any business organization.
403 SC -HR	Organisational Diagnosis and Development	1.To understand the theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.	CO404.1 DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development
		2.To be able to analyze the external and internal environment with right tool of diagnosis.	CO404.2 UNDERSTAND concept of OD and 'intervention'
		3.To learn to identify the proper intervention to be implemented as per the diagnosis.	CO404.3 MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
			CO404.4 IDENTIFY AND MAP an intervention to organisational need
			CO404.5 DESIGN the role of the consultant for an organisational issue
404 SC-HR	Current Trends and Cases in HR Mangement	1.To understand the conceptual framework of digital disruptions and its impact on HR Functions.	CO404HRM.1 conceptual framework of Digital Disruptions and its impact on the current HR Trends.
		2.To learn the various tech tools to be used for value creation and to gain competitive advantage through technology	CO404HRM.2 UNDERSTANDING SUMMARIZE the impact of Current HR trends on HR Functions
		3.To know about current HR Trends	CO404HRM.3 ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends.
			CO404HRM.4 ELABORATE upon the various types of current HR Trends
			CO404HRM.5 APPLY the existing Tech tools to real time HRM Challenges and offer Solutions
413 SE HR	Employee Engagement and Ownership	1.To understand what is employee engagement	CO413.1 IDENTIFY the basic concepts of Employee Engagement and Employee Ownership
		2.To understand various employee engagement practices	CO413.2 UNDERSTANDING the various factors, models and metrics involved in Employee engagement.

		3. To build engagement culture in organisation	CO413.3 DETERMINATION of various Employee Engagement Activities and types of Employee Ownership practiced in all scales of companies at various sectors
			CO413.4 IMPLEMENTATION of Engagement strategies and BUILDING Engagement Culture in companies
			CO413.5 EVALUATION of Employee engagement and Employee Ownership and its impact on the performance of businesses
			CO413.6 APPLICATION of Employee engagement practices and Employee Ownership at various sectors of industry.
414 SE HR	Leadership and Succession Planning	1. To understand basic concept of leadership and theories of leadership	CO.414HRM.1 IDENTIFY the basic concepts of leadership and succession planning.
		2. To understand the succession planning	CO.414HRM.2 UNDERSTANDING the modern theories and styles of leadership.
		3. to evaluate the existing human resource	CO.414HRM.3 IMPLEMENTING the appropriate succession plan through leadership development
			CO.414HRM.4 ANALYSING and EVALUATING the existing human capital.
			CO.414HRM.5 CREATING BUILDING appropriate Succession Plan required in an organization.
403 OSCM	E-Supply Chain and Logistics	1. To develop an understanding of e supply chain and logistics management supply chain and e commerce and how it can provide a competitive advantage in the marketplace.	CO403OSCM .1 DESCRIBE the structure of modern days Logistics.
		2. To understand the relationship between e supply chain and logistics management.	CO403OSCM .2 EXPLAIN the key concepts of Supply Chain Management and
		3. To develop knowledge of industry 4.0 the issues related to logistics management in managing logistics operations .	CO403OSCM .3 IDENTIFY the various flows in real world supply chains and Logistics. DESCRIBE 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 DEVELOP a framework for e-logistics

404 OSCM	Industry 4.0	1.To develop an understanding of industry 4.0 and how it can provide a competitive advantage in the marketplace.	CO404OSCM .1 DEFINE industrial revolutions and its different aspects.
		2.To understand the relationship between operations management and industry 4.0	CO404OSCM .2 UNDERSTANDING EXPLAIN the role of technology pillars of Industry 4.0.
		3.To develop knowledge of the challenges related to industry 4.0 .	CO404OSCM .3 APPLYING DEMONSTRATE the use of data in effective decision making.
			CO404OSCM .4 ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
			CO404OSCM .5 EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
			CO404OSCM .6 DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB
410 SE OSCM	World Class Manufacturing	1.To define basic terms and concepts related to WCM.	CO410OSCM.1 DEFINE the basic terms associated with Manufacturing Excellence and World Class Manufacturing
		2.To describe the advantages of WCM.	CO410OSCM.2 SUMMARIZE the features of various frameworks used for World Class Manufacturing
		3.To understand capabilities of indian compnies in term of world class manufacturing	CO410OSCM.3 IDENTIFY the challenges to manufacturing industry in the information age
			CO410 OSCM 4. ANALYZE the usage of Information management tools, Material processing and handling tools.
			CO410OSCM.5 EVALUATE the country's preparedness for World Class Manufacturing
			CO410OSCM.6 ESTIMATE the performance of manufacturing firms with the measurement system to determine the readiness for World Class Manufacturing
414 SE OSCM	Purchasing and Supplier Relationship Management	1.To develop an understanding of purchasing and supplier relationship management and how it can provide a competitive advantage in the marketplace.	CO414OSCM.1 DESCRIBE the Purchasing Process and its importance in organizations.

		2.To understand the relationship between manufacturer and suppliers.	CO414OSCM.2 Students will understand the impact of purchasing on competitive success and profitability of modern-day organizations.
		3.To develop knowledge of the issues related to purchasing management.	CO414OSCM.3 MAKE USE OF the various Negotiation technique in the context of Purchasing process
403 SC BA	Economics of Network Industries	1. To study the distinction between information goods and services and traditional good and services	CO403BA .1. APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
		2. To study the network products and the current market scenario for the same	CO403BA .2. DESCRIBE the characteristics of the markets for network products.
		3. To study financial aspects related to information goods and services	CO403BA .3. ILLUSTRATE 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
		4. To study different business models with special reference to economics of Internet advertising, zero pricing, quality standards etc.	CO403BA .4. COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
			CO403BA .5. EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
			CO403BA .6. DISCUSS the economics of Internet advertising, and the business model of zero pricing.
404 SC BA	Artificial Intelligence in Business Application	1. To study Artificial Intelligences - concepts, methods, algorithms etc.	CO404BA .11. IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
		2. To study applications of AI	CO 404BA .1 DERSTAND AI's fundamental concepts and methods.
		3. To learn with hands on exercises Data Analysis	CO404BA .3. APPLY various machine learning algorithms on structured data to develop machine learning models.
		4. To analyse and build solutions for various business problems using AI techniques	CO404BA .4. ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
			CO404BA .5. SELECT logical and functional process to develop the model
			CO404BA . 6. CREATE SOLUTIONS for various business problems using AI techniques.

409 SE BA	E Commerce Analytics - II	1. To study application of E-Commerce Analytics to drive profitability of the business	CO409BA.1. DESCRIBE the key concepts in e-commerce analytics.
		CO409BA.12. To create various E-commerce analytical reports to discover high-value insights	CO409BA.2.. DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
		3. To build and develop analytical approach to improve e-commerce market	CO409BA..3. SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
		4. To study design and development of strategy for e-commerce business	CO409BA..4. DISCOVER high-value insights via dashboards and visualization.
			CO409BA..5. 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. FORMULATE the right analytics driven strategy for ecommerce businesses.
410 SE BA	Healthcare Analytics	1. To study fundamentals of Health Care Analytics and its key terms	CO410BA.1. DESCRIBE the key terms in healthcare data analytics
		2. To study different tools used for creating Health Care Analytics	CO410BA.2. EXPLAIN the fundamental concepts in Health Care Analytics
		3. To study and analyse issues associate with applications of Health Care Analytics with special reference to intelligent data	CO410BA.3. ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data
		4. To develop new analytical approach with special reference to healthcare related opportunities	CO410BA.4. EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data
			CO410BA.5. EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.
			CO410BA.6. Healthcare data analytics for improving the health and well-being of people.
SC – IB - 02	Global Trade and Logistics Management	1. To understand the economic significance and international trade theory in international business	CO404IB.1 DESCRIBE The economic significance of trade and logistics

		2.To understand various environmental factors associated with business	CO404IB.2 EXPLAIN International trade theory and its application in business
		3.To explain the activities in logistics	CO404IB.3 IDENTIFY various environmental factors associated with business
			CO404IB.4 EXAMINE various mode of practices in business
			CO404IB.5 EXPLAIN The activities involved in entire logistic process
			CO404IB.6 DEVELOP The appropriate strategy for entire logistic process
SE – IB- 06	International Banking and Foreign Exchange Management	1.To understand the concept of money market and monetary policy	CO410IB.1 DESCRIBE the characteristics and significance of international Banking
		2.To understand various types of foreign exchange markets and transactions	CO410IB.2 THE relevance of money market and monetary policy in money market
		3.To understand demand and supply view of exchange rates in international business	CO410IB.3 Identify various types of foreign exchange markets
		4.To explain exchange rate risk and exposure in international markets	CO410IB.4 Examine supply and demand view of exchange rates in International business
			CO410IB.5 Explain the exchange rate risk and exposure in international market
			CO410IB.6 Discuss linkages on International Banking and foreign exchange with International business
403 SC RABM	Agriculture and Indian Economy	1.To understand the key terms in Indian agricultural marketing	RABM01.1 DEFINE the key terms in Indian Agriculture/Land Reforms/ economic holding.
		2.To understand the issues in the agricultural marketing	RABM01.2 EXPLAIN the key terms in The place of agriculture in the national economy/ The present position of Indian Agriculture with an advanced management perspective.
		3.To understand various facets of agriculture and economy	RABM01.3 IDENTIFY the various issues in the Agriculture Industry in India. DEMONSTRATE their significance from the perspective of Indian farmer & Indian Economy & business decision making
		4.To develop critical thinking based on changing pattern of operational holdings in india	RABM01.4 EXAMINE the inter-relationships between various facets of Agriculture & economy from the perspective of a farmer, Labour, firm, industry, market, competition and business cycles.

			RABM01.5 DEVELOP critical thinking based on changing pattern of ownership and operational holdings in India, Farms size, Productivity/ Profitability and farm efficiency
			RABM01.6 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
406 SE RABM	Rural Marketing II	1.To understand the pricing associated with rural and urban markets	RABM06.1 DESCRIBE the key terms associated with the Strategies of marketing.
		2.To understand the framework of integrated marketing communication	RABM06.2 COMPARE and CONTRAST various approaches to pricing for a real world marketing offering in both rural and urban markets
		3.To understand distribution of rural marketing	RABM06.3 DEMONSTRATE an understanding of Framework of IMC
		4.To design promotional strategy for rural marketing	RABM06.4 EXAMINE the various distribution Strategies of a real-world marketing offering
			RABM06.5 EXPLAIN the rising organized rural retailing, malls & Government initiatives
			RABM06.6 DESIGN the Promotion Strategy in rural marketing