

Program Outcomes (POs) 2017-19

After successful completion of the program, a student will be able to

Graduate Attributes	Sr. No	Program Outcomes (POs)
Generic and Domain Knowledge	PO1	To Comprehend and apply the principles & knowledge of management.
Problem Solving & Innovation	PO2	To apply managerial tools & techniques to solve the Economical, Legal and Social business problems.
Critical Thinking & Decision Making	PO3	To identify & investigate multidimensional business issues using research based data and methods to appear at data driven decisions.
Effective Communication	PO4	To effectively present & articulate ideas & views in globalised environment related to business world & society at large.
Leadership and Team Work	PO5	To unite & amalgamate under varied corporate hierarchical setting steer & lead themselves & others to achieve organizational goals.
Social Responsiveness and Ethics	PO6	To exhibit & demonstrate high ethical values & act with uprightness in cross-cultural & socio-economic environment
Entrepreneurship & Family Business	PO7	To recognize & grasp entrepreneurial opportunities for developing startups and expanding family businesses.
Environment and Sustainability	PO8	To apply management knowledge & acumen in dynamic business environment for sustainable growth.
Lifelong Learning	PO9	To work autonomously in changing business environment by acquiring and updating knowledge & competencies
Global Orientation and Cross-Cultural Appreciation	PO10	To approach business issues from global perspective and exhibit an appreciation of Cross Cultural aspects of business management.



Program Outcomes (POs) 2018-20

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Generic and Domain Knowledge	PO1	To Comprehend and apply the principles & knowledge of management.
Problem Solving & Innovation	PO2	To apply managerial tools & techniques to solve the Economical, Legal and Social business problems.
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Program Outcomes (POs) 2019-21

After successful completion of the program, a student will be able to

Graduate Attributes	Sr. No	Program Outcomes (POs)
Generic and Domain Knowledge	PO1	To Comprehend and apply the principles & knowledge of management.
Problem Solving & Innovation	PO2	To apply managerial tools & techniques to solve the Economical, Legal and Social business problems.
Critical Thinking & Decision Making	PO3	To identify & investigate multidimensional business issues using research based data and methods to appear at data driven decisions.
Effective Communication	PO4	To effectively present & articulate ideas & views in globalised environment related to business world & society at large.
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Entrepreneurship & Family Business	PO7	To recognize & grasp entrepreneurial opportunities for developing start-ups and expanding family businesses.
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Lifelong Learning	PO9	To work autonomously in changing business environment by acquiring and updating knowledge & competencies
Global Orientation and Cross-Cultural Appreciation	PO10	To approach business issues from global perspective and exhibit an appreciation of Cross Cultural aspects of business management.



Course Outcomes of I SEM (2016 Pattern)

	Sr. No.	Knowledge Level (Blooms Level)	Course Outcomes (CO)
101-Accounting for Business Decision	CO1	Remembering	Describe the essential ideas identified with accounting financial statements cost accounting , marginal accounting, budgetary control and standard costing.
	CO2	Understanding	Explain in detail all the hypothetical ideas instructed through the syllabus.
	CO3	Applying	Perform all the vital calculation through the pertinent mathematical ideas.
	CO4	Analyzing	Analyse the circumstances and choose the key monetary just as non-monetary components engaged with the circumstance.
	CO5	Evaluating	Evaluate the monetary effect of the Choice.
102- Economic Analysis For Business Decision	CO1	Remembering	Define the key Concepts and Terms in Economics
	CO2	Understanding	Understands the concepts of Demand, Supply, Demand Forecasting and use it for decision making
	CO3	Applying	Make use of the basic concepts of Costs and Risk in order to minis the effect of risk on business
	CO4	Analyzing	Examine the various financial markets and understands their Role in Indian Economy
	CO5	Evaluating	Evaluate the Union Budget & study its Impact on Indian Economy
103-Lab	CO1	Remembering	Describe the key terms associated with each Act
	CO2	Understanding	Sum up the key legitimate provisions of each Act
	CO3	Applying	Illustrate utilization of the Acts in common business circumstances.
	CO4	Analyzing	Layout the different aspects of fundamental case laws of each Act from a legitimate and administrative viewpoint..
	CO5	Evaluating	Develop critical thinking by making decisions identified with utilization of different provisions of the Acts in business circumstances.
104- BRM	CO1	Remembering	To develop understanding of the basic framework of research process.
	CO2	Understanding	Have an understanding of various kinds of research, objectives of doing research, research process research designs and sampling



	CO3	Applying	Be able to formulate research problem and develop a sufficiently coherent research design.
	CO4	Analyzing	Have basic knowledge on qualitative, quantitative as well as measurement & scaling techniques.
	CO5	Evaluating	Be able to write & develop independent thinking for critically analyzing research reports.
105: Organizational Behaviour	CO1	Remembering	Describe the main theories, principles, words, models, structures and research findings in the field of organisational behaviour
	CO2	Understanding	Explain the consequences of organisational behaviour from the point of view of workers, executives, managers and the organisation.
	CO3	Applying	Make Use Of organisational behaviour theories, models, concepts and structures in particular organisational environments
	CO4	Analyzing	Deconstruct the role of individuals, organisations, administrators and leaders in influencing how people act and in influencing the culture of organisations as a whole
	CO5	Evaluating& Creating	Elaborate On the complexities of influencing organisational behaviour, organisational culture and change in organisation.
106 : Basics of Marketing	CO1	Remembering	Describe the key terms associated with the 4 Ps of marketing
	CO2	Understanding	Compare and Contrast various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
	CO3	Applying	Demonstrate an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
	CO4	Analyzing	Examine the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
	CO5	Evaluating	Explain the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services



Course Outcomes of II SEM (2016 Pattern)

	Sr. No.	Knowledge Level (Blooms Level)	Course Outcomes (CO)
201- Marketing Management	CO1	Remembering	Describe The Key Terms Associated With The Concept Of Marketing Mix And Product Life Cycle As A Framework For Marketing Decision
	CO2	Understanding	Compare And Contrast Various Approaches To Pricing For A Real World Marketing Offering (Commodities, Goods, Services, E-Products/ E-Services.)
	CO3	Applying	Demonstrate An Understanding Of Various Channel Options For A Real World Marketing Offering (Commodities, Goods, Services, E-Products/ Eservices.)
	CO4	Analyzing	Explain The Role Of Various Communication Mix Elements For A Real World Marketing Offering Marketing Offering (Commodities, Goods, Services, E-Products/ E-
	CO5	Evaluating	Evaluate The Financial Impact Of The Decision
202- Financial Management	CO1	Remembering	Describe The Basic Concepts Related To Financial Management, Various Techniques Of Financial Statement Analysis, Working Capital, Capital Structure, Leverages And Capital Budgeting.
	CO2	Understanding	Explain In Detail All Theoretical Concepts Throughout The Syllabus
	CO3	Applying	Perform All The Required Calculations Through Relevant Numerical Problems
	CO4	Analyzing	Analyze The Situation And Comment On Financial Position Of The Firm, Estimate Working Capital Required, Decide Ideal Capital Structure & Evaluate Various Project Proposals
	CO5	Evaluating	Evaluate Impact Of Business Decisions On Financial Statements, Working Capital, Capital Structure And Capital Budgeting Of The Firm.
203- Human resource Management	CO1	Remembering	Describe The Key Terms Associated With Each Act
	CO2	Understanding	Sum Up The Key Legitimate Provisions Of Each Act
	CO3	Applying	Illustrate Utilization Of The Acts In Common Business Circumstances.
	CO4	Analyzing	Layout The Different Aspects Of Fundamental Case Laws Of Each Act From A Legitimate And Administrative Viewpoint..



	CO5	Evaluating	Develop Critical Thinking By Making Decisions Identified With Utilization Of Different Provisions Of The Acts In Business Circumstances.
204- Decision Science	CO1	Remembering	To impart knowledge in concepts and tools of decision science
	CO2	Understanding	To understand mathematical models used in Operations Research
	CO3	Applying	To apply these techniques constructively to make effective business decisions
	CO4	Analyzing	Analyze the condition of real life and the challenges by means of various decision-making instruments
	CO5	Evaluating	Remove different aspects of a business issue and improve the capacity to overcome problems
204- Operations and Supply Chain Management	CO1	Remembering	Describe the key concepts and driving forces in operations and supply chain management
	CO2	Understanding	Explain the operation processes in operation and supply chain management.
	CO3	Applying	Identify the issues related to designing and managing operations & SCM and the techniques to do so.
	CO4	Analyzing	Discover the strategic importance of operations & SCM and how it can provide a competitive advantage in the marketplace
	CO5	Evaluating	Discuss the relationship between operations & SCM and other business functions, such as marketing, finance, accounting, and human resources.
206-Management Information System	CO1	Remembering	Describe the basic concepts and technologies used in the field of management information systems;
	CO2	Understanding	Understand how various information systems like DBMS work together to accomplish the information objectives of an organization
	CO3	Applying	Apply the knowledge of information systems in organizations, the strategic management processes, and identify the implications for the management
	CO4	Analyzing	Compare the processes of developing and implementing information systems.
	CO5	Evaluating	Discuss the role of the ethical, social, and security issues of information systems
207- Emotional Intelligence and Managerial	CO1	Remembering	Explain the concepts and perceptive of emotional intelligence
	CO2	Understanding	Describes the role of emotional intelligence and its effectiveness in the workplace
	CO3	Applying	Demonstrates the application of emotional competencies in their personal and professional life
	CO4	Analyzing	Analyse the Challenges faced by Organisations& expectations from practicing Managers

Effectiveness Lab	CO5	Evaluating	Evaluating Organizational goals, Creativity, Optimising resources, Execution Skills
210 – Life Skills	CO1	Remembering	Define and Identify different life skills required in personal and professional life
	CO2	Understanding	Develop an awareness of the self and apply well-defined techniques to cope with emotions and stress.
	CO3	Applying	Explain the basic mechanics of effective communication and demonstrate these through presentations
	CO4	Analyzing	Take part in group discussions
	CO5	Evaluating	Use appropriate thinking and problem solving techniques to solve new problems
211- Geopolitics & the World Economic System	CO1	Remembering	Describe the various facets of international political economy
	CO2	Understanding	Understand the various facets of national systems of political economy.
	CO3	Applying	APPLY The relationship between trading system and international financial system
	CO4	Analyzing	Explain the International monetary system
	CO5	Evaluating& Creating	Discuss the Consequences of Economic Globalization
215- Industry Analysis	CO1	Remembering	DESCRIBE the key characteristics of the players in an industry.
	CO2	Understanding	Summarize the management ethos and philosophy of the players in the industry.
	CO3	Applying	Demonstrate an understanding of the regulatory forces acting on the industry
	CO4	Analyzing	Compare and Contrast, using tables and charts, the market and financial performance of the players in an industry.
	CO5	Evaluating	Assess the impact of recent developments on the industry and its key players.

Course Outcomes of III SEM (2016 Pattern)

	Sr. No.	Knowledge Level (Blooms Level)	Course Outcomes (CO)
301- Strategic Management	CO1	Remembering	Describe theories, background work, concepts and research output in the field of Strategic Management.
	CO2	Understanding	Explain clear understanding of the concepts ,tools and techniques used by executives in developing and executing strategies.
	CO3	Applying	Describe negotiations inside and across techniques detailing , usages and examinations.
	CO4	Analyzing	Integrate effective application of concepts, tools and techniques to practical situations for diagnosing and solving organizational problems.
	CO5	Evaluating	Explain and demonstrate capability of making their own decisions in dynamic business landscape
302- Enterprise Performance Management	CO1	Remembering	To acquaint the students with a perspective of different facets of management of an enterprise
	CO2	Understanding	To develop the knowledge of the concept of auditing and its applicability as performance management tool
	CO3	Applying	To provide inputs with reference to the Investment Decisions along with the techniques for those decisions
	CO4	Analyzing	To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
	CO5	Evaluating	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy
303- Start-up and New Venture Management	CO1	Remembering	Define the key terms, List the Attributes and Characteristics of Entrepreneurs features and Enumerate the Factors influencing Entrepreneurship Growth.
	CO2	Understanding	Discriminate between potential options available for entrepreneur for embarking on establishing a Start Up
	CO3	Applying	Apply the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
	CO4	Evaluating	Evaluate the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
	CO5	CREATING	Create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.
304- Summer Internship Project	CO1	Remembering	Understand on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity
	CO2	Understanding	Understand the specific functional areas
	CO3	Applying	Learn actual supervised professional experiences and Get insight in working of the real organizations
	CO4	Analyzing	Understand perspective about business organizations in their totality
	CO5	Evaluating	Discover career opportunities to students in exploring in their areas of interest

305 MKT: Contemporary Marketing Research	CO1	Remembering	Describe the main theories, principles, words, models, structures and research findings in the field of organisational behaviour
	CO2	Understanding	Explain the consequences of organisational behaviour from the point of view of workers, executives, managers and the organisation.
	CO3	Applying	Make Use Of organisational behaviour theories, models, concepts and structures in particular organisational environments
	CO4	Analyzing	Deconstruct the role of individuals, organisations, administrators and leaders in influencing how people act and in influencing the culture of organisations as a whole
	CO5	Evaluating & Creating	Elaborate On the complexities of influencing organisational behaviour, organisational culture and change in organisation.
306 MKT - Consumer Behaviour	CO1	Remembering	Identify the major influences in consumer behaviour
	CO2	Understanding	Distinguish between different consumer behaviour influences and their relationships
	CO3	Applying	Establish the relevance of consumer behaviour theories and concepts to marketing decisions
	CO4	Analyzing	Analyze the trends in consumer behaviour, and apply them to the marketing of an actual product or service.
	CO5	Evaluating	Recognise social and ethical implications of marketing actions on consumer behaviour and Use most appropriate techniques to apply market solutions
307Mkt- Integrated Marketing Communications	CO1	Remembering	Define integrated marketing communications (IMC) and describe the IMC planning process.
	CO2	Understanding	Explain the process of advertising planning and the contemporary context in which it is executed.
	CO3	Applying	Apply advertising theories and analytical frameworks to specific cases and examples of advertising practice.
	CO4	Analyzing	Analyse the strategies and practices involved in the process of advertising management.
	CO5	Evaluating	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience(s) for the IMC campaign plan.
308 MKT Product Management	CO1	Remembering	Define the key concepts and describe the elements of a product strategy.
	CO2	Understanding	Explain the process and methods of brand management, including how to establish brand identity and build brand equity
	CO3	Applying	Applying Identify the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets
	CO4	Analyzing	Examine the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets.
	CO5	Evaluating	Formulate effective branding strategies for real life consumer, business products and services operating in various markets.
	CO1	Remembering	Define the key concepts and Describe the elements of Personal Selling

310 MKT - Personal Selling Lab	CO2	Understanding	Explain the process and methods of Personal Sales management
	CO3	Applying	Identify the Sales Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the Market space
	CO4	Analyzing	Examine the key Personal Selling concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets
	CO5	Evaluating	Formulate effective Personal selling strategies for real life consumer, business products and services operating in various markets
311 MKT- Qualitative Marketing Research	CO1	Remembering	Plan and undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve marketing issues.
	CO2	Understanding	Be able to assess market research for quality and relevance.
	CO3	Applying	Identify and describe the principal steps involved in the marketing research process.
	CO4	Analyzing	Critically analyse market research methods and understand their strengths and weaknesses.
	CO5	Evaluating	Demonstrate an understanding of the ethical framework that market research needs to operate within
305 FIN- Direct Taxation	CO1	Remembering	Understand Various basic concepts /terminologies related Direct taxation.
	CO2	Understanding	Understanding Tax planning process to be learn
	CO3	Applying	Illustrate how online filing of various forms returns can be done.
	CO4	Analyzing	Calculate Gross Total Income and income tax liability of an individual assessed
	CO5	Evaluating	Applying and evaluation of tax saving plan.
306 FIN- Financial System of India , Markets and Services	CO1	Remembering	RECALLING the Indian financial system's structure and components across banking operations & financial markets.
	CO2	Understanding	UNDERSTAND the role of regulatory Body in Capital Markets
	CO3	Applying	Apply the concepts of financial markets, their working and importance.
	CO4	Analyzing	Analyse the various financial services and understands their Role in Indian Economy
	CO5	Evaluating	Evaluate the importance of Financial Institutions in Developing the Indian Economy
309 FIN- Corporate Finance	CO1	Remembering	Define the key Concepts and Explain the Terms in Corporate Finance
	CO2	Understanding	Understand the concept of Business Valuation
	CO3	Applying	Apply the concepts of corporate governance for management of Business
	CO4	Analyzing	Analyse the various Dividend Policies
	CO5	Evaluating	Evaluate various corporate restructuring policies



310FIN- Corporate Financial Restructuring	CO1	Remembering	Portray the essential ideas related corporate rebuilding, mergers and acquisitions valuation aspects of corporate restructuring and corporate.
	CO2	Understanding	To get acquainted with the factors leading to financial distress of the organization.
	CO3	Applying	Clarify the inspirations ,choice cycles, exchange execution and valuation results of monetary , business and organizational rebuilding by corporate units.
	CO4	Analyzing	Play out all necessary calculations through applicable mathematical issues.
	CO5	Evaluating	Assess effect of corporate monetary rebuilding on all partners.
313 FIN- Banking Operations I	CO1	Remembering	Remember various concepts imparted in the program.
	CO2	Understanding	Explain the supervisory framework in the Indian Banking System.
	CO3	Applying	Describe the various lawful aspects which need to be followed during daily banking operations
	CO4	Analyzing	Discuss the various laws related to banking
	CO5	Evaluating	Apply the various commercial laws for the smooth functioning of banking operations.
316 FIN- Financial Instruments & Derivatives	CO1	Remembering	Introduction and Defining & Importance of Financial Instruments
	CO2	Understanding	Understand the role of various Money Market Instruments
	CO3	Applying	Apply the concepts of Capital Markets and Its Instruments to Understand the use of various Capital Market Instruments
	CO4	Analyzing	Analyse the various types of Financial Derivatives
	CO5	Evaluating	Evaluate the various derivative strategies for their application in different situations.
305 HR- Labour & Social Security Laws	CO1	Remembering	Describe the rationale behind labour laws
	CO2	Understanding	Demonstrate an understanding of legislations relating to working environment.
	CO3	Applying	Outline the role of various provisions of Payment of wages Act, Minimum Wages Act and Bonus Act
	CO4	Analyzing	Calculate computation of Workmen compensation, and Gratuity, Provident Fund and ESI Act
	CO5	Creating	DISCUSS The relevant provisions of various Labour Legislations.
306 HR- Human Resource Accounting and Compensation Management	CO1	Remembering	Describe the concepts related to human resource accounting & compensation management.
	CO2	Understanding	Understand the importance of investment in human resources and the need for accounting of human capital
	CO3	Applying	Apply the knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements etc.

	CO4	Analyzing	Develop an understanding of the concepts and theories related to compensation management
	CO5	Evaluating	Discuss the issues related to HR accounting and Compensation management
307 HR- Employee Health, Safety & Welfare	CO1	Remembering	Enumerate the key concepts of the subject matter.
	CO2	Understanding	Describe the key aspects of the labour policy regulation in the country.
	CO3	Applying	Identify the applicability of various legislations to variety of real world organizations.
	CO4	Analyzing	Examine the traditional concept of labour welfare in the industry.
	CO5	Evaluating	Explain the conditions of labour and their welfare and social security needs in the country.
308 HR- Compensation Management	CO1	Remembering	Describe the Basic Concept of Compensation
	CO2	Understanding	Understand various techniques of employee retentions
	CO3	Applying	Learn the concepts of Payment and employee benefits issues
	CO4	Analyzing	Compare the Cost to Company
	CO5	Evaluating	Discuss the executive compensation
309 HR- HR Audit	CO1	Remembering	Enumerate the key concepts of the HR Audit .
	CO2	Understanding	Describe the tools and techniques required for its implementation
	CO3	Applying	Identify the role of the Balanced Scorecard in auditing HR
	CO4	Analyzing	Examine comprehensive exposition of the concept of HRD Audit
	CO5	Creating	Creating a culture and attitude of audits as tools for continuous improvement
311HR- Outsourcing of Human Resource	CO1	Remembering	Enumerate the key concepts of outsourcing
	CO2	Understanding	Describe the each stage of out sourcing process
	CO3	Applying	Identify the applicability of various Outsourcing function
	CO4	Analyzing	Analysing the role of outsourcing industries.
	CO5	Evaluating	Evaluating the HR need of outsourcing in the organization

Course Outcomes of IV SEM (2016 Pattern)

	Sr. No.	Knowledge Level (Blooms Level)	Course Outcomes (CO)
401- Managing for sustainability	CO1	Remembering	Remembering the key terms associated with Value and Ethics and Governance.
	CO2	Understanding	Think independently and rationally about contemporay moral problems
	CO3	Applying	Apply general ethical principles to particular cases or practices in business
	CO4	Analyzing	Analyse how general concepts of governance apply in given situation or given circumstances
	CO5	Evaluating	Evaluate the complexity of problems in practical ethics
402- Dissertation	CO1	Remembering	Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society
	CO2	Understanding	Systematically identify relevant theory and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions
	CO3	Applying	To provide means to immerse students in actual supervised professional experiences
	CO4	Analyzing	Engage in systematic discovery and critical review of appropriate and relevant information sources
	CO5	Evaluating	Communicate research concepts and contexts clearly and effectively both in writing and orally
403 MKT: Service Marketing	CO1	Remembering	To make the students understand the deeper aspects of successful services marketing
	CO2	Understanding	To provide insights to the challenges and opportunities in services marketing
	CO3	Applying	Demonstrate the new Paradigm and Perspectives in Marketing of Services
	CO4	Analyzing	Analyse the significance of services marketing in the Indian and global economy
	CO5	Evaluating	To emphasize the significance of services marketing in the global economy
404 MKT: Sales and Distribution Management	CO1	Remembering	To provide foundations in components of sales and distribution management
	CO2	Understanding	Understand distribution channel management with its effective distribution strategy and channel designing
	CO3	Applying	Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans



	CO4	Analyzing	To focus on decision making aspects and implementation of decisions in sales and distribution management
	CO5	Evaluating	Evaluate, classify, imagine and plan the successful service marketing
405 MKT: Retail Marketing	CO1	Remembering	Familiarize students with details retail managements concepts & operations
	CO2	Understanding	Know the recent trends in retailing in India
	CO3	Applying	Identify various retail opportunities and evaluate the strategies associated with each type of opportunity.
	CO4	Analyzing	Analyze Retail Market and Financial Strategy including product pricing
	CO5	Evaluating	Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix
409 MKT : Export Documentation and Procedure	CO1	Remembering	Describe the process of export in the context of business
	CO2	Understanding	Explain the export transactions, classification and various payment terms
	CO3	Applying	Identify various types of documents required for the procedures involved in export
	CO4	Analyzing	Examine various documentation formats for the export processes
	CO5	Evaluating	Explain pre and post activities of export process
413 Mkt- E-Marketing and Analytics	CO1	Remembering	Define the key concepts and Describe the elements of E- Marketing and Analytics.
	CO2	Understanding	Explain the process and methods of analyzing E- Marketing
	CO3	Applying	To give insights into various aspects of E Marketing and analytics from the perspective of creating Customer Value
	CO4	Analyzing	To contextualize marketing concepts in electronic marketing and marketing analytics context.
	CO5	Evaluating	Formulate effective marketing analytics strategies for real life consumer, business products and services operating in various markets
415 Mkt- Marketing of Financial Services-II	CO1	Remembering	Describe and identify the key principles of the Indian banking systems.
	CO2	Understanding	Describe the underlying shift in banking and financial markets from earlier periods.
	CO3	Applying	To demonstrate the skills necessary to understand and Implementing financial products based on what the targeted customers want.

	CO4	Analyzing	Outline the various offerings and terms associated with wealth management in the global and Indian context.
	CO5	Evaluating	Analysis of the customer touch-points and customer-buying journey of financial services/
403 FIN Indirect Taxation	CO1	Remembering	Remembering the basic concepts in various indirect taxes acts
	CO2	Understanding	Understanding Procedural parts of Indirect Taxes.
	CO3	Applying	Applying knowledge with online filling of various forms and Returns.
	CO4	Analyzing	Illustrate E-Filling process.
	CO5	Evaluating	Evaluate various taxation , payments and process
404 FIN- International Finance	CO1	Remembering	Enumerate the key terms and concept associated with International Finance.
	CO2	Understanding	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
	CO3	Applying	Illustrate the role of international monetary systems & intermediaries in Global financial market
	CO4	Analyzing	Analyse the various types of Bond Markets
	CO5	Evaluating	Formulate the investment plan or business plan by adapting international finance environment.
409 FIN- Banking Operations II	CO1	Remembering	Remember various functions in banking in detail.
	CO2	Understanding	Explain the Banking structure in India.
	CO3	Applying	Describe the various functionalities of banking in India.
	CO4	Analyzing	Various administrative procedural functions of banking.
	CO5	Evaluating	Evaluate the lending and borrowing rates along with various mandatory reserves..
410-FIN Wealth & Portfolio Management	CO1	Remembering	Enumerate the key terms and concept associated with investments
	CO2	Understanding	Understand the concept of Wealth Management
	CO3	Applying	Apply the concept of Portfolio Management in actual investment World



	CO4	Analyzing	Analyse the various tools and methods of evaluating the portfolio.
	CO5	Evaluating	Evaluate the various Portfolio Theory
411 FIN- Fixed Income Securities & Technical Analysis	CO1	Remembering	Describing the basic concepts of Fixed Income Securities
	CO2	Understanding	Understanding the various types of securities traded in the fixed income market and the concepts related to the risk and returns of the Fixed income securities
	CO3	Applying	Applying the knowledge of fixed income securities for diversifying the portfolio of investments
	CO4	Analyzing	Predictive analysis of the economic outlook through yield curve analysis
	CO5	Evaluating	Devise the various investment strategies based on portfolio returns.
413 FIN- Financing Rural Development	CO1	Remembering	To know various schemes floated by Government.
	CO2	Understanding	Need and Importance of Financial Rural Development
	CO3	Applying	To check and apply various functionalities of rural financing.
	CO4	Analyzing	Problems and prospects of rural financing.
	CO5	Evaluating	Evaluate National and International rural financing systems and its implementation.
403 HR- Employment Relations	CO1	Remembering	SHOW attention to significant and basic issues in Employee Relations
	CO2	Understanding	Decipher and relate enactments administering Employee Relations.
	CO3	Applying	Exhibit a comprehension of enactments identifying with Employee Associations
	CO4	Analyzing	Explain aspects of collective bargaining and participation
	CO5	Evaluating	Outline the role of government, society and worker's in building ER.
404 HR- Strategic Human Resource management	CO1	Remembering	Remember the methodologies adopted by HR and their execution issues and difficulties looked by organization.
	CO2	Understanding	Articulate the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
	CO3	Applying	Ability to Analyze HR as an investment to the company.



	CO4	Analyzing	Ability to Interpret and Evaluate the implementation of the HR strategies.
	CO5	Evaluating	Formulate and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
405 HR-Organizational Design and Development	CO1	Remembering	Exhibit the significant theories, ideas, terms, models instruments and framework
	CO2	Understanding	Comprehend idea of OD and 'intercession'
	CO3	Applying	MAKE USE of the Theories, Models, Principles and Systems of Organizational Diagnosis and Development in explicit hierarchical settings.
	CO4	Analyzing	Examine the outside and inside climate with right instrument of determination and survey the part of specialist in OD.
	CO5	Creating	MAP an intercession to authoritative need and DESIGN the role of expert for an authoritative issue
406 HR-Global HR	CO1	Remembering	Define the terms and concepts related to International HR
	CO2	Understanding	Understand how to manage and support International Assignments.
	CO3	Applying	Apply the various initiatives in global HR
	CO4	Analyzing	Explain the working of virtual organizations in global HR
	CO5	Evaluating	Discuss the key issues in international HR
407 HR-Employee Reward Management	CO1	Remembering	Describe the Basic Concept of Reward Management
	CO2	Understanding	Understand the grade and pay structures
	CO3	Applying	Apply the process of setting reward management system
	CO4	Analyzing	Explain the role of union in reward management
	CO5	Evaluating	Discuss reward management system practiced in organizations
416 HR-Competency Mapping	CO1	Remembering	Understand the concept and importance of competency mapping
	CO2	Understanding	Explain the Process and model of competency mapping
	CO3	Applying	Identify the competency categories
	CO4	Analyzing	Analyze the acceptance, causes, recommendations related to competency mapping
	CO5	Evaluating	Discuss on assessment and uses of mapping

Course Outcomes of I SEM (2019 Pattern)

	Sr. No.	Knowledge Level (Blooms Level)	Course Outcomes (CO)
101-Managerial Accounting	CO1	Remembering	Describe the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
	CO2		Explain in detail, all the theoretical concepts taught through the syllabus.
	CO3	Applying	Perform all the necessary calculations through the relevant numerical problems
	CO4	Analyzing	Analyse the situation and decide the key financial as well as non-financial elements involved in the situation
	CO5	Evaluating	Evaluate the financial impact of the decision
102-Organizational Behaviour	CO1	Remembering	Describe the main theories, principles, words, models, structures and research findings in the field of organisational behaviour
	CO2	Understanding	Explain the consequences of organisational behaviour from the point of view of workers, executives, managers and the organisation.
	CO3	Applying	Make Use Of organisational behaviour theories, models, concepts and structures in particular organisational environments
	CO4	Analyzing	Deconstruct the role of individuals, organisations, administrators and leaders in influencing how people act and in influencing the culture of organisations as a whole
	CO5	Evaluating	Elaborate On the complexities of influencing organisational behaviour, organisational culture and change in organisation.
103-Economic Analysis For Business Decision	CO1	Remembering	Define the key Concepts and Terms in Economics
	CO2	Understanding	Understands the concepts of Demand, Supply, Demand Forecasting and use it for decision making
	CO3	Applying	Make use of the basic concepts of Costs and Risk in order to minimise the effect of risk on business
	CO4	Analyzing	Examine the various financial markets and understands their Role in Indian Economy
	CO5	Evaluating	Evaluate the Union Budget & study its Impact on Indian Economy
104-Business Research Methods	CO1	Remembering	To develop understanding of the basic framework of research process.
	CO2	Understanding	Have an understanding of various kinds of research, objectives of doing research, research process research designs and sampling
	CO3	Applying	Be able to formulate research problem and develop a sufficiently coherent research design.
	CO4	Analyzing	Have basic knowledge on qualitative, quantitative as well as measurement & scaling techniques.
	CO5	Evaluating	Be able to write & develop independent thinking for critically analyzing research reports.

105: Basics of Marketing	CO1	Remembering	Describe the key terms associated with the 4 Ps of marketing
	CO2	Understanding	Compare and Contrast various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
	CO3	Applying	Demonstrate an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
	CO4	Analyzing	Explain the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-
	CO5	Evaluating	Creating Design a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
106 : Digital Business	CO1	Remembering	Describe the conceptual framework of e commerce, mobile commerce and social commerce
	CO2	Understanding	Summarize the impact of information, mobile, social, digital, IOT and related technologies on society, markets and commerce
	CO3	Applying	Illustrate value creation & competitive advantage in a digital business environment
	CO4	Analyzing	Examine the changing role in intermediaries, changing nature of supply chain and payment systems in the online and offline world
	CO5	Evaluating	Elaborate upon the various types of digital business in the present day world
107- Management Fundamentals	CO1	Remembering	Enumerate the different management competencies and management methods
	CO2	Understanding	Explain the function and necessity of preparing, coordinating, decisions making and guiding
	CO3	Applying	Make Use Of goal setting and preparation concepts for basic and complex tasks and small projects
	CO4	Analyzing	Compare and Contrast various organizational structures of variety of business and non profit organization in a real world context.
	CO5	Evaluating& Creating	Formulate and Discuss a basic controlling model in a real life business, start up and not-for-profit organizational context.
109- Entrepreneurship Development	CO1	Remembering	Define the key terms, List the Attributes and Characteristics of Entrepreneurs features and Enumerate the Factors influencing Entrepreneurship Growth.
	CO2	Understanding	Discuss various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context
	CO3	Applying	Apply the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
	CO4	Analyzing	Discriminate between potential options available for entrepreneur for embarking on establishing a Start Up
	CO5	Evaluating	Create a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sect oral opportunities and financing options
111-	CO1	Remembering	Describe the key terms involved in each Act.

Legal Aspects of Business	CO2	Understanding	Summarize the key legal provisions of each Act.
	CO3	Applying	Illustrate the use of the Acts in common business situations.
	CO4	Analyzing	Outline the various facets of basic case laws of each Act from a legal and managerial perspective.
	CO5	Evaluating	Develop critical thinking by making judgments related to use of various provisions of the Acts in business situations
113- Verbal Communication LAB	CO1	Remembering	Recognize the various elements of communication, channels of communication and barriers to effective communication.
	CO2	Understanding	Express themselves effectively in routine and special real world business interactions.
	CO3	Applying	Demonstrate appropriate use of body language
	CO4	Analyzing	Take Part In professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
	CO5	Evaluating& Creating	Appraise the pros and cons of sample recorded verbal communications in a business context.
115- Selling and Negotiation Skills	CO1	Remembering	Describe Various Selling Situations and Selling Types
	CO2	Understanding	Outline the Presales work to be carried out by a professional salesperson
	CO3	Applying	Identify the key individuals involved in real world sales process for a real world product/ service / e-product/ e- service
	CO4	Analyzing	Formulate a sales script for a real world sales call for a product/ service/ e-product / e-services
	CO5	Evaluating& Creating	Deconstruction the pros and cons of sample real world sales calls for a product/service/e-product/ e-service
116- Excel	CO1	Remembering	Select appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data
	CO2	Understanding	Show how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
	CO3	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).
	CO4	Analyzing	Illustrate the use of the most commonly used data-manipulation commands in MS Excel.
	CO5	Evaluating& Creating	Derive insights from multiple data sources in MS Excel and work with it to answer relevant business questions.

Course Outcomes of II SEM (2019 Pattern)

	Sr. No.	Knowledge Level (Blooms Level)	Course Outcomes (CO)
201- Marketing Management	CO1	Remembering	Describe the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
	CO2		Explain in detail, all the theoretical concepts taught through the syllabus.
	CO3	Applying	Perform all the necessary calculations through the relevant numerical problems
	CO4	Analyzing	Analyse the situation and decide the key financial as well as non-financial elements involved in the situation
	CO5	Evaluating	Evaluate the financial impact of the decision
202- Financial Management	CO1	Remembering	Describe the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
	CO2	Understanding	Explain in detail all theoretical concepts throughout the syllabus
	CO3	Applying	Perform all the required calculations through relevant numerical problems
	CO4	Analyzing	Analyze the situation and <ul style="list-style-type: none"> • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals Analyze the situation and <ul style="list-style-type: none"> • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals
	CO5	Evaluating	Evaluate impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm Evaluate Impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
203- Human resource Management	CO1	Remembering	Describe the key terms associated with each Act
	CO2	Understanding	Sum up the key legitimate provisions of each Act
	CO3	Applying	Illustrate utilization of the Acts in common business circumstances.
	CO4	Analyzing	Layout the different aspects of fundamental case laws of each Act from a legitimate and administrative viewpoint..
	CO5	Evaluating	Develop critical thinking by making decisions identified with utilization of different provisions of the Acts in business circumstances.
204- Operations and Supply Chain Management	CO1	Remembering	Define basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management
	CO2	Understanding	Explain the process characteristics and their linkages with process-product matrix in a real world context
	CO3	Applying	Describe the various dimensions of production planning and control and their inter-linkages with forecasting.
	CO4	Analyzing	Calculate inventory levels and order quantities and Make Use Of various inventory classification methods.

	CO5	Evaluating	Outline a typical Supply Chain Model for a product / service and Illustrate the linkages with Customer Issues, Logistic and Business Issues in a real world context.
205 MKT- Marketing Research	CO1	Remembering	Enumerate To give the students an understanding of marketing research from both user's (management) and doer's (the researchers)
	CO2	Understanding	Compare and Contrast To learn the basic skills to conduct professional marketing research
	CO3	Applying	Construct To design and produce, evaluate a research proposal & understand the quality of research studies
	CO4	Analyzing	Illustrate the use of appropriate qualitative research methods in real world business and non-business contexts
	CO5	Evaluating	To understand the applications of business research tools in Marketing decision making.
206 MKT- Consumer Behaviour	CO1	Remembering	Identify the major influences in consumer behaviour
	CO2	Understanding	Distinguish between different consumer behaviour influences and their relationships
	CO3	Applying	Establish the relevance of consumer behaviour theories and concepts to marketing decisions
	CO4	Analyzing	Analyze the trends in consumer behaviour, and apply them to the marketing of an actual product or service.
	CO5	Evaluating	Recognise social and ethical implications of marketing actions on consumer behaviour and Use most appropriate techniques to apply market solutions
220 MKT- Digital Marketing-I	CO1	Remembering	Define various concepts related to Digital Marketing
	CO2	Understanding	Explain the role of Facebook, Google, ad words, YouTube, and Email in Digital Marketing
	CO3	Applying	Make use of facebook, Google, ad words, YouTube tube and email for carrying out Digital Marketing real life products
	CO4	Analyzing	Make use of facebook, Google, ad words, you tube and email in various context of Digital Marketing
	CO5	Evaluating& Creating	Design digital media campaign using appropriate mix of facebook, Google, ad words, YouTube and email
221 MKT- Marketing of Financial Services - I	CO1	Remembering	To enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
	CO2	Understanding	Understanding the key issues and future trends that surround financial services marketing,
	CO3	Applying	Compare the various product and service characteristics, and explain what they offer and exclude.
	CO4	Analyzing	Design Far tailored for each kind of financial products and services. Investment advisors' viewpoints.
	CO5	Evaluating& Creating	Evaluate the investment performance of financial products and services for various types of investors.
205 FIN- Financial Market and Banking Operations	CO1	Remembering	Recall the structure and components of Indian financial system through banking operations & Financial Markets.
	CO2	Understanding	Understand the concepts of financial markets, their working and importance.
	CO3	Applying	Illustrate the working and contribution of Banks and NBFCs to the Indian Economy.
	CO4	Analyzing	Analyze the linkages in the Financial Markets.
	CO5	Evaluating	Develop necessary competencies expected of a finance professional.
206 FIN –	CO1	Remembering	Understand the need and aspect of personal financial planning

Personal Financial Planning	CO2	Understanding	Describe the Investment options available to an individual
	CO3	Applying	Identify types of risks and means of managing it
	CO4	Analyzing	Determine the ways of personal tax planning
	CO5	Evaluating	Explain retirement and estate planning for an individual and design a financial plan
217 FIN- Securities Analysis & Portfolio Management	CO1	Remembering	Remember various concepts taught in the syllabus.
	CO2	Understanding	Explain various theories of Investment Analysis and Portfolio Management.
	CO3	Applying	Calculate risk and return on investment using various concepts covered in the syllabus.
	CO4	Analyzing	Analyze and Discover intrinsic value of a security.
	CO5	Evaluating & Creating	Design/ Create optimal portfolio.
219 FIN- Direct Taxation	CO1	Remembering	Understand various basic concepts/ terminologies related Direct Taxation
	CO2	Understanding	Explain how tax planning can be done.
	CO3	Applying	Illustrate how online filling of various forms and returns can be done.
	CO4	Analyzing	Calculate Gross Total Income and Income Tax Liability of an individual assessed.
	CO5	Evaluating & Creating	Analyze and Discover intrinsic value of a security
205 HR – Competency Based Human Resource Management	CO1	Remembering	Define the key terms related to performance management and competency development.
	CO2	Understanding	Explain various models of competency development.
	CO3	Applying	Design and Map Their own competency and plan better and appropriate career for them.
	CO4	Analyzing	Develop a customized competency model in accordance with the corporate requirements.
	CO5	Evaluating	Analyse competencies required for present and potential future job roles at various levels and across variety of organizations.
206 HR- Employee Relations & Labour Legislation	CO1	Remembering	Show awareness of important and critical issues in Employee Relations
	CO2	Understanding	Explain aspects of collective bargaining and grievance handling.
	CO3	Applying	Demonstrate an understanding of legislations relating to working environment & Employee Relations
	CO4	Analyzing	Outline the role of government, society and trade union in ER.
	CO5	Evaluating	Develop critical thinking by making decisions identified with utilization of different provisions of the Acts in business circumstances.
217 HR- Public Relations & Corporate Communications	CO1	Remembering	In-depth information on public relations and a detailed understanding of media skills required to maintain good relations.
	CO2	Understanding	The required awareness, information and maturity to understand the impact of communication on the image and brand of the organisation.
	CO3	Applying	The necessary confidence and experience to successfully coordinate and communicate like professionals.
	CO4	Analyzing	The necessary skill set and ability to filter important content and make necessary changes for effective and impactful.

	CO5	Evaluating& Creating	The required confidence to balance being transparent and protecting the reputation of the organisation.
218- LAB in Recruitment and Selection	CO1	Remembering	Describe the key concepts such as Job Specification, Job description, Recruitment and Selection
	CO2	Understanding	Compare and Contrast various methods of Recruitment and Selection.
	CO3	Applying	Develop Job Specifications and Job descriptions in a variety of context
	CO4	Analyzing	Analyze various Personality types
	CO5	Evaluating& Creating	Explain the profiling techniques used to test Personality, Aptitude, Competency
208- Geopolitics & World Economic Systems	CO1	Remembering	Enumerate the various elements of global economic system.
	CO2	Understanding	Explain the role of key trade organizations in the global economic system
	CO3	Applying	Identify The crucial elements of international trade laws.
	CO4	Analyzing	Analyse the forces that work for and against globalization
	CO5	Evaluating	Assess the impact of the elements of the Global Economic System on the India Economy.
209- Start-up & New Venture Management	CO1	Remembering	Describe the strategic decisions involved in establishing a start-up.
	CO2	Understanding	Explain the decision making matrix of entrepreneur in establishing a start-up.
	CO3	Applying	Identify the issues in developing a team to establish and grow a start-up.
	CO4	Analyzing	Formulate a go to market strategy for a start-up.
	CO5	Evaluating & creating	Design a workable funding model for a proposed startupDevelop a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.
210- Qualitative Research Methods	CO1	Remembering	Enumerate the key terms associated with Qualitative research approach.
	CO2	Understanding	Compare And Contrast Qualitative research approach with the Quantitative approach.
	CO3	Applying	Construct appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
	CO4	Analyzing	Illustrate the use of appropriate qualitative research methods in real world business and non-business contexts.
	CO5	Evaluating	Combine Qualitative and Quantitative research approaches in a real world research project.
215- Written And Communication Lab	CO1	Remembering	Describe stages in a typical communication cycle and the barriers to effective communication
	CO2	Understanding	Summarize long essays and reports into précis and executive summaries.
	CO3		Use Dictionary and Thesaurus to draft and edit a variety of business written communication.
	CO4	Analyzing	Examine sample internal communications in a business environment for potential refinements.
	CO5	Evaluating& Creating	Compose variety of letters, notices, memos and circulars

Course Outcomes of III SEM (2019 Pattern)

	Sr. No.	Knowledge Level (Blooms Level)	Course Outcomes (CO)
301- Strategic Management	CO1	Remembering	Describe the basic terms and concepts in Strategic Management
	CO2	Understanding	Explain the various facets of Strategic Management in a real world context.
	CO3	Applying	Describe the trade-offs within and across strategy formulation, implementation, appraisal
	CO4	Analyzing	Integrate the aspects of various functional areas of management to develop a strategic perspective
	CO5	Evaluating	Explain the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists
302- Decision Science	CO1	Remembering	To impart knowledge in concepts and tools of decision science
	CO2	Understanding	To understand mathematical models used in Operations Research
	CO3	Applying	To apply these techniques constructively to make effective business decisions
	CO4	Analyzing	Analyze the condition of real life and the challenges by means of various decision-making instruments
	CO5	Evaluating	Remove different aspects of a business issue and improve the capacity to overcome problems
303- Summer Internship Project	CO1	Remembering	Understand on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity
	CO2	Understanding	Understand the specific functional areas
	CO3	Applying	Learn actual supervised professional experiences and Get insight in working of the real organizations
	CO4	Analyzing	Understand perspective about business organizations in their totality
	CO5	Evaluating	Discover career opportunities to students in exploring in their areas of interest
304 MKT- Service Marketing	CO1	Remembering	To make the students understand the deeper aspects of successful services marketing
	CO2	Understanding	To provide insights to the challenges and opportunities in services marketing
	CO3	Applying	Demonstrate the new Paradigm and Perspectives in Marketing of Services
	CO4	Analyzing	Analyse the significance of services marketing in the Indian and global economy
	CO5	Evaluating	To emphasize the significance of services marketing in the global economy
305 MKT- Sales & Distribution Management	CO1	Remembering	To provide foundations in components of sales and distribution management
	CO2	Understanding	Understand distribution channel management with its effective distribution strategy and channel designing.
	CO3	Applying	Analyze the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans
	CO4	Analyzing	To focus on decision making aspects and implementation of decisions in sales and distribution management
	CO5	Evaluating	Evaluate, classify, imagine and plan the successful service marketing

312 MKT- Business to Business Marketing	CO1	Remembering	Define the terms and concepts related to Business to Business marketing
	CO2	Understanding	Explain the terms and concepts used in business to business marketing
	CO3	Applying	Identify Challenges and opportunities in Business-to-Business Marketing.
	CO4	Analyzing	Formulate segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing
	CO5	Evaluating& Creating	Design marketing mix elements considering business-to-business sales and service situation
314 MKT- Digital Marketing-II	CO1	Remembering	Understand the impact of technology on the traditional marketing mix.
	CO2	Understanding	To investigate the key issues and themes in the adoption and application of digital marketing to business.
	CO3	Applying	To explore tactical and operational challenges facing firms in implementing digital marketing strategies.
	CO4	Analyzing	To develop skills in digital marketing and social media marketing.
	CO5	Evaluating& Creating	To develop reflective skills on leanings and experiences from a practical implementation of a digital marketing strategy
315 MKT- Marketing of Financial Products	CO1	Remembering	Recall the key concepts of the Indian Banking system.
	CO2	Understanding	Explain the fundamental changes in banking and financial markets as financial institutions.
	CO3	Applying	Demonstrate the skills and knowledge required to understand and Need based pitching of the financial Products to the targeted customers.
	CO4	Analyzing	Outline the growth & service offerings of wealth management in global & Indian context.
	CO5	Evaluating& Creating	Assess the customer touch-points and customer-buying journey for financial services & Create the marketing strategy for financial products
304 FIN- Advanced Financial Management	CO1	Remembering	Describe the basic concepts in financing, investing and profit distribution in a firm
	CO2	Understanding	Explain theoretical concepts related to raising and use of funds and value of firm
	CO3	Applying	Calculate values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
	CO4	Analyzing	Analyze the options for making the right financial decisions of a firm
	CO5	Evaluating	Assess the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
305 FIN- International Finance	CO1	Remembering	Enumerate the key terms and concept associated with International Finance.
	CO2	Understanding	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
	CO3	Applying	Illustrate the role of international monetary systems & intermediaries in Global financial market
	CO4	Analyzing	Analyse the various types of Bond Markets
	CO5	Evaluating	Formulate the investment plan or business plan by adapting international finance environment.

313 FIN- Technical Analysis of Financial Market	CO1	Remembering	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
	CO2	Understanding	Understand the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
	CO3	Applying	Make Practical Use of the theories, Models, Principles and frameworks of technical analysis for estimating market prices of different securities
	CO4	Analyzing	Analyse And Forecast the market prices of securities in order to take and execute investment decision
	CO5	Evaluating& Creating	Formulate an ideal portfolio of investments with a combination of wide number of securities
315 FIN- Indirect taxation	CO1	Remembering	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes
	CO2	Understanding	Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc.
	CO3	Applying	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services.
	CO4	Analyzing	Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
	CO5	Evaluating& Creating	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
318 FIN- Digital Banking	CO1	Remembering	Remember various concepts and products in Digital Banking
	CO2	Understanding	Explain and understand the significance and development of Digital Banking
	CO3	Applying	Compare and contrast the Branchless Banking and Traditional Banking
	CO4	Analyzing	Analyze the payment system of digital banking from consumer's point of view
	CO5	Evaluating& Creating	Evaluate Role of digital banking and emerging technologies in economic development
304 HR- SHRM	CO1	Remembering	Remember the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
	CO2	Understanding	Ability to Understand and Articulate the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
	CO3	Applying	Ability to Analyze HR as an investment to the company
	CO4	Analyzing	Ability to Interpret and Evaluate the implementation of the HR strategies
	CO5	Evaluating	Formulate and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
305 HR- HR Operations	CO1	Remembering	Describe structure of personnel department, its policies and maintenance of employee files & records
	CO2	Understanding	Learn drafting of communications for disciplinary actions
	CO3	Applying	Demonstrate the knowledge and calculations of bonus, gratuity, PF, ESI etc.
	CO4	Analyzing	Experiment to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts

	CO5	Evaluating	File returns under various labour laws and prepare salary structure.
312 HR-Talent Management	CO1	Remembering	Define Talent Management and its significance
	CO2	Understanding	Understanding performance excellence through Talent Management
	CO3	Applying	Apply Talent Management concepts in Human Resource Management
	CO4	Analyzing	Analysing Talent Management practices in employee development and career enhancement
	CO5	Evaluating& Creating	Formulate the Talent Management Strategies for any organisation.
315 HR-International HR	CO1	Remembering	Identify key perspectives of global workforce management
	CO2	Understanding	Understand cultural aspects of International HRM
	CO3	Applying	Prepare HR planning for long term global staffing
	CO4	Analyzing	Illustrate steps involved in global selection of human resources
	CO5	Evaluating& Creating	Analyze / Compare important points that needs to be included while drafting global workforce performance & development management system of an organization
317 HR-Compensation and Reward Management	CO1	Remembering	Describe concept of compensation and cost
	CO2	Understanding	Understand compensation and reward management process
	CO3	Applying	Compare issues related to compensation and survey of wages & salary administration in various industries
	CO4	Analyzing	Experiments to calculate various types of monetary and profit sharing incentives
	CO5	Evaluating& Creating	Calculate income tax as per the current slabs for the employees under different salary brackets Formulate salary structure incorporating tax saving components
305-Knowledge Management	CO1	Remembering	Define the key terms and concepts in Knowledge Management.
	CO2	Understanding	Describe the Knowledge Management cycle
	CO3	Applying	Discuss the types of Knowledge and its implications.
	CO4	Analyzing	Outline the importance of capturing knowledge elements and its structures application as a competitive advantage to business
	CO5	Evaluating	Explain the human and business aspects of knowledge management.
310-Corporate Governance	CO1	Remembering	Recognize and Remember the scope of Corporate Governance
	CO2	Understanding	Understand the role of Board of Directors and Committees in Good Corporate Governance and key mechanism
	CO3	Applying	Application of empirical methods of Corporate Governance and its impact on the Firms.
	CO4	Analyzing	Analyze the legal framework of Corporate Governance and formulate Internal control policies.
	CO5	Evaluating	Evaluate the legal framework and global perspective of Corporate Governance.

Course Outcomes of IV SEM (2019 Pattern)

	Sr. No.	Knowledge Level (Blooms Level)	Course Outcomes (CO)
401- Enterprise Performance Management	CO1	Remembering	To acquaint the students with a perspective of different facets of management of an enterprise
	CO2	Understanding	To develop the knowledge of the concept of auditing and its applicability as performance management tool
	CO3	Applying	To provide inputs with reference to the Investment Decisions along with the techniques for those decisions
	CO4	Analyzing	To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
	CO5	Evaluating	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy
402- Indian Ethos & Business Ethics	CO1	Remembering	Describe major theories, concepts, terms, models and framework of Indian ethos and business ethics. Discover the contemporary Issues in Business Ethics
	CO2	Understanding	Classify and Recognize Karma, Karma Yoga and discover its relevance in business setting, Illustrate the business ethical decision rationale derived from Indian Heritage Scriptures
	CO3	Applying	Apply Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place.
	CO4	Analyzing	Develop and Exhibit analytical, problem solving skills, and work ethos by Comprehension and Practice of Indian ethos and value system
	CO5	Evaluating	Implement, Evaluate, and Facilitate ethical business behaviour and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
403MKT- Marketing Specialisation	CO1	Remembering	Describe the various concepts associated with Marketing 4.0
	CO2	Understanding	Explain the importance of 5A's in Marketing 4.0.
	CO3	Applying	Demonstrate the application of concepts of digital marketing, new
	CO4	Analyzing	Distinguish between traditional and digital marketing practices in given real world context to be the effective marketers.
	CO5	Evaluating	Assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services
404 MKT- Marketing 4.0	CO1	Remembering	To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment
	CO2	Understanding	To understand and apply the STP of marketing (segmentation, targeting, positioning).
	CO3	Applying	To understand and appreciate the concept of marketing strategy formulation and implementation.
	CO4	Analyzing	Develop and critically assess marketing strategies

	CO5	Evaluating	Research and analyse marketing strategies in different contexts
410 MKT- Rural and Agricultural Marketing	CO1	Remembering	Define various concepts related to Rural and Agricultural Marketing
	CO2	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.
	CO3	Applying	Apply knowledge and skills of Rural Marketing to design marketing Mix strategies.
	CO4	Analyzing	Illustrate the Rural product, Pricing and Distribution Strategies with modern approach and challenges faced in rural Market and emerging Models in Rural Market
	CO5	Evaluating& Creating	Evaluate the use of ICT in Agriculture Marketing with use of various models in domestic and international Market. Build a model for Marketing of Agricultural products by using marketing mix tools
412 Mkt- Retail Marketing	CO1	Remembering	Familiarize students with details retail managements concepts & operations
	CO2	Understanding	Know the recent trends in retailing in India
	CO3	Applying	Identify various retail opportunities and evaluate the strategies associated with each type of opportunity.
	CO4	Analyzing	Analyze retail market and financial strategy including product pricing
	CO5	Evaluating& Creating	Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix
403 FIN- Financial Laws	CO1	Remembering	Define and Describe the basic concepts related to Financial Laws
	CO2	Understanding	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
	CO3	Applying	Make use of contextual financial laws applicable to organisations.
	CO4	Analyzing	Infer the application of financial laws to organisations
	CO5	Evaluating	Appraise and perceive the benefits of applicable laws to the organisations
404FIN- Current Trends and Cases in Finance- I	CO1	Remembering	Describe the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
	CO2	Understanding	Explain in detail, all the theoretical concepts taught through the syllabus
	CO3	Applying	Apply the various theories and models of financial management in the case.
	CO4	Analyzing	Analyse the situation and decide the key financial as well as non-financial elements involved in the situation.
	CO5	Evaluating	Evaluate the financial impact of the alternative on the given case.
409 FIN- Fixed Income Securities	CO1	Remembering	Describing the basic concepts of Fixed Income Securities
	CO2	Understanding	Understanding the various types of securities traded in the fixed income market and the concepts related to the risk and returns of the

			Fixed income securities
	CO3	Applying	Applying the knowledge of fixed income securities for diversifying the portfolio of investments
	CO4	Analyzing	Predictive analysis of the economic outlook through yield curve analysis
	CO5	Evaluating& Creating	Devise the various investment strategies based on portfolio returns
413 FIN- Rural and Microfinance	CO1	Remembering	Define the key concepts of Microfinance and other terms associated with it.
	CO2	Understanding	Explain and Understand the relevance of Microfinance and how its work towards rural development & growth.
	CO3	Applying	Identify Micro Finance Models and their contribution towards, economic growth, poverty elimination, women empowerment and gender equality.
	CO4	Analyzing	Analyze the linkage between MFIs and Rural development
	CO5	Evaluating& Creating	Evaluate the significance and funding Microfinance Institutions & Self-Help Group. Formulate and Discuss Cases related to MF (Models) & Rural development, Women Empowerment and Gender Equality.
403 HR- Organizational Diagnosis and Development	CO1	Remembering	Describe the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development
	CO2	Understanding	Understand concept of OD and 'intervention'
	CO3	Applying	Make Use of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
	CO4	Analyzing	Analyze the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
	CO5	Evaluating	Identify And Map an intervention to organisational need
404HR- Current Trends & Cases in Human Resource Management	CO1	Remembering	Describe the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
	CO2	Understanding	Summarize the impact of Current HR trends on HR Functions
	CO3	Applying	Illustrate value creation & competitive advantage of Technology on current HR Trends
	CO4	Analyzing	Elaborate upon the various types of current HR Trends
	CO5	Evaluating	Apply the existing Tech tools to real time HRM Challenges and offer Solutions.
409 HR- Employee Engagement and Ownership	CO1	Remembering	Identify the basic concepts of Employee Engagement and Employee Ownership.
	CO2	Understanding	Understanding the various factors, models and metrics involved in Employee engagement.
	CO3	Applying	Determination of various Employee Engagement Activities and types of Employee Ownership practiced in all scales of companies at various sectors
	CO4	Analyzing	Implementation of Engagement strategies and building Engagement Culture in companies.

	CO5	Evaluating& Creating	Evaluation of Employee engagement and Employee Ownership and its impact on the performance of businesses
414 HR- Leadership and Succession Planning I	CO1	Remembering	Identify the basic concepts of leadership and succession planning.
	CO2	Understanding	Understanding the modern theories and styles of leadership.
	CO3	Applying	Implementing the appropriate succession plan through leadership development
	CO4	Analyzing	Analysing and Evaluating the existing human capital.
	CO5	Evaluating& Creating	Building appropriate Succession Plan required in an organization.
405 – Global Strategic Management	CO1	Remembering	Define the concept and key terms associated with the global strategic management.
	CO2	Understanding	Describe in detail global strategic alliance, merger and acquisitions
	CO3	Applying	Demonstrate various global organisation models in global strategic management context
	CO4	Analyzing	Examine various entry and business-level strategies from global strategic management prospective
	CO5	Evaluating	Explain globalization, innovation, and sustainability and challenges to strategic management
408- Corporate Social Responsibility & Sustainability	CO1	Remembering	Describe What is CSR, Scope & Complexity, Companies Act 2013, when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR, CSR in India ,CSR In global Context, Implementation .
	CO2	Understanding	Explain the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
	CO3	Applying	Make Use OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
	CO4	Analyzing	Deconstruct The Role of Companies towards the society and its impact on the community
	CO5	Evaluating	Elaborate Upon the challenges of the Companies in shaping organizational culture and Development of the society