

MBA COURSE OUTCOMES 2019-2020

Course Code	Course Name	Course Outcomes		
MBA 1 st SEM				
101	Managerial Accounting	CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
		CO101.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
		CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
		CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
		CO101.5	EVALUATING	EVALUATE the financial impact of the decision.
102	Organizational Behaviour	CO102.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behaviour.
		CO102.2	UNDERSTANDING	EXPLAIN the implications of organizational behaviour from the perspectives of employees, managers, leaders and the organization.
		CO102.3	APPLYING	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behaviour in specific organizational settings.
		CO102.4	ANALYSING	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
		CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.

		CO102.6	CREATING	ELABORATE UPON the challenges in shaping organizational behaviour, organizational culture and organizational change.
103	Economic Analysis for Business Decisions	CO103.1	REMEMBERING	DEFINE the key terms in micro-economics.
		CO103.2	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
		CO103.3	APPLYING	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
		CO103.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
		CO103.5	EVALUATING	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
		CO103.6	CREATING	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.
104	Business Research Methods	CO104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
		CO104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research
		CO104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
		CO104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
		CO104.5	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.

		CO104. 6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.
105	Basics of Marketing	CO105. 1	REMEMBERING	REPRODUCE the key marketing concepts, components and principles of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105. 2	UNDERSTANDING	INTERPRET the basic concepts, principles and frameworks of marketing in the context of diverse business situations for explaining the relevant issues with regard to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105. 3	APPLYING	APPLY the contemporary marketing theories, frameworks and tools to inform problem solving with respect to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105. 4	ANALYSING	EXAMINE the critical marketing issues for drawing inferences about the underlying causes and relationships concerning marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105. 5	EVALUATING	EVALUATE the alternative courses of actions to make judgments with regard to the solution for problems involving marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105. 6	CREATING	GENERATE alternative approaches to the emerging business challenges in the context of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
106	Digital Business	CO106. 1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
		CO106. 2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.

		CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
		CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
		CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
		CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present-day world.
107	Management Fundamentals	CO107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management.
		CO107.2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
		CO107.3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
		CO107.4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real-world context.
		CO107.5	EVALUATING	BUILD a list of the decision-making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision-making situations and EVALUATE and EXPLAIN the same
		CO107.6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real-life business, start-up and not-for-profit organizational context.
109	Entrepreneurship Development	CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
		CO109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
		CO109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyse and identify entrepreneurial opportunities.
		CO109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
		CO109.5	EVALUATING	EVALUATE the start-up ecosystem and the entrepreneurial opportunities in light of

				requirements of a business plan.
		CO109.6	CREATING	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.
		CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
111	Legal Aspects of Business	CO111.1	REMEMBERING	DESCRIBE the key terms involved in each Act.
		CO111.2	UNDERSTANDING	SUMMARIZE the key legal provisions of each Act.
		CO111.3	APPLYING	ILLUSTRATE the use of the Acts in common business situations.
		CO111.4	ANALYSING	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
		CO111.5	EVALUATING	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations
113	Verbal Communication Lab	CO113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
		CO113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
		CO113.3	APPLYING	DEMONSTRATE appropriate use of body language.
		CO113.4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
		CO113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
		CO113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.
114	Enterprise Analysis & Desk Research	CO114.1	REMEMBERING	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real-world business organization.
		CO114.2	UNDERSTANDING	SUMMARIZE the regional, national and global footprint of a real-world business organization.
		CO114.3	APPLYING	DEMONSTRATE the use of secondary – offline and online resources to profile a real-world business organization.
		CO114.4	ANALYSING	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real-world business organization over the last 5

				years.
		CO114.5	EVALUATING	COMPOSE a succinct summary of future plans of a real-world business organization the company website, shareholders reports and other information available in the public domain.
		CO114.6	CREATING	IMAGINE the key challenges and opportunities for a real-world business organization in the immediate future (1 to 3 years).
115	Selling & Negotiations Skills Lab	CO115.1	REMEMBERING	DESCRIBE the various selling situations and selling types.
		CO115.2	UNDERSTANDING	OUTLINE the pre-sales work to be carried out by a professional salesperson.
		CO115.3	APPLYING	IDENTIFY the key individuals involved in a real-world sales process for a real-world product/ service / e-product / e-service.
		CO115.4	ANALYSING	FORMULATE a sales script for a real-world sales call for a product/ service / e-product / e-service.
		CO115.5	EVALUATING	DECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
		CO115.6	CREATING	DEVELOP a sales proposal for a real world product/ service / e-product / eservice and for a real world selling situation.
Course Code	Course Name	Course Outcomes		
MBA 2 nd SEM				
201	Marketing Management	CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
		CO201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
		CO201.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
		CO201.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.).

		CO201.5	EVALUATING	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
		CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
202	Financial Management	CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting
		CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
		CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
		CO202.4	ANALYSING	ANALYZE the situation and <ul style="list-style-type: none"> comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals
		CO202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
		CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting
203	Human Resource Management	CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization.
		CO203.2	REMEMBERING	ENUMERATE the emerging trends and practices in HRM.
		CO203.3	UNDERSTANDING	ILLUSTRATE the different methods of HR Acquisition and retention.
		CO203.4	APPLYING	DEMONSTRATE the use of different appraisal and training methods in an organization.
		CO203.5	ANALYSING	OUTLINE the compensation strategies of an organization
		CO203.6	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
204	Operations & Supply Chain Management	CO204.1	REMEMBERING	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.

		CO204.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
		CO204.3	APPLYING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
		CO204.4	ANALYSING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
		CO204.5	EVALUATING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
		CO204.6	CREATING	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.
207	Contemporary Frameworks in Management	CO207.1	REMEMBERING	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
		CO207.2	UNDERSTANDING	DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
		CO207.3	APPLYING	APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.
		CO207.4	ANALYSING	EXAMINE the fundamental causes of organizational politics and team failure.
		CO207.5	EVALUATING	EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.
		CO207.1	REMEMBERING	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
209	Start Up and New Venture Management	CO209.1	REMEMBERING	DESCRIBE the strategic decisions involved in establishing a start-up.
		CO209.2	UNDERSTANDING	EXPLAIN the decision-making matrix of entrepreneur in establishing a start-up.
		CO209.3	APPLYING	IDENTIFY the issues in developing a team to establish and grow a start-up organization.
		CO209.	ANALYSING	FORMULATE a go to market strategy for a

		4		start-up.
		CO209.5	EVALUATING	DESIGN a workable funding model for a proposed start-up.
		CO209.6	CREATING	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.
211	Business, Government & Society	CO211.1	REMEMBERING	DESCRIBE the economic roles of government in the Indian context.
		CO211.2	UNDERSTANDING	EXPLAIN the macroeconomic crises around the world.
		CO211.3	APPLYING	ILLUSTRATE the interlinkages between economic growth, poverty and inequality.
		CO211.4	ANALYSING	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
		CO211.5	EVALUATING	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
		CO211.6	CREATING	DISCUSS the interplay between technology, business and society.
214	Industry Analysis & Desk Research	CO214.1	REMEMBERING	DESCRIBE the key characteristics of the players in an industry.
		CO214.2	UNDERSTANDING	SUMMARIZE the management ethos and philosophy of the players in the industry.
		CO214.3	APPLYING	DEMONSTRATE an understanding of the regulatory forces acting on the industry.
		CO214.4	ANALYSING	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
		CO214.5	EVALUATING	ASSESS the impact of recent developments on the industry and its key players.
		CO214.6	CREATING	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).
205MKT	Marketing Research	CO205MKT.1	REMEMBERING	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
		CO205MKT.2	UNDERSTANDING	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
		CO205MKT.3	APPLYING	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
		CO205MKT.4	ANALYSING	ANALYSE quantitative data and draw appropriate Inferences to address a real life

				marketing issue.
		CO205 MKT.5	EVALUATING	DESIGN a market research proposal for a real-life marketing research problem and EVALUATE a market research proposal.
		CO205 MKT.6	CREATING	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
206MK T	Consumer Behavior	CO206 MKT.1	REMEMBERING	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
		CO206 MKT.2	UNDERSTANDING	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
		CO206 MKT .3	APPLYING	APPLY consumer behavior concepts to real world strategic marketing management decision making.
		CO206 MKT.4	ANALYSING	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
		CO206 MKT.5	EVALUATING	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services)
		CO206 MKT.6	CREATING	DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer.
219MK T	Personal Selling Lab	CO219 MKT.1	REMEMBERING	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals
		CO219 MKT.2	UNDERSTANDING	EXPLAIN the theories and concepts that are central to personal selling.
		CO219 MKT.3	APPLYING	Apply the interpersonal and team skills necessary in successful relationship selling.
		CO219 MKT.4	ANALYSING	ILLUSTRATE the use of various sales techniques needed to achieve a profitable sale in a real world scenario for a real world product/ service / eproduct / e-service.
		CO219 MKT.5	EVALUATING	DEVELOP a customer plan that identifies all elements of personal selling, essential to creating successful sales in a real world scenario for a real world product/ service / e-product / e-service.

		CO219 MKT.6	CREATING	CREATE sales presentation for a real world product/ service / e-product / eservice and for variety of selling situations.
222MKT	Marketing of Luxury Products	CO222 MKT.1	REMEMBERING	RECALL and DESCRIBE the key concepts and principles of luxury brand management and marketing.
		CO222 MKT.2	UNDERSTANDING	DESCRIBE the unique consumer behavior in the context of luxury products .
		CO222 MKT.3	APPLYING	IDENTIFY potential new luxury products and how they relate to a variety of markets, including emerging markets & India.
		CO222 MKT.4	ANALYSING	COMPARE and CONTRAST the luxury products , brands and industry with routine products, brands and industry.
		CO222 MKT.5	EVALUATING	ASSESS internal and external factors impacting the luxury markets, nationally, internationally and globally.
		CO222 MKT.6	CREATING	Formulate marketing strategy for contemporary luxury products and brand.
205FIN	Financial Markets and Banking Operations	CO205 FIN.1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
		CO205. FIN.2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
		CO205 FIN .3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
		CO205 FIN.4	ANALYSING	ANALYZE the linkages in the Financial Markets.
		CO205 FIN.5	EVALUATING	EXPLAIN the various banking and accounting transactions.
		CO205 FIN.6	CREATING	DEVELOP necessary competencies expected of a finance professional.
206FIN	Personal Financial Planning	CO206 FIN.1	REMEMBERING	UNDERSTAND the need and aspects of personal financial planning
		CO206 FIN.2	UNDERSTANDING	Describe the investment options available to an individual
		CO206 FIN .3	APPLYING	IDENTIFY types of risk and means of managing it
		CO206 FIN.4	ANALYSING	DETERMINE the ways of personal tax planning
		CO206 FIN.5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
		CO206 FIN.6	CREATING	CREATE a financial plan for a variety of individuals.

219FIN	Direct Taxation	CO219 FIN.1	REMEMBERING	UNDERSTAND various basic concepts/terminologies related Direct Taxation
		CO219 FIN.2	UNDERSTANDING	EXPLAIN how tax planning can be done.
		CO219 FIN.3	APPLYING	ILLUSTRATE how online filling of various forms and returns can be done.
		CO219 FIN.4	ANALYSING	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
		CO219 FIN.5	EVALUATING	ANALYZE and DISCOVER intrinsic value of a security.
		CO219 FIN.6	CREATING	DESIGN/ DEVELOP / CREATE tax saving plan.
222FIN	Banking Laws & Regulations	CO222F IN.1	REMEMBERING	REMEMBER various concepts taught in the syllabus.
		CO222F IN.2	UNDERSTANDING	EXPLAIN the Regulatory Framework in the Indian Banking system.
		CO222F IN.3	UNDERSTANDING	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
		CO222F IN.4	UNDERSTANDING	DISCUSS the various laws related to banking.
		CO222F IN.5	APPLYING	APPLY the various commercial laws for the smooth functioning of banking operations.
205HR	Competency Based Human Resource Management System	CO205 HR.1	REMEMBERING	DEFINE the key terms related to performance management and competency development.
		CO205 HR.2	UNDERSTANDING	EXPLAIN various models of competency development.
		CO205 HR.3	APPLYING	PRACTICE competency mapping.
		CO205 HR.4	ANALYSING	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
		CO205 HR.5	EVALUATING	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
		CO205 HR.6	CREATING	DEVELOP a customized competency model in accordance with the corporate requirements.
206HR	Employee Relations and Labour Legislations	CO206 HR.1	REMEMBERING	SHOW awareness of important and critical issues in Employee Relations

		CO206. HR.2	UNDERSTANDING	INTERPRET and relate legislations governing employee relations.
		CO206 HR .3	APPLYING	DEMONSTRATE an understanding of legislations relating to working environment.
		CO206 HR.4	ANALYSING	OUTLINE the role of government, society and trade union in ER.
		CO206 HR.5	EVALUATING	EXPLAIN aspects of collective bargaining and grievance handling
		CO206 HR.6	CREATING	DISCUSS the relevant provisions of various Labour Legislations.
219HR	Learning & Development	CO219 HR.1	REMEMBERING	DESCRIBE the key concepts associated with Learning & Development.
		CO219 HR.2	UNDERSTANDING	EXPLAIN the training process and the various methods of training for various categories of employees in a variety of organizational contexts
		CO219 HR.3	APPLYING	IDENTIFY training needs of various categories of employees in a variety of organizational contexts.
		CO219 HR.4	ANALYSING	EXAMINE the impact of training on various organizational and HR aspects.
		CO219 HR.5	EVALUATING	EVALUATE the training process of various categories of employees in a variety of organizational contexts.
		CO219 HR.6	CREATING	DESIGN a training programme for various categories of employees in a variety of organizational contexts.
222HR	Conflict & Negotiation Management	CO222 HR.1	REMEMBERING	DEFINE the key concepts of the subject matter
		CO222 HR.2	UNDERSTANDING	EXPLAIN the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA)
		CO222 HR.3	APPLYING	APPLY the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA) for successful negotiations.
		CO222 HR.4	ANALYSING	APPRAISE the importance of in business negotiations and managing conflicts
		CO222 HR.5	EVALUATING	DEVELOP the logical thinking, communication skills and other prerequisite for successful business negotiations and handling organizational conflict.
		CO222 HR.6	CREATING	COMBINE the theoretical concepts practical methods of managing and resolving organizational conflict and negotiation styles in the organizational context.
205OSC	Service	CO205	REMEMBERING	DESCRIBE the nature and

M	Operations Management – I	OSCM.1		CHARACTERISTICS of services and the services economy.
		CO205. OSCM.2	UNDERSTANDING	DESCRIBE the service design elements of variety of services.
		CO205 OSCM.3	APPLYING	USE service blueprinting for mapping variety of real life service processes.
		CO205 OSCM.4	ANALYSING	ANALYSE alternative locations and sites for variety of service facilities.
		CO205 OSCM.5	EVALUATING	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
		CO205 OSCM.6	CREATING	CREATE flow process layouts for variety of services.
206OSC M	Supply Chain Management	CO206 OSCM.1	REMEMBERING	DESCRIBE the key concepts of Supply Chain Management and the –driving forces in contemporary Supply Chain Management.
		CO206. OSCM.2	UNDERSTANDING	EXPLAIN the structure of modern day supply chains.
		CO206 OSCM.3	APPLYING	IDENTIFY the various flows in real world supply chains.
		CO206 OSCM.4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
		CO206 OSCM.5	EVALUATING	EXPLAIN the key Operational Aspects in Supply Chain Management.
		CO206 OSCM.6	CREATING	DISCUSS the relationship between Customer Value and Supply Chain Management.
219OSC M	Inventory Management	CO219 OSCM.1	REMEMBERING	DEFINE the key terms associated with Inventory Management.
		CO219 OSCM.2	UNDERSTANDING	CLASSIFY various types of inventory, and inventory costs.
		CO219 OSCM.3	APPLYING	CALCULATE Economic Order Quantity and stock levels under various conditions.
		CO219 OSCM.4	ANALYSING	COMPARE and CONTRAST various methods of inventory control.
		CO219 OSCM.5	EVALUATING	ASSESS various factors influencing Make or Buy decisions.
		CO219 OSCM.6	CREATING	SOLVE problems based on ABC classification of inventory.
222OSC M	Service Value Management	CO222 OSCM.1	REMEMBERING	DEFINE the core concepts related to Service Value Chain, Service Profit Chain, Innovation, CRM, networks.

		CO222 OSCM.2	UNDERSTANDING	ILLUSTRATE managing the service process through service value chain.
		CO222 OSCM.3	APPLYING	IDENTIFY factors influencing Innovation and service organizational design.
		CO222 OSCM.4	ANALYSING	EXAMINE the inter-relationships between the Focal firm, Supplier Networks, Distribution Networks, etc.
		CO222 OSCM.5	EVALUATING	EVALUATE the role of Business Networks as partners in value creation.
		CO222 OSCM.6	CREATING	DEVELOP strategies built on Principles of Service Value Chain & Service Profit Chain for various types of organizations.
205BA	Basic Business Analytics using R	CO205 BA.1	REMEMBERING	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
		CO205. BA.2	UNDERSTANDING	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
		CO205 BA.3	APPLYING	DEVELOP a thought process to think like a data scientist/business analyst.
		CO205 BA.4	ANALYSING	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
		CO205 BA.5	EVALUATING	SELECT the right functions of R for the given analytics task.
		CO205 BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
206BA	Data Mining	CO206 BA.1	REMEMBERING	DEFINE the key terms associated with Data Mining
		CO206. BA.2	UNDERSTANDING	EXPLAIN the various aspects of Data
		CO206 BA.3	APPLYING	APPLY classification models
		CO206 BA.4	ANALYSING	ANALYSE using clustering models
		CO206 BA.5	EVALUATING	SELECT appropriate association analysis and anomaly detection tools.
		CO206 BA.6	CREATING	COMBINE various data mining tools and use them in live analytical projects in business scenarios.
219BA	Workforce	CO219	REMEMBERING	ENUMERATE the use of Workforce Analytics.

	Analytics	BA.1		
		CO219 BA.2	UNDERSTANDING	UNDERSTAND the process of creating and using HR analytics
		CO219 BA.3	APPLYING	USE dashboards, pivot tables for data driven decision making in HR.
		CO219 BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks for predictive analytics.
		CO219 BA.5	EVALUATING	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
		CO219 BA.6	CREATING	BUILD value for HR departments by showing clear links between HR and Business outcomes.
221BA	Data Warehousing Project Life Cycle Management	CO221B A.1	REMEMBERING	DESCRIBE various stages in Data Warehouse development process.
		CO221B A.2	UNDERSTANDING	EXPLAIN the significance of and Project Management issues to be considered in the Data warehouse and Business Intelligence projects and the practicality of each phase.
		CO221B A.3	APPLYING	MAKE USE OF the Data warehouse Lifecycle.
		CO221B A.4	ANALYSING	FORMULATE Requirements Definition using requirements gathering methods.
		CO221B A.5	EVALUATING	DETERMINE users of information and SELECT appropriate Information Delivery Tools, OLAP models and Data Mining Techniques.
		CO221B A.6	CREATING	CREATE an Implementation Plan for a Data warehouse Project.

Course Code	Course Name	Course Outcomes
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MBA 3rd SEM

301	Strategic Management	CO301.1	REMEMBERING	DESCRIBE the basic terms and concepts in Strategic Management.
		CO301.2	UNDERSTANDING	EXPLAIN the various facets of Strategic Management in a real world context.
		CO301.3	UNDERSTANDING	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
		CO301.4	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
		CO301.5	ANALYSING	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
302	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
306	International Business Economics	CO306.1	REMEMBERING	RECALL and ENUMERATE the economic aspects of international business.
		CO306.2	UNDERSTANDING	DESCRIBE the outcomes of globalising and liberalising trade environment, trade policy frameworks and macroeconomic linkages of the open economy.

		CO306.3	APPLYING	DISCUSS the mechanisms and working of the foreign exchange markets.
		CO306.4	ANALYSING	EXAMINE how a protectionist trade policy improves or diminishes the prospects of survival / growth of business.
		CO306.5	EVALUATING	APPRAISE the implications of trade related policies under different levels of product market concentration?
307	International Business Environment	CO307.1	REMEMBERING	Recall and Describe the key concepts of international Business Environment
		CO307.2	UNDERSTANDING	Understand the relevance of Multinational Corporations (MNCs) in global trade
		CO307.3	APPLYING	Demonstrate the significance of FDI and FPI in respect of developing economy
		CO307.4	ANALYSING	Analyze the issues related to Labor, Environmental and Global Value chain
		CO307.5	EVALUATING	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.
308	Project Management	CO308.1	REMEMBERING	DEFINE the key terms and concepts in project management..
		CO308.2	UNDERSTANDING	EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project's life cycle
		CO308.3	APPLYING	ILLUSTRATE the importance of PM in most industries and businesses
		CO308.4	ANALYSING	EXAMINE the importance of Leadership specifically in heterogeneous and virtual teams as well as governance and approaches to conflict resolutions
		CO308.5	EVALUATING	DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management
304MKT	Services Marketing	CO304MKT.1	REMEMBERING	RECALL the key concepts in services marketing

		CO304 MKT.2	UNDERSTANDING	EXPLAIN the role of Extended Marketing Mix in Services
		CO304 MKT .3	APPLYING	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
		CO304 MKT.4	ANALYSING	ANALYSE the significance of services marketing in the Indian and global economy
		CO304 MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
		CO304 MKT.6	CREATING	DEVELOP marketing mix for various services offering
305MK T	Sales & Distribution Management	CO304 MKT.1	REMEMBERING	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
		CO304 MKT.2	UNDERSTANDING	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
		CO304 MKT .3	APPLYING	APPLY the concepts related to sales and distribution management.
		CO304 MKT.4	ANALYSING	ANALYZE the real life scenarios of sales and distribution management.
		CO304 MKT.5	EVALUATING	EVALUATE the existing sales and distribution strategies and approaches.
		CO304 MKT.6	CREATING	DEVELOP generate and evaluate sales and distribution strategies.
312MK T	Business to Business Marketing	CO312 MKT.1	REMEMBERING	DEFINE the terms and concepts related to Business to Business marketing.
		CO312 MKT.2	UNDERSTANDING	EXPLAIN the terms and concepts used in business to business marketing
		CO312 MKT.3	APPLYING	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
		CO312 MKT.4	ANALYSING	FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing

		CO312 MKT.5	EVALUATING	DESIGN marketing mix elements considering business-to-business sales and service situations.
		CO312 MKT.6	CREATING	DEVELOP marketing plan for business-to-business Marketing situations.
313MKT	International Marketing	CO312 MKT.1	REMEMBERING	ENUMERATE various terms and key concepts associated with international marketing.
		CO312 MKT.2	UNDERSTANDING	EXPLAIN various key concepts used in all aspects of international marketing.
		CO312 MKT.3	APPLYING	APPLY all stages in international marketing management process.
		CO312 MKT.4	ANALYSING	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
		CO312 MKT.5	EVALUATING	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on Assessment of international marketing environment.
		CO312 MKT.6	CREATING	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.
304FIN	Advanced Financial Management	CO304 FIN.1	REMEMBERING	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
		CO304 FIN.2	UNDERSTANDING	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
		CO304 FIN.3	APPLYING	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
		CO304 FIN.4	ANALYSING	ANALYZE the options for making the right financial decisions of a firm
		CO304 FIN.5	EVALUATING	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value

		CO304 FIN.6	CREATING	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.
305FIN	International Finance	CO305 FIN.1	REMEMBERING	Enumerate the key terms associated with International Finance
		CO305 FIN.2	UNDERSTANDING	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
		CO305 FIN.3	APPLYING	Illustrate the role of international monitory systems & intermediaries in Global financial market.
		CO305 FIN.4	ANALYSING	Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
		CO305 FIN.5	EVALUATING	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
		CO305 FIN.6	CREATING	Formulate the investment plan or business plan by adapting international finance environment.
312FIN	Behavioral Finance	CO312 FIN.1	REMEMBERING	Enumerate the key terms associate with behavior finance, investment in financial markets & Corporate finance.
		CO312 FIN.2	UNDERSTANDING	Illustrate the various theories associated with behavior finance and parameters of investing in financial market.
		CO312 FIN.3	APPLYING	Identify persistent or systematic behavioural factors that influence investors and investment decisions.
		CO312 FIN.4	ANALYSING	Analyse the various behavioural finance factors related to corporate & individual investors.
		CO312 FIN.5	EVALUATING	Interpret various investment strategies of effective investment in the financial market on the basis of various theories and factors of behavioural finance.
		CO312 FIN.6	CREATING	Plan the systematic approach of corporate and investors towards investment for stable growth on the basis of behavioural finance.

313FIN	Technical Analysis of Financial Markets	CO313 FIN.1	REMEMBERING	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
		CO313 FIN.2	UNDERSTANDING	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
		CO313 FIN.3	APPLYING	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities
		CO313 FIN.4	ANALYSING	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions
		CO313 FIN.5	EVALUATING	FORMULATE an ideal portfolio of investments with a combination of wide number of securities
304HR M	Strategic Human Resource Management	CO304 HRM.1	REMEMBERING	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context
		CO304 HRM.2	UNDERSTANDING	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
		CO304 HRM.3	APPLYING	Ability to ANALYZE HR as an investment to the company.
		CO304 HRM.4	ANALYSING	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
		CO304 HRM.5	EVALUATING	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
305HR M	HR Operations	CO305 HRM.1	REMEMBERING	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records
		CO305 HRM.2	UNDERSTANDING	LEARN drafting of communications for disciplinary actions
		CO305 HRM.3	APPLYING	DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc.

		CO305 HRM.4	ANALYSING	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts
		CO305 HRM.5	EVALUATING	CALCULATE computation of Workmen compensation, Bonus and Gratuity
		CO305 HRM.6	CREATING	FILE returns under various labour laws and prepare salary structure
312HR M	Talent Management	CO312 HRM.1	REMEMBERING	DEFINE Talent Management and its significance
		CO312 HRM.2	UNDERSTANDING	UNDERSTANDING performance excellence through Talent Management
		CO312 HRM.3	APPLYING	APPLY Talent Management concepts in Human Resource Management
		CO312 HRM.4	ANALYSING	ANALYSING Talent Management practices in employee development and career enhancement
		CO312 HRM.5	EVALUATING	FORMULATE the Talent Management Strategies for any organisation.
313HR M	Psychometric testing and Assessment	CO313 HRM.1	REMEMBERING	KNOW various tools of psychometry designed to measure traits of individuals
		CO313 HRM.2	UNDERSTANDING	UNDERSTAND & Conduct the group simulated exercises for organizational purpose
		CO313 HRM.3	APPLYING	IDENTIFY AND ADMINISTER psychometric tools to respondents
		CO313 HRM.4	ANALYSING	INTERPRET results and counsel the respondent based on the results
		CO313 HRM.5	EVALUATING	CREATE Psychometric Tests for the specific traits as required by the organization
304OSC M	Services Operations Management – II	CO304 OSCM. 1	REMEMBERING	DEFINE the key concepts in Services Operations Management.
		CO304 OSCM. 2	UNDERSTANDING	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
		CO304 OSCM. 3	APPLYING	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
		CO304 OSCM. 4	ANALYSING	CATEGORIZE a service firm according to its stage of competitiveness

		CO304 OSCM. 5	EVALUATING	MODIFY the Service strategies of an organization for achieving the strategic service vision.
		CO304 OSCM. 6	CREATING	SOLVE the relevant numerical in the scope of the subject.
305OSC M	Logistics Management	CO305 OSCM. 1	REMEMBERING	DEFINE basic terms and concepts related to Logistics management.
		CO305 OSCM. 2	UNDERSTANDING	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
		CO305 OSCM. 3	APPLYING	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
		CO305 OSCM. 4	ANALYSING	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
		CO305 OSCM. 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.
		CO305 OSCM. 6	CREATING	DISCUSS modern real world logistical systems using the various concepts in the syllabus.
312OSC M	Manufacturin g Resource Planning	CO312 OSCM. 1	REMEMBERING	DEFINE basic terms and concepts related to MRP II.
		CO312 OSCM. 2	UNDERSTANDING	DESCRIBE the integrated planning structure and functions incorporated within MRP.
		CO312 OSCM. 3	APPLYING	ILLUSRATE the importance of MRP as a top-management planning tool
		CO312 OSCM. 4	ANALYSING	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
		CO312 OSCM. 5	EVALUATING	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
		CO312 OSCM. 6	CREATING	DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.

313OSCM	Sustainable Supply Chains	CO313 OSCM. 1	REMEMBERING	ENUMERATE the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management.
		CO313 OSCM. 2	UNDERSTANDING	DESCRIBE and DISCUSS the role and importance of sustainability and sustainable development in different types of supply chains.
		CO313 OSCM. 3	APPLYING	IDENTIFY and USE relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management.
		CO313 OSCM. 4	ANALYSING	INTEGRATE fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems.
		CO313 OSCM. 5	EVALUATING	DETERMINE the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain.
		CO313 OSCM. 6	CREATING	COMPILE the managerial challenges, and FORMULATE a structured solution to these, with clear implications for relevant stakeholders.
304BA	Advanced Statistical Methods using R	CO304 BA.1	REMEMBERING	RECALL all basic statistical concepts and associated values, formulae.
		CO304 BA.2	UNDERSTANDING	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
		CO304 BA.3	APPLYING	APPLY time series analysis in prediction of various trends.
		CO304 BA.4	ANALYSING	DISCRIMINATE between various types of probability and probability distributions.
		CO304 BA.5	EVALUATING	FORMULATE and TEST hypothesis using tools of R.
		CO304 BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
305BA	Machine Learning & Cognitive intelligence using Python	CO305 BA.1	REMEMBERING	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence

		CO305 BA.2	UNDERSTANDING	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
		CO305 BA.3	APPLYING	DEVELOP a thought process to think like data scientist/business Analyst
		CO305 BA.4	ANALYSING	ANALYSE data using supervised and unsupervised Learning Techniques
		CO305 BA.5	EVALUATING	SELECT the right functions, arrays of Python for Machine Learning algorithms.
		CO305 BA.6	CREATING	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.
312BA	Social Media, Web & Text Analytics	CO312 BA.1	REMEMBERING	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
		CO312 BA.2	UNDERSTANDING	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
		CO312 BA.3	APPLYING	DEVELOP a thought process to harness the power of social media analytics to improve website or business
		CO312 BA.4	ANALYSING	ANALYSE Social Media Analytics and Web Analytics Tools
		CO312 BA.5	EVALUATING	SELECT the right metrics for Social Media Analytics and Web Analytics
		CO312 BA.6	CREATING	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios
313BA	Industrial Internet of Things	CO313 BA.1	REMEMBERING	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
		CO313 BA.2	UNDERSTANDING	DISCUSS the value added by analytics in the operations function.
		CO313 BA.3	APPLYING	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
		CO313 BA.4	ANALYSING	EXAMINE the Industrial Internet of Things (IoT) and the role of Big Data Analytics.
		CO313 BA.5	EVALUATING	EXPLAIN the applications of analytics in operations.
		CO313 BA.6	CREATING	COMPILE the issues pertaining to the adoption of technologies that will shape industry

312PHCM	Strategic Planning & Healthcare Management	CO312 PHCM. 1	REMEMBERING	DEFINE strategy and DESCRIBE various types of Strategic planning
		CO312 PHCM. 2	UNDERSTANDING	EXPLAIN why Vision Mission needs to consider for strategy formulation
		CO312 PHCM. 3	APPLYING	USE strategic planning to solve the management problem in healthcare management
		CO312 PHCM. 4	ANALYSING	ANALYSE various management problem where it is required to take strategic actions.
		CO312 PHCM. 5	EVALUATING	COMPARE various strategic formulations and the select right strategy
		CO312 PHCM. 6	CREATING	Understand the problem and DEVELOP strategy to solve it.
312RABM	Rural Credit and Finance	CO312 RABM. 1	REMEMBERING	RECALL the Role of Credit in Agriculture & Role of Agriculture in Economic Development
		CO312 RABM. 2	UNDERSTANDING	UNDERSTAND the concept and special features of co-operative banking, Structure of the co-operative credit system in India
		CO312 RABM. 3	APPLYING	Apply the theories of Agricultural finance with concept of credit
		CO312 RABM. 4	ANALYSING	ANALYZE Players and Approaches in Microfinance & Rural Finance.
		CO312 RABM. 5	EVALUATING	EXPLAIN the triangle of microfinance and the role of BDS in rural finance.
		CO312 RABM. 6	CREATING	Develop a plan to create awareness about different rural finance schemes
312THM	Event Management	CO312 RABM. 1	REMEMBERING	DESCRIBE the fundamentals of event management & different types of Events
		CO312 RABM. 2	UNDERSTANDING	EXPLAIN the concepts of Events & guest requirements to plan an event
		CO312 RABM. 3	APPLYING	DESIGN & Budget an event from various perspectives
		CO312 RABM.	ANALYSING	EXAMINE possible shortfalls on an event & create necessary backup systems to

	4		avoid failures
	CO312 RABM. 5	EVALUATING	COMPARE Success of an event in comparison to the set objectives
	CO312 RABM. 6	CREATING	COMPOSE New concepts of the event with innovative ideas to leave a lasting impression in the guest's mind along with achieving organizational growth.

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Course Code	Course Name	Course Outcomes	
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MBA 4th SEM			
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401	Enterprise Performance Management	CO401.1	REMEMBERING	Enumerate the different parameters & facets of management control of an enterprise.
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		CO401.2	UNDERSTANDING	Illustrate the various techniques of enterprise performance management for varied sectors.
		CO401.3	APPLYING	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
		CO401.4	ANALYSING	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
		CO401.5	EVALUATING	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.

402	Indian Ethos & Business Ethics	CO402.1	REMEMBERING	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
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		CO402.2	UNDERSTANDING	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures.
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		CO402. 3	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.
		CO402. 4	ANALYSING	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
		CO402. 5	EVALUATING	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
		CO402. 6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.
407	Cyber Laws	CO402. 1	REMEMBERING	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
		CO402. 2	UNDERSTANDING	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures.
		CO402. 3	APPLYING	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture andwork place.
		CO402. 4	ANALYSING	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
		CO402. 5	EVALUATING	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.

		CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.
408	Corporate Social Responsibility & Sustainability	CO402.1	REMEMBERING	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
		CO402.2	UNDERSTANDING	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures.
		CO402.3	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.
		CO402.4	ANALYSING	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
		CO402.5	EVALUATING	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
		CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.
404MKT	Marketing Strategy	CO404 MKT.1	REMEMBERING	DISCOVER perspectives of market strategy.
		CO404 MKT.2	UNDERSTANDING	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
		CO404 MKT.3	APPLYING	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.

		CO404 MKT.4	ANALYSING	ANALYSE a company's current situation through applying internal and external analyses.
		CO404 MKT.5	EVALUATING	EXPLAIN alternative ways to measure the outcome of market strategies.
		CO404 MKT.6	CREATING	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.
409MK T	Customer Relationship Management	CO409 MKT.1	REMEMBERING	DEFINE and DESCRIBE basic concepts and theories related to CRM.
		CO409 MKT.2	UNDERSTANDING	UNDERSTAND and EXPLAIN key concepts and theories associated with CRM.
		CO409 MKT.3	APPLYING	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.
		CO409 MKT.4	ANALYSING	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM.
		CO409 MKT.5	EVALUATING	EVALUATE suitability and effectiveness of CRM strategies in specific marketing situation.
		CO409 MKT.6	CREATING	DEVELOP CRM strategies/plans for various B2B and B2C markets.
410MK T	Rural and Agriculture Marketing	CO410 MKT.1	REMEMBERING	DEFINE various concepts related to Rural and Agricultural Marketing
		CO410 MKT.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.
		CO410 MKT.3	APPLYING	APPLY knowledge and skills of Rural Marketing to design marketing Mix strategies.
		CO410 MKT.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.
		CO410 MKT.5	EVALUATING	EVALUATE the use of ICT in Agriculture Marketing with use of various models in domestic and international Market.

		CO410 MKT.6	CREATING	BUILD a model for Marketing of Agricultural products by using marketing mix tools
404FIN	Current Trends & Cases in Finance	CO404 FIN.1	REMEMBERING	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
		CO404 FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
		CO404 FIN.3	APPLYING	APPLY the various theories and models of financial management in the case.
		CO404 FIN.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
		CO404 FIN.5	EVALUATING	EVALUATE the financial impact of the alternative on the given case.
409FIN	Fixed Income Securities	CO409 FIN.1	REMEMBERING	Describing the basic concepts of Fixed Income Securities
		CO409 FIN.2	UNDERSTANDING	Understanding the various types of securities traded in the fixed income market and the concepts related to the risk and returns of the Fixed income securities
		CO409 FIN.3	APPLYING	Applying the knowledge of fixed income securities for diversifying the portfolio of investments
		CO409 FIN.4	ANALYSING	Predictive analysis of the economic outlook through yield curve analysis
		CO409 FIN.5	EVALUATING	Devise the various investment strategies based on portfolio returns.
410 FIN	Business Valuation	CO410. 1	REMEMBERING	RECALL concepts of value and valuation
		CO410. 2	UNDERSTANDING	EXPLAIN valuation process of business firms
		CO410. 3	APPLYING	CALCULATE business value using different techniques
		CO410. 4	ANALYSING	EXAMINE special factors to be considered in business valuation
		CO410. 5	EVALUATING	ASSESS the value of the firm in the light of business environment and regulatory aspects

404HR M	Current Trends & Cases in Human Resource Management	CO404 HRM.1	REMEMBERING	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends
		CO404 HRM.2	UNDERSTANDING	SUMMARIZE the impact of Current HR trends on HR Functions
		CO404 HRM.3	APPLYING	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
		CO404 HRM.4	ANALYSING	EXAMINE the changing role of HR Priorities
		CO404 HRM.5	EVALUATING	ELABORATE upon the various types of current HR Trends
		CO404 HRM.6	CREATING	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.
409HR M	Labour Legislation	CO409 HRM.1	REMEMBERING	AWARENESS about foundation of labor legislation.
		CO409 HRM.2	UNDERSTANDING	UNDERSTAND the legislation related to various labor and social laws.
		CO409 HRM.3	APPLYING	APPLY formulas of specific laws and calculate.
		CO409 HRM.4	ANALYSING	STUDY labor legislation and effective implementation of them through case laws.
		CO409 HRM.5	EVALUATING	REVIEW AND UNDERSTAND different labor legislations and its amendments.
410HR M	Designing HR Policies	CO410 HRM.1	REMEMBERING	IDENTIFY important points to be incorporated in HR Manual
		CO410 HRM.2	UNDERSTANDING	UNDERSTAND policy requirement for Recruitment & Selection process
		CO410 HRM.3	APPLYING	PREPARE policies on employee benefits for an organization of your choice
		CO410 HRM.4	ANALYSING	ILLUSTRATE steps involved in better employee relations & grievance handling
		CO410 HRM.5	EVALUATING	CONSTRUCT various HR policies for an organization of your choice
404OSC M	Industry 4.0	CO404 OSCM. 1	REMEMBERING	DEFINE industrial revolutions and its different aspects.

		CO404 OSCM. 2	UNDERSTANDING	EXPLAIN the role of technology pillars of Industry 4.0.
		CO404 OSCM. 3	APPLYING	DEMONSTRATE the use of data in effective decision making.
		CO404 OSCM. 4	ANALYSING	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
		CO404 OSCM. 5	EVALUATING	EXPLAIN the challenges faced by various industries in full fledged implementation of Industry 4.0
		CO404 OSCM. 6	CREATING	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB
409OSC M	Enterprise Resource Planning	CO409 OSCM. 1	REMEMBERING	DESCRIBE the key concepts of ERP systems for manufacturing or service organizations.
		CO409 OSCM. 2	UNDERSTANDING	EXPLAIN the scope of common ERP Systems modules.
		CO409 OSCM. 3	APPLYING	DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
		CO409 OSCM. 4	ANALYSING	EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations.
		CO409 OSCM. 5	EVALUATING	JUSTIFY selection of an appropriate ERP transition strategy
		CO409 OSCM. 6	CREATING	FORMULATE best selection and implementation strategy in a real setting.
410OSC M	World Class Manufacturing	CO410 OSCM. 1	REMEMBERING	DEFINE the basic terms associated with Manufacturing Excellence and World Class Manufacturing
		CO410 OSCM. 2	UNDERSTANDING	SUMMARIZE the features of various frameworks used for World Class Manufacturing
		CO410 OSCM. 3	APPLYING	IDENTIFY the challenges to manufacturing industry in the information age
		CO410 OSCM. 4	ANALYSING	ANALYZE the usage of Information management tools, Material processing and handling tools.

		CO410 OSCM. 5	EVALUATING	EVALUATE the country's preparedness for World Class Manufacturing
		CO410 OSCM. 6	CREATING	ESTIMATE the performance of manufacturing firms with the measurement system to determine the readiness for World Class Manufacturing
404BA	Artificial Intelligence in Business Applications	CO404 BA.1	REMEMBERING	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem.
		CO404 BA.2	UNDERSTANDING	UNDERSTAND AI's fundamental concepts and methods.
		CO404 BA.3	APPLYING	APPLY various machine learning algorithms on structured data to develop machine learning models.
		CO404 BA.4	ANALYSING	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
		CO404 BA.5	EVALUATING	SELECT logical and functional process to develop the model
		CO404 BA.6	CREATING	CREATE SOLUTIONS for various business problems using AI techniques.
409BA	E Commerce Analytics - II	CO409 BA.1	REMEMBERING	DESCRIBE the key concepts in e-commerce analytics.
		CO409 BA.2	UNDERSTANDING	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle
		CO409 BA.3	APPLYING	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
		CO409 BA.4	ANALYSING	DISCOVER high-value insights via dashboards and visualization
		CO409 BA.5	EVALUATING	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
		CO409 BA.6	CREATING	FORMULATE the right analytics driven strategy for ecommerce businesses.
410BA	Healthcare Analytics	CO410 BA.1	REMEMBERING	DESCRIBE the key terms in healthcare data analytics

		CO410 BA.2	UNDERSTANDING	EXPLAIN the fundamental concepts in Health Care Analytics
		CO410 BA.3	APPLYING	ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data.
		CO410 BA.4	ANALYSING	EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data
		CO410 BA.5	EVALUATING	EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.
		CO410 BA.6	CREATING	ADAPT healthcare data analytics for improving the health and well-being of people.
404PHCM	Pharma & Healthcare regulatory environment in India	CO404 PHCM. 1	REMEMBERING	IDENTIFY various environmental factors affecting on Pharma and Healthcare industry
		CO404 PHCM. 2	UNDERSTANDING	UNDERSTAND various laws applicable to Pharma and Healthcare industry
		CO404 PHCM. 3	APPLYING	Understand the situation and identify right legal way to solve the problem
		CO404 PHCM. 4	ANALYSING	ANALYSE steps involved in Intellectual Property Rights registrations.
		CO404 PHCM. 5	EVALUATING	CHOOSE the right type of IPR as per the content and work available to protect.
		CO404 PHCM. 6	CREATING	Elaborate the different laws developed by constitutions to support and protect Pharma and Healthcare sector
404RABM	ICT for Agriculture Management	CO404 RABM. 1	REMEMBERING	RECALL the basic terminologies related to ICT
		CO404 RABM. 2	UNDERSTANDING	UNDERSTAND the use of ICT with different aspects & various issues & challenges for ICT information services
		CO404 RABM.	APPLYING	Apply the GIS Applications in micro resource mapping

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		CO404 RABM. 4	ANALYSING	ANALYZE the different tools and techniques used under ICT in Agriculture Management
		CO404 RABM. 5	EVALUATING	EVALUATE the common ICT platforms for information services
		CO404 RABM. 6	CREATING	CHOOSE the right ICT as per the requirement of agriculture activity
404TH M	Tourism and Hospitality Management	THM02 .1	REMEMBERING	DEFINE the various components of the Tourism Industry & Types of Tourism
		THM02 .2	UNDERSTANDING	UNDERSTAND basic operations of a Travel Agency & tour conduction
		THM02 .3	APPLYING	EXECUTE theoretical knowledge to design various tour packages & work on costing for the packages
		THM02 .4	ANALYSING	Analyze changing trends in Travel & Transport industry- Domestic & International
		THM02 .5	EVALUATING	INTERPRET the impacts of Tourism Industry globally & practicing of Eco-Tourism
		THM02 .6	CREATING	BUILD new concepts of Eco-Tourism according to customer requirements

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