

<b>FY Sem - I</b>		
<b>Subject &amp; Code</b>	<b>Cos</b>	<b>Course Outcomes</b>
<b>Managerial Accounting (101)</b>	CO101.1	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
	CO101.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
	CO101.3	PERFORM all the necessary calculations through the relevant numerical problems.
	CO101.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
	CO101.5	EVALUATE the financial impact of the decision.
	CO101.6	CREATE the Financial Statement of Sole Proprietor, Cost Sheet and Budgets
<b>Organizational Behaviour (102)</b>	CO102.1	Describe complexities of individual and group behavior in the organizations.
	CO102.2	Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
	CO102.3	APPLY Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings
	CO102.4	ANALYZE human behavioural problems like conflict, low motivational levels, politics, attitudinal issues etc. and develop solutions to these problems.
	CO102.5	FORMULATE approaches to reorient individual, team, managerial and leadership behavior in order to achieve organizational goals.
	CO102.6	DEVELOP strategies for challenges faced during shaping organizational behavior, organizational culture and organizational change.
<b>Economic Analysis for Business Decisions (103)</b>	CO103.1	DEFINE the key terms.
	CO103.2	EXPLAIN the key concepts in economics, from a managerial perspective.
	CO103.3	IDENTIFY the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making.
	CO103.4	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	EVALUATE critical thinking based on principles of micro-economics for informed business decision making.
	CO103.6	ELABORATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.
	CO104.1	DEFINE various concepts & terms associated with scientific business research.
	CO104.2	EXPLAIN the terms and concepts used in all aspects of scientific business research.
	CO104.3	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.

<b>Business Research Methods (104)</b>	CO104.4	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	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	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.
<b>Basics of Marketing (105)</b>	CO105.1	REPRODUCE the key marketing concepts, components and principles of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
	CO105.2	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	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	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	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	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.
<b>Digital Business (106)</b>	CO106.1	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
	CO106.2	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
	CO106.3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
	CO106.4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
	CO106.5	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
	CO106.6	DISCUSS the various applications of Digital Business in the present day world.
	CO107.1	ENUMERATE various managerial competencies and approaches to management.

<b>Management Fundamentals (107)</b>	CO107.2	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
	CO107.3	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
	CO107.4	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
	CO107.5	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
	CO107.6	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.
	<b>Indian Economy (108)</b>	CO108.1
CO108.2		EXPLAIN the economic development strategy since Independence and DISCUSS the priorities in the current context.
CO108.3		ILLUSTRATE the economic impact of Monetary policy and Fiscal Policy, Economic Reforms, Demographic Transition in India, Changing profile of GDP, Growth and Inequality and Trade Policy in the Indian context.
CO108.4		EXAMINE the changing profile of human capital, employment, productivity and ILLUSTRATE the linkages with Soft Infrastructure, growth of Start-ups, GDP composition of India.
CO108.5		DETERMINE the key priority areas, across various dimensions, for the Indian Economy in the context of current economic environment.
CO108.6		BUILD a case for co-existence of MNCs, Indian Public Sector, Indian Private Sector, SMEs, MSMEs and Start Ups in the Indian Economy.
<b>Entrepreneurship Development (109)</b>	CO109.1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
	CO109.2	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
	CO109.3	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
	CO109.4	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up.
	CO109.5	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
	CO109.6	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.
<b>FY Sem - II</b>		
<b>Subject &amp; Code</b>	<b>Cos</b>	<b>Course Outcomes</b>
	CO201.1	DESCRIBE the key terms associated with the 4 Ps of marketing for a real world marketing offering.

Marketing Management (201)	CO201.2	DEMONSTRATE the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
	CO201.3	APPLY marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e- Services.)
	CO201.4	EXAMINE marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services
	CO201.5	EXPLAIN the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services
	CO201.6	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
Financial Management (202)	CO202.1	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
	CO202.2	EXPLAIN in detail all theoretical concepts throughout the syllabus.
	CO202.3	PERFORM all the required calculations through relevant numerical problems.
	CO202.4	ANALYZE the situation and comment on financial position of the firm, estimate working capital required, decide ideal capital structure, evaluate various project proposals
	CO202.5	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm.
Human Resource Management (203)	CO203.1	DESCRIBE the role of Human Resource Function in an Organization.
	CO203.2	DISCUSS the emerging trends and practices in HRM.
	CO203.3	ILLUSTRATE the different methods of HR Acquisition and retention.
	CO203.4	IDENTIFY the use of different appraisal and training methods in an organization.
	CO203.5	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
	CO203.6	DESIGN the HR manual and compensation policy of the organization.
Operations & Supply Chain Management (204)	CO204.1	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
	CO204.2	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
	CO204.3	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
	CO204.4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
	CO204.5	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
	CO204.6	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.

Contemporary Frameworks in Management (207)	CO207.1	Understanding various traits, theories, models of emotional intelligence and its implications to address key questions within the organizations.
	CO207.2	Describe how companies can become good to great through their leaders and right positioning of people and explain why and how most companies fail to make the transition
	CO207.3	Explain the importance of team dynamics & a systems perspective for the leadership role and challenges of managing people in organizations.
	CO207.4	Scrutinize the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
	CO207.5	Application of different ideas and information effectively to rebuild individual, team, managerial and leadership behavior in order to achieve organizational excellence in a positive and collaborative manner to achieve common culture.
	Co207.6	Design Individual Assessment with the help of EQ, Habits and Team's susceptibility to five dysfunction.
Geopolitics & World Economic Systems (208)	CO208.1	ENUMERATE the various elements of global economic system.
	CO208.2	EXPLAIN the role of key trade organizations in the global economic system.
	CO208.3	IDENTIFY the crucial elements of international trade laws.
	CO208.4	ANALYSE the forces that work for and against globalization.
	CO208.5	ASSESS the impact of the elements of the Global Economic System on the India Economy.
	CO208.6	CREATE a Country Profile based on various aspects of Geopolitics and World Economic Systems.
Start Up and New Venture Management (209)	CO209.1	DESCRIBE the strategic decisions involved in establishing a startup.
	CO209.2	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
	CO209.3	IDENTIFY the issues in developing a team to establish and grow a startup
	CO209.4	FORMULATE a go to market strategy for a startup.
	CO209.5	DESIGN a workable funding model for a proposed startup.
	CO209.6	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.
Marketing Research (205MKT)	CO205MKT.1	DESCRIBE the key concepts involved in the Marketing Research.
	CO205MKT.2	EXPLAIN various research designs, data sources, data collection methods, instruments, sampling methods and analytical tools used in Marketing Research.
	CO205MKT.3	APPLY the concepts of marketing research in solving real-life marketing problems.
	CO205MKT.4	ANALYSE data and draw appropriate Inferences to address real-life marketing issues.
	CO205MKT.5	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.

	CO205MKT.6	PLAN and UNDERTAKE qualitative or quantitative marketing research and demonstrate the ability to analyse data to resolve real-life marketing issues.
Consumer Behavior (206MKT)	CO206MKT.1	RECALL the factors influencing Consumer's purchase decision making process.
	CO206MKT.2	OUTLINE consumer and organizational buyer behavior process.
	CO206MKT.3	APPLY concepts of consumer behavior to real world marketing decision making.
	CO206MKT.4	ANALYZE the consumer decision making process and the role of different determinants that affect the buying decision process.
	CO206MKT.5	EXPLAIN the new trends influencing buyer behavior and its effect on new age Indian Consumer.
	CO206MKT.6	DISCUSS the consumer and organizational buying behavior process for a variety of products (goods/services).
Integrated Marketing Communications (217MKT)	CO217MKT.1	Describe the key concepts & components of IMC
	CO217MKT.2	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.franchise.
	CO217MKT.3	Apply the integrated marketing communications tools in contemporary real world scenarios.
	CO217MKT.4	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
	CO217MKT.5	Evaluate the IMC mix, advertising – sales promotion & PR strategies with real world examples of products / services / e- products / e-services
	CO217MKT.6	Develop an integrated creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.
Product and Brand Management (218MKT)	CO218MKT.1	DEFINE the key concepts and DESCRIBE the elements of a product & Brand strategy.
	CO218MKT.2	EXPLAIN the process and methods of Product & brand management, including how to establish brand identity and build brand equity.
	CO218MKT.3	IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space.
	CO218MKT.4	EXAMINE the key brand concepts by articulating the context of and therationale of application for real life consumer, business products and services operating in various markets and in the digital space.
	CO218MKT.5	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.

	CO218MKT.6	CREATE 'Brand Equity Management system' for real life consumer, business products and services as well as for Reinforcing / Revitalizing / Rejuvenating failed Brands in various markets and in the digital space.
Digital Marketing (220MKT)	CO220MKT.1	DEFINE various concepts related to Digital Marketing.
	CO220MKT.2	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
	CO220MKT.3	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
	CO220MKT.4	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
	CO220MKT.5	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
	CO220MKT.6	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.
Financial Markets and Banking Operations (205FIN)	CO205FIN.1	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
	CO205FIN.2	UNDERSTAND the concepts of financial markets, their working and importance.
	CO205FIN.3	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
	CO205FIN.4	ANALYZE the linkages in the Financial Markets.
	CO205FIN.5	EXPLAIN the various banking and accounting transactions.
	CO205FIN.6	DEVELOP necessary competencies expected of a finance professional.
Personal Financial Planning (206FIN)	CO206FIN.1	UNDERSTAND the need and aspects of personal financial planning
	CO206FIN.2	Describe the investment options available to an individual
	CO206FIN.3	IDENTIFY types of risk and means of managing it
	CO206FIN.4	DETERMINE the ways of personal tax planning
	CO206FIN.5	EXPLAIN retirement and estate planning for an individual and design a financial plan.
	CO206FIN.6	CREATE a financial plan for a variety of individuals.
Securities Analysis & Portfolio Management (217FIN)	CO217FIN.1	REMEMBER various concepts of investments, Bonds.
	CO217FIN.2	EXPLAIN various theories of Investment Analysis and Portfolio Management.
	CO217FIN.3	CALCULATE risk and return on investment using various concepts covered in the syllabus.
	CO217FIN.4	ANALYZE and DISCOVER intrinsic value of a security.
	CO217FIN.5	DESIGN/ CREATE optimal portfolio.
218FIN: Futures & Options	CO218FIN.1	Describe the basic concepts in derivatives, terminology related to futures, options and risk management.
	CO218FIN.2	Understand the functioning of derivative market, standard derivative contracts, their properties, functionality.
	CO218FIN.3	Apply technical methods for valuation of Future, options and other derivatives, in continuous and discrete time.
	CO218FIN.4	Analyse risk measures that are commonly used in risk management. Evaluate different assumptions and principles behind derivatives

	CO218FIN.5	pricing, risk management and evaluate strategies related to derivatives contract by eliminating volatility
	CO218FIN.6	Create Futures and Options trading strategies and also create hedging positions.
219FIN: Direct Taxation	CO219FIN.1	REMEMBER various basic concepts / terminologies related Direct Taxation
	CO219FIN.2	EXPLAIN how tax planning can be done.
	CO219FIN.3	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee of all income heads.
	CO219FIN.4	Permissible exemptions and deductions from income under Income Tax Act.
	CO219FIN.5	EVALUATE the tax liability and benefits of possible exemptions under Income Tax Act
	CO219FIN.6	DESIGN / DEVELOP / CREATE tax saving plan.
Competency Based Human Resource Management System(205HRM)	CO205HRM.1	DEFINE the key terms related to performance management and competency development.
	CO205HRM.2	EXPLAIN various models of competency development.
	CO205HRM.3	PRACTICE competency mapping.
	CO205HRM.4	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
	CO205HRM.5	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
	CO205HRM.6	DEVELOP a customized competency model in accordance with the corporate requirements.
206HRM: Employee Relations and Labour Legislations	CO206HRM.1	SHOW awareness of important and critical issues in Employee Relations
	CO206HRM.2	INTERPRET and relate legislations governing employee relations.
	CO206HRM.3	DEMONSTRATE an understanding of legislation relating to the working environment.
	CO206HRM.4	OUTLINE the role of government, society and trade union in ER.
	CO206HRM.5	EXPLAIN aspects of collective bargaining and grievance handling.
	CO206HRM.6	DISCUSS the relevant provisions of various Labour Legislations.
Labour Welfare (217HRM)	CO217HRM.1	ENUMERATE the key concepts of the subject matter.
	CO217HRM.2	DESCRIBE the key aspects of the labour policy regulation in the country.
	CO217HRM.3	IDENTIFY the applicability of various legislations to variety of real world organizations.
	CO217HRM.4	EXAMINE the traditional concept of labour welfare in the industry.
	CO217HRM.5	EXPLAIN the conditions of labour and their welfare and social security needs in the country.



	CO217HRM.6	ELABORATE upon the perspective of labour problems and remedial measures in the country.
Lab in Recruitment and Selection (218HRM )	CO218HRM.1	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
	CO218HRM.2	COMPARE and CONTRAST various methods of Recruitment and Selection.
	CO218HRM.3	DEVELOP Job Specifications and Job descriptions in a variety of context.
	CO218HRM.4	ANALYZE various Personality types.
	CO218HRM.5	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
	CO218HRM.6	COMPILE a list of questions for Recruitment and Selection interviews.
Learning & Development (219HRM)	CO219HRM.1	DESCRIBE the key concepts associated with Learning & Development.
	CO219HRM.2	EXPLAIN the training process and the various methods of training for various categories of employees in a variety of organizational contexts.
	CO219HRM.3	IDENTIFY training needs of various categories of employees in a variety of organizational contexts.
	CO219HRM.4	EXAMINE the impact of training on various organizational and HR aspects.
	CO219HRM.5	EVALUATE the training process of various categories of employees in a variety of organizational contexts.
	CO219HRM.6	DESIGN a training programme for various categories of employees in a variety of organizational contexts.
Service Operations Management – I(205OSCM:)	CO205OSCM.1	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
	CO205OSCM.2	DESCRIBE the service design elements of variety of services.
	CO205OSCM.3	USE service blueprinting for mapping variety of real life service processes.
	CO205OSCM.4	ANALYSE alternative locations and sites for variety of service facilities.
	CO205OSCM.5	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
	CO205OSCM.6	CREATE flow process layouts for variety of services.
Supply Chain Management (206OSCM:)	CO206OSCM.1	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
	CO206OSCM.2	EXPLAIN the structure of modern day supply chains.
	CO206OSCM.3	IDENTIFY the various flows in real world supply chains.
	CO206OSCM.4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
	CO206OSCM.5	EXPLAIN the key Operational Aspects in Supply Chain Management.

	CO206OSCM. 6	DISCUSS the relationship between Customer Value and Supply Chain Management.
Planning & Control of Operations (217OSCM:)	CO217OSCM. 1	DESCRIBE the building blocks of Planning & Control of Operations.
	CO217OSCM. 2	EXPLAIN the need for aggregate planning and the steps in aggregate planning.
	CO217OSCM. 3	MAKE USE OF the various forecasting approaches in the context of operations planning process.
	CO217OSCM. 4	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
	CO217OSCM. 5	EXPLAIN the importance of scheduling in operations management.
	CO217OSCM. 6	CREATE a Bill of Materials.
	Productivity Management (218OSCM:)	CO218OSCM. 1
CO218OSCM. 2		DEMONSTRATE the linkages between various measures of productivity.
CO218OSCM. 3		APPLY Value Analysis and Value Engineering principles to simple situations related to operations management.
CO218OSCM. 4		APPLY various types of charts and diagrams to carry out work study and method study.
CO218OSCM. 5		DETERMINE the Standard Time using Techniques of Work Measurement.
CO218OSCM. 6		ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing.
Inventory Management (219OSCM:)	CO219OSCM. 1	DEFINE the key terms associated with Inventory Management.
	CO219OSCM. 2	CLASSIFY various types of inventory, and inventory costs.
	CO219OSCM. 3	CALCULATE Economic Order Quantity and stock levels under various conditions.
	CO219OSCM. 4	COMPARE and CONTRAST various methods of inventory control.
	CO219OSCM. 5	ASSESS various factors influencing Make or Buy decisions.
	CO219OSCM. 6	SOLVE problems based on ABC classification of inventory.
Theory of Constraints (220OSCM:)	CO220OSCM. 1	DEFINE the key concepts of TOC.
	CO220OSCM. 2	DEMONSTRATE knowledge & understanding of the fundamentals of TOC.
	CO220OSCM. 3	IDENTIFY and mitigate both real constraints and managerial constraints.
	CO220OSCM. 4	ILLUSTRATE the tools and techniques that help in managing constraints to improve organizational performance.
	CO220OSCM. 5	EXPLAIN the benefits an organization may reap through the successful implementation of the TOC.

	CO220OSCM.6	DEVELOP solutions to common problems in Project Management, Operations Management and Supply Chain Management using TOC principles and methods.
Basic Business Analytics using R (205BA: )	CO205BA.1	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
	CO205BA.2	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
	CO205BA.3	DEVELOP a thought process to think like a data scientist/business analyst.
	CO205BA.4	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
	CO205BA.5	INTERPRET various data types and structures for given analytics task
	CO205BA.6	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	CO206BA.1	DEFINE the key terms associated with Data Mining
	CO206BA.2	EXPLAIN the various aspects of Data
	CO206BA.3	APPLY classification models
	CO206BA.4	Analyse data using various clustering models.
	CO206BA.5	SELECT appropriate association analysis and anomaly detection tools.
	CO206BA.6	COMBINE various data mining tools and use them in live analytical projects in business scenarios.
217BA: Marketing Analytics	CO217BA.1	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
	CO217BA.2	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
	CO217BA.3	IDENTIFY what customers' value in a product, and assess what they are willing to pay for it.willing to pay for it.
	CO217BA.4	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
	CO217BA.5	DETERMINE the most effective target markets.
	CO217BA.6	DESIGN a study that incorporates the key tools of Marketing Analytics.
218BA: Retailing Analytics	CO2018BA.1	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
	CO2018BA.2	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
	CO2018BA.3	USE various kinds of data for performing Retailing Analytics.
	CO2018BA.4	ILLUSTRATE the use of various tools and frameworks for predictive retail analytics.
	CO2018BA.5	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
	CO2018BA.6	BUILD value for Retail and Marketing by deriving Marketing ROI metrics..
	CO2019BA.1	ENUMERATE the use of Workforce Analytics.

219BA: Workforce  
Analytics

CO2019BA.2	UNDERSTAND the process of creating and using HR analytics
CO2019BA.3	USE dashboards, pivot tables for data driven decision making in HR.
CO2019BA.4	ILLUSTRATE the use of various tools and frameworks for predictive analytics.
CO2019BA.5	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
CO2019BA.6	BUILD value for HR departments by showing clear links between HR and Business outcomes.