

SY SEM-III

Subject & Code	Cos	Course Outcomes
Strategic Management (301)	CO301.1	DESCRIBE the basic terms and concepts in Strategic Management.
	CO301.2	EXPLAIN the various facets of Strategic Management in a real world context.
	CO301.3	DESCRIBE the trade-offs implementation, appraisal. Within and across strategy formulation
	CO301.4	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
	CO301.5	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
	CO301.6	DEVELOP the capability to view the firm in its totality in the context of its environment.
Decision Science (302)	CO302.1	DESCRIBE the concepts and models associated with Decision Science.
	CO302.2	UNDERSTAND the different decision-making tools required to achieve optimisation in business processes.
	CO302.3	APPLY appropriate decision-making approach and tools to be used in business environment.
	CO302.4	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
	CO302.5	EVALUATE the various facets of a business problem and develop problem solving ability
	CO302.6	DISCUSS & propose the various applications of decision tools in the present business scenario.
305MKT: Sales & Distribution Management	CO305MKT.1	DESCRIBE the theoretical concepts related to Sales and Distribution Management Domain.
	CO305MKT.2	UNDERSTAND the role, concepts, importance, techniques and approaches required for effective designing and implementation of various aspects in the Sales and Distribution Management.
	CO305MKT.3	APPLY various concepts related to Sales and Distribution Management.
	CO305MKT.4	ANALYZE the real-life issues related to design and implementation of Sales and Distribution Management Strategy.
	CO305MKT.5	EVALUATE suitability of alternative Sales and Distribution Management strategies of an organization.

	CO305MKT.6	DESIGN and implement Sales and Distribution Management Strategies for an organization.
International Business Economics (306)	CO 306 .1	RECALL and DEFINE the economic aspects of international business.
	CO 306 .2	DEMONSTRATE the outcomes of globalising and liberalising trade environment, trade policy frameworks and macroeconomic linkages of the open economy.
	CO 306 .3	IDENTIFY the mechanisms and working of the foreign exchange markets.
	CO 306 .4	EXAMINE how a trade policy improves or diminishes the prospects of survival / growth of business.
	CO 306 .5	MEASURE the implications of International Financial Crisis and its repercussions on International Trade
	CO306.6	COMPOSE a matrix of various economic aspects of international business and their linkages with Indian Economy
International Business Environment (307)	CO 307 .1	Recall and Describe the key concepts of international Business Environment
	CO 307 .2	Understand the relevance of Multinational Corporations (MNCs) in global trade
	CO 307 .3	Demonstrate the significance of FDI and FPI in respect of developing economy
	CO 307 .4	Analyze the issues related to Labor, Environmental and Global Value chain
	CO 307 .5	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.
Project Management (308)	CO 308 .1	DEFINE the key terms and concepts in project management.
	CO 308 .2	EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project's life cycle
	CO 308 .3	ILLUSTRATE the importance of PM in most industries and businesses
	CO 308 .4	EXAMINE the importance of Leadership specifically in heterogenous and virtual teams as well as governance and approaches to conflict resolutions
	CO 308 .5	DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management
	CO 309 .1	DEFINE the key terms and concepts in Knowledge Management.
	CO 309 .2	DESCRIBE the Knowledge Management cycle

Knowledge Management (309)	CO 309 .3	DISCUSS the types of Knowledge and its implications.
	CO 309 .4	OUTLINE the importance of capturing knowledge elements and its structures application as a competitive advantage to business
	CO 309 .5	EXPLAIN the human and business aspects of knowledge management.
Business to Business Marketing (312 MKT)	CO312 MKT.1	DEFINE the terms and concepts related to Business to Business marketing
	CO312MKT.2	EXPLAIN the terms and concepts used in business to business marketing
	CO312 MKT.3	IDENTIFY challenges and opportunities in Business-to-Business marketing
	CO312 MKT.4	FORMULATE segmentation, targeting and positioning, consumer buying behavior and marketing mix in the context of Business to Business marketing
	CO312MKT.5	DESIGN marketing mix elements considering business-to-business sales and service situations.
	CO312MKT.6	DEVELOP marketing plan for business-to-business Marketing situations.
International Marketing (313MKT:)	CO313MKT.1	DESCRIBE various terms and key concepts associated with international marketing.
	CO313MKT.2	EXPLAIN various key concepts used in all aspects of international marketing.
	CO313MKT.3	ILLUSTRATE all stages in international marketing management process.
	CO313MKT.4	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
	CO313MKT.5	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on assessment of international marketing environment.
	CO313MKT.6	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for global business organizations.
	CO 314MKT.1	DEFINE the key terms and concepts related with digital marketing.
	CO 314MKT.2	EXPLAIN the role of Facebook, Google Ad words, Youtube, Email marketing and other related tools in digital marketing.

Digital Marketing II (314 MKT:)	CO 314MKT.3	MAKE USE OF Facebook, Google Ad words, Youtube and Email marketing and other related tools for carrying out digital marketing for given situation.
	CO 314MKT.4	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email marketing and other related tools in given situation.
	CO 314MKT.5	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email marketing and other related tools.
	CO 314MKT.6	CREATE appropriate content for a digital marketing campaign.
Marketing of Financial Services - II (315 MKT:)	CO315MKT.1	REMEMBERING -RECALL the key terminology of Financial Services, Mutual fund, Insurance products and other alternative investment products.
	CO315MKT.2	UNDERSTANDING: Compare the characteristics of different types of financial products and services.
	CO315MKT.3	APPLYING: IDENTIFY characteristics, risks and returns associated with financial products and services offered in Indian Market from an investment advisor's perspective.
	CO315MKT.4	ANALYSING - Compare the different financial products available in Indian financial market
	CO315MKT.5	EVALUATING - EVALUATE the financial products and services from an investment perspective for various kinds of investors.
	CO315MKT.6	CREATING: Design Financial Product Portfolio for Indian Investor
316MKT:Marketing Analytics	CO316MKT.1	DEFINE various key concepts in Marketing Analytics
	CO316MKT.2	DESCRIBE various key concepts in Marketing Analytics
	CO316MKT.3	IDENTIFY what customers' value in a product/service, and assess what they are willing to pay for it.
	CO316MKT.4	EXPLAIN the use of various models and frameworks to solve marketing problems using marketing data
	CO316MKT.5	MEASURE the effectiveness of marketing efforts and key outcomes in multiple areas of Marketing.
	CO316MKT.6	DESIGN a study that incorporates the key tools and techniques of Marketing Analytics
	CO317.1	DESCRIBE the characteristics of High Technology Products and key concepts associated with Marketing of High-Tech Products.
	CO317.2	EXPLAIN key concepts associated with Marketing of High-Tech Products.

Marketing of High Technology Products (317MKT:)	CO317.3	APPLY marketing plans and decisions in specific situations in High-Tech Markets.
	CO317.4	EXAMINE the suitability of Marketing Mix Strategies/Plans in the light of marketing environment for high Tech products.
	CO317.5	EVALUATE alternative Marketing Mix Strategies/Plans for High-Tech Products.
	CO317.6	DEVELOP Marketing Mix Strategies/Plans for High-Tech Products.
Advanced Financial Management (304 FIN)	CO 304.1	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
	CO 304.2	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
	CO 304 .3	CALCULATE values for making capital structure, investment, liquidity and dividend decisions
	CO 304.4	ANALYZE the Leverage and PBIT EPS Analysis associate with Financial Data in the corporate
	CO 304.5	Evaluate the key strategic financial issues that must be considered in an acquisition or merger
	CO304.6	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.
International Business Economics (306)	CO305FIN.1	RECALL the basic concepts associated with international finance.
	CO305FIN.2	EXPLAIN the various the concepts related to Foreign Exchange Markets, transactions on the international foreign exchange market, Taxation Systems, International Receivables and cash management.
	CO305FIN.3	USE International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, International Receivables and cash management in International financial market.
	CO305FIN.4	ANALYZE the role of exchange rate and credit rating agencies, foreign exchange transactions, taxation system, Receivables and cash management in International financial market.
	CO305FIN.5	EVALUATE the International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, Receivables and cash management in International finance.
	CO305FIN.6	CREATE the investment/ business plan by adoptinng various international finance concepts
	CO312FIN.1	Enumerate the concepts and assumptions associated with traditional and behavioral finance.

Behavioural Finance (312 FIN)	CO312FIN.2	Illustrate the various important theories, heuristics & biases associated with financial decision making.
	CO312FIN.3	Identify behavioural factors that influence financial decision making at individual & corporate level.
	CO312FIN.4	Analyze the implications of human psychology on financial decision makers and financial markets.
	CO312FIN.5	Interpret various investment strategies based on theories of personal & corporate behavioural finance.
	CO312FIN.6	Plan the systematic approach for efficient financial decisions taking into account behavioural factors.
Technical Analysis of Financial Markets (313 FIN)	CO313FIN.1	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
	CO313FIN.2	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
	CO313FIN.3	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities
	CO313FIN.4	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions
	CO313FIN.5	EVALUATE opportunities for Buy & Sale on the basis of technical analysis
	CO313FIN.6	FORMULATE an ideal portfolio of investments with a combination of wide number of securities
Commodities Markets (314FIN:)	CO314FIN.1	DESCRIBE the key concepts of Commodities Markets
	CO314FIN.2	Understanding the pricing mechanism of commodity, regulatory framework and the difference between commodity and financial derivatives
	CO314FIN.3	APPLY all the required strategies and calculations of commodities trading.
	CO314FIN.4	ANALYZE both the fundamental and technical factors that drive the commodity price movements
	CO314FIN.5	EVALUATE the various methods and tools to detect the pulse of the markets and determine the trend in which the prices are moving.
	CO314FIN.6	ADAPT the skills of commodity analysis and build their own trading strategies
	CO315FIN.1	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.

Indirect Taxation (315 FIN)	CO315FIN.2	Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc.
	CO315FIN.3	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services.
	CO315FIN.4	Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
	CO315FIN.5	Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in India & verify the tax levied on Goods and Services.
	CO315FIN.6	Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filling can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.
Corporate Financial Restructuring (316 FIN)	CO316FIN.1	DESCRIBE the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring.
	CO316FIN.2	EXPLAIN the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units.
	CO316FIN.3	PERFORM all the required calculations through relevant numerical problems.
	CO316FIN.4	ANALYZE the situation by calculations of exchange ratio, financial returns, valuations and others.
	CO316FIN.5	EVALUATE impact of corporate financial restructuring on all stakeholders
	CO316FIN.6	CREATE an interface and model on various dimensions of corporate finance and restructuring process.
Strategic Human Resource	CO304HRM.1	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
	CO304HRM.2	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.

Management (304HRM)	CO304HRM.3	Ability to ANALYZE HR as an investment to the company.
	CO304HRM.4	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
	CO304HRM.5	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
HR Operations (305HRM)	CO305HRM.1	Describe the functioning of personnel department
	CO305HRM.2	Understand the communication of HR & Personnel department
	CO305HRM.3	Apply the knowledge of various provisions under laws related to social Security and Labour welfare
	CO305HRM.4	Examine various compensation structure and disciplinary policies
	CO305HRM.5	Evaluate applicability of provisions of laws related to social security and labour welfare across various sectors
	CO305HRM.6	Design a salary structure incorporating all components of payroll system
Talent Management (312HRM:)	CO.312.1	DEFINE Talent Management and its significance
	CO.312.2	UNDERSTANDING performance excellence through Talent Management
	CO.312.3	APPLY Talent Management concepts in Human Resource Management
	CO.312.4	ANALYSING Talent Management practices in employee development and career enhancement
	CO.312.5	FORMULATE the Talent Management Strategies for any organisation.
Psychometric testing and Assessment (313HRM :)	CO313.1	KNOW various tools of psychometry designed to measure traits of individuals
	CO313.2	UNDERSTAND & Conduct the group simulated exercises for organizational purpose
	CO313.3	IDENTIFY AND ADMINISTER psychometric tools to respondents
	CO313.4	INTERPRET results and counsel the respondent based on the results
	CO313.5	CREATE Psychometric Tests for the specific traits as required by the organization
HR Perspectives in Mergers & Acquisitions (314 HRM :)	CO314HRM.1	LIST conceptual framework of Mergers & Acquisitions and organization integration
	CO314HRM.2	UNDERSTAND HR's role and due diligence process in Mergers & Acquisitions
	CO314HRM.3	MANAGE/ SOLVE HR issues arising out during Mergers & Acquisitions
	CO314HRM.4	ORGANIZE HR due diligence before M & A
	CO314HRM.5	SUPPORT process of change management in M & A

	CO314HRM.6	FORMULATE HR processes for restructuring compensation and benefits in Mergers & Acquisitions
Services Operations Management – II (304 OSCM-)	CO304OSCM .1	DEFINE the key concepts in Services Operations Management.
	CO304OSCM .2	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
	CO304OSCM .3	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
	CO304OSCM .4	CATEGORIZE a service firm according to its stage of competitiveness.
	CO304OSCM .5	MODIFY the Service strategies of an organization for achieving the strategic service vision.
	CO304OSCM .6	SOLVE the relevant numerical in the scope of the subject.
Logistics Management (305 OSCM)	CO305OSCM.1	DEFINE basic terms and concepts related to Logistics management.
	CO305OSCM.2	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
	CO305OSCM.3	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
	CO305OSCM.4	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
	CO305OSCM.5	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.
	CO305OSCM.6	DISCUSS modern real world logistical systems using the various concepts in the syllabus.
Manufacturing Resource Planning (312 OSCM)	CO312OSCM.1	DEFINE basic terms and concepts related to MRP II.
	CO312OSCM.2	DESCRIBE the integrated planning structure and functions incorporated within MRP.
	CO312OSCM.3	ILLUSTRATE the importance of MRP as a top-management planning tool
	CO312OSCM.4	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
	CO312OSCM.5	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
	CO312OSCM.6	DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.

Sustainable Supply Chains (313 OSCM-)	CO313OSCM.1	ENUMERATE the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management.
	CO313OSCM.2	DESCRIBE and DISCUSS the role and importance of sustainability and sustainable development in different types of supply chains.
	CO313OSCM.3	IDENTIFY and USE relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management.
	CO313OSCM.4	INTEGRATE fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems.
	CO313OSCM.5	DETERMINE the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain.
	CO313OSCM.6	COMPILE the managerial challenges, and FORMULATE a structured solution to these, with clear implications for relevant stakeholders.
Business Excellence (314 OSCM)	CO314OSCM.1	REPRODUCE the essential tenets of Business Excellence in organizations with special emphasis on Operations Excellence
	CO314OSCM.2	EXPLAIN the basic principles of various models of Business Excellence.
	CO314OSCM.3	MAKE USE OF the concepts, tools and techniques of Business Excellence in the various areas of Operations, Supply Chain and Services
	CO314OSCM.4	ILLUSTRATE the various facets of development, implementation and assessment of business excellence
	CO314OSCM.5	FORMULATE a managerial perspective and DEVELOP an informed decision- marking ability for driving Business Excellence in the various areas of Operations, Supply Chain and Services
	CO314OSCM.6	DISCUSS what makes some organizations best-in-class organizations.
Toyota Production System (315 OSCM)	CO315OSCM.1	DESCRIBE 14 principles of the Toyota Way.
	CO315OSCM.2	RELATE the TPS with other business situations.
	CO315OSCM.3	IMPLEMENT TPS principles to a real-life situation.
	CO315OSCM.4	EXAMINE the application of TPS principles in a service or manufacturing unit/ organization.
	CO315OSCM.5	DESIGN a process for executing Improvement Initiatives at workplace.
	CO315OSCM.6	BUILD an organization culture to foster continuous improvement.
	CO304BA .1	RECALL all basic statistical concepts and associated values, formulae.

Advanced Statistical Methods using R (304 BA)	CO304BA .2	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
	CO304BA .3	APPLY time series analysis in prediction of various trends.
	CO304BA .4	DISCRIMINATE between various types of probability and probability distributions.
	CO304BA .5	FORMULATE and TEST hypothesis using tools of R.
	CO304BA .6	COMPILE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
Machine Learning & Cognitive intelligence using Python (305 BA)	CO305BA.1	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
	CO305BA.2	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
	CO305BA.3	DEVELOP a thought process to think like data scientist/business Analyst
	CO305BA.4	ANALYSE data using supervised and unsupervised Learning Techniques
	CO305BA.5	SELECT the right functions, arrays of Python for Machine Learning algorithms.
	CO305BA.6	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.
Social Media, Web & Text Analytics (312 BA)	CO312BA.1	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
	CO312BA.2	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
	CO312BA.3	DEVELOP a thought process to harness the power of social media analytics to improve website or business
	CO312BA.4	ANALYSE Social Media Analytics and Web Analytics Tools
	CO312BA.5	SELECT the right metrics for Social Media Analytics and Web Analytics
	CO312BA.6	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios
	CO313BA.1	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
	CO313BA.2	DISCUSS the value added by analytics in the operations function.

Industrial Internet of Things (313 BA)	CO313BA.3	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
	CO313BA.4	EXAMINE the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
	CO313BA.5	EXPLAIN the applications of analytics in operations.
	CO313BA.6	COMPILE the issues pertaining to the adoption of technologies that will shape industry
Supply Chain Analytics (314BA:)	CO314BA.1	DESCRIBE the importance of the basics of Supply Chain Analytics and Optimization
	CO314BA.2	EXPLAIN the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain
	CO314BA.3	ILLUSTRATE the basics of Modeling through R Language.
	CO314BA.4	EXAMINE the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy.
	CO314BA.5	DETERMINE the right tools for addressing various issues in Supply Chain Analytics.
	CO314BA.6	COMBINE the various approaches to supply chain analytics for improvements in the supply chain system
SY SEM-IV		
Enterprise Performance Management (401)	CO401.1	Enumerate the different parameters & facets of management control of an enterprise.
	CO401.2	Illustrate the various techniques of enterprise performance management for varied sectors.
	CO401.3	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
	CO401.4	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
	CO401.5	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
	CO402.1	Recall and spell the human universal values of Indian Ethos and its applications in Business ethics
	CO402.2	Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures.

Indian Ethos & Business Ethics (402)	CO402.3	Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues..
	CO402.4	Analyze and make inferences to contemporary business practices inrelation to Indian Ethos & Business Ethics
	CO402.5	Appraising the importance of business decisions on the basis of ethics and thus create a value driven management.
	CO402.6	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to Ethical decision making.
Global Strategic Management (405)	CO405.1	Define the concept and key terms associated with the global strategic management.
	CO405.2	Describe in detail global strategic alliance, merger and acquisitions.
	CO405.3	Demonstrate various global organisation models in global strategic management context.
	CO405.4	Examine various entry and business-level strategies from global strategic management prospective.
	CO405.5	Explain globalization, innovation, and sustainability and challenges to strategic management.
	CO405.6	Design global strategies and understand their relative merits and demerits.
Technology Competition and Strategy (405)	CO408.1	DEFINE the key terms and concepts.
	CO408.2	EXPLAIN how technology affects strategic interactions among firms and consumers
	CO408.3	DETERMINE the linkages Technology & Business Strategies
	CO408.4	EXAMINE the technology environment of a firm.
	CO408.5	APPRAISE the risks pertaining to technology and competition.
Cyber Laws (407)	CO407.1	DEFINE the key terms and concepts pertaining to cyber laws.
	CO407.2	DESCRIBE the relevant legal provisions in detail.
	CO407.3	DETERMINE the applicability of the legal provisions in a specific scenario.
	CO407.4	OUTLINE the course of action in case of violation of the legal provisions.
	CO407.5	EXPLAIN the various legal, social and international issues and the various remedies available under the Information Technology Act for the breach and commission of offence in cyber space

Corporate Social Responsibility & Sustainability (408)	CO408.1	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013, when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR, CSR in India, CSR In global Context, Implementation .
	CO408.2	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
	CO408.3	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
	CO408.4	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
	CO408.5	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
	CO408.6	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.
Marketing 4.0 (403MKT-)	CO403.2	EXPLAIN the importance of various concepts in Marketing 4.0. like prompted Advocacy, 5A's, Four
	CO403.3	APPLY the concepts of digital marketing by Using Digital Anthropology to connected customers, which will drive up the productivity, by Integrating the Best of Online and Offline Channels in the digital world.
	CO403.4	ANALYSE the online and offline interactions between the companies and customers to be the effective marketers.
	CO403.5	EVALUATE how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
	CO403.6	CREATING WOW! Moments with customer engagement by using Marketing 4.0.
	Marketing Strategy (404MKT:)	CO404MKT.1
CO404MKT.2		EXPLAIN various marketing strategies to handle marketing circumstances
CO404MKT.3		APPLY the concepts of marketing strategy to solve real-life business problems.
CO404MKT.4		DISCOVER the suitable competitive advantage useful to design market specific and organization
CO404MKT.5		ESTIMATE the attractiveness of segment to decide targeting strategy and MONITOR marketing
CO404MKT.6		DESIGN marketing strategies to lead the organization towards sustainable growth.

Customer Relationship Management (409MKT:)	CO 409MKT.1	Define concepts and components of B2B, B2C CRM, customer acquisition & retention and CRM mechanics
	CO 409MKT.2	EXPLAIN key concepts and theories associated with CRM.
	CO 409MKT.3	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.
	CO 409MKT.4	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM.
	CO 409MKT.5	EVALUATE suitability and effectiveness of CRM strategies in marketing situations of products, services & e-products/ services across various industries.
	CO 409MKT.6	DEVELOP CRM strategies/plans for various B2B and B2C markets.
Rural and Agriculture Marketing (410MKT:)	CO410MKT.1	DEFINE various concepts related to Rural and Agricultural Marketing
	CO410MKT.2	UNDERSTAND the rural consumer buying Behavior, Rural Marketing Mix, Industrial and Agriculture Market, Difference between Rural and Urban market on different terms and Environment,
	CO410MKT.3	APPLY Rural Marketing research for Segmentation, Positioning with data collection methods for current rural market in India.
	CO410MKT.4	ILLUSTRATE the Rural product, Pricing and Distribution Strategies with modern approach and challenges faced in rural Market and emerging Models in Rural Market.
	CO410MKT.5	ASSESS the use of ICT in Agriculture Marketing with use of various models in domestic and international Market.
	CO410MKT.6	FORMULATE a model for Marketing of Agricultural products by using marketing mix tools.
Retail Marketing (412 MKT)	CO 412 MKT.1	DEFINE and RECALL concepts associated with retail marketing
	CO412 MKT.2	UNDERSTAND the various retail Formats, merchandise management and recent trends
	CO412 MKT.3	APPLY the best practices for retail store management along with USE of social media in retailing
	CO412 MKT.4	ANALYSE and COMPARE the contemporary issues in Retailing and E-tailing
	CO412 MKT.5	EVALUATE the store location based on the determinants and effectiveness of Retail marketing mix

	CO412 MKT.6	DESIGN effective CRM programs suitable for each retail format
Financial Laws (403 FIN:)	CO403FIN .1	Define and Describe the basic concepts related to Financial Laws
	CO403 FIN. 2	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
	CO403 FIN. 3	Make use of contextual financial laws applicable to organisations.
	CO403 FIN. 4	Infer the application of financial laws to organisations
	CO403 FIN. 5	Appraise and perceive the benefits of applicable laws to the organisations.
	CO403 FIN.6	CREATE debt restructuring portfolio/ proposal.
Current Trends & Cases in Finance (404 FIN)	CO404FIN.1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
	CO404FIN.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
	CO404FIN.3	APPLY the various theories and models of financial management in the case.
	CO404FIN.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
	CO404FIN.5	EVALUATE the financial impact of the alternative on the given case.
	CO404FIN.6	CREATE financial models based on theories and concepts studied
Fixed Income Securities (409 FIN-)	CO409FIN.1	Describing the basic concepts of Fixed Income Securities.
	CO409FIN.2	Understanding the various types of securities traded in the fixed income market.
	CO409FIN.3	Applying the knowledge of fixed income securities for diversifying the portfolio of investments.
	CO409FIN.4	Predictive analysis of the economic outlook through yield curve analysis.
	CO409FIN.5	Evaluate the risk and returns of different Fixed income securities.
	CO409FIN.6	Devise the various investment strategies based on portfolio returns.
Business Valuation (410 FIN)	CO410.1	RECALL concepts of value and valuation
	CO410.2	EXPLAIN valuation process of business firms
	CO410.3	CALCULATE business value using different techniques
	CO410.4	EXAMINE special factors to be considered in business valuation

	CO410.5	ASSESS the value of the firm in the light of business environment and regulatory aspects
	CO410.6	DESIGN a structured business valuation model for business.
Organizational Diagnosis & Development (403 HRM)	CO404.1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
	CO404.2	UNDERSTAND concept of OD and 'intervention'.
	CO404.3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
	CO404.4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
	CO404.5	IDENTIFY AND MAP an intervention to organisational need
	CO404.6	DESIGN the role of the consultant for an organisational issue
	Current Trends & Cases in Human Resource Management (404 HRM:)	CO404HRM.1
CO404HRM.2		SUMMARIZE the impact of Current HR trends on HR Functions
CO404HRM.3		ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
CO404HRM.4		EXAMINE the changing role of HR Priorities
CO404HRM.5		ELABORATE upon the various types of current HR Trends
CO404HRM.6		APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.
Labour Legislation (409 HRM:)	CO1	AWARENESS about foundation of labor legislation.
	CO2	UNDERSTAND the legislation related to various labor and social laws.
	CO3	APPLY formulas of specific laws and calculate.
	CO4	STUDY labor legislation and effective implementation of them through case laws.
	CO5	REVIEW AND UNDERSTAND different labor legislations and its amendments.
Designing HR Policies (410HRM)	CO.410HRM.1	IDENTIFY important points to be incorporated in HR Manual
	CO.410HRM.2	UNDERSTAND policy requirement for Recruitment & Selection process
	CO.410HRM.3	PREPARE policies on employee benefits for an organization of your choice

	CO.410HRM.4	ILLUSTRATE steps involved in better employee relations & grievance handling
	CO.410HRM.5	CONSTRUCT various HR policies for an organization of your choice
Labour Economics and Costing (411:)	CO411.1	IDENTIFY the basic concepts of Labour Economics, Wage Determination, Labour Productivity and Costing.
	CO411.2	UNDERSTANDING the Labour Markers in India with reference to demand and supply of Labour and Social Security Problems associated to it.
	CO411.3	DETERMINATION of various Wage and Non-Wage Factors applicable in various sectors of businesses.
	CO411.4	IMPLEMENTATION of various theories of wage determination in various business sectors.
	CO411.5	EVALUATION of Labour Cost Benefit Analysis of important HR functions.
	CO411.6	APPLICATION of social security of labours in various sectors.
E Supply Chains and Logistics (403 OSCM)	CO403OSCM .1	DESCRIBE the structure of modern days Logistics.
	CO403OSCM .2	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
	CO403OSCM .3	IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of
	CO403OSCM .4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
	CO403OSCM .5	EXPLAIN the key Operational Aspects of E Procurement.
	CO403OSCM .6	DEVELOP a framework for e-logistics
Industry 4.0 (404 OSCM-)	CO404OSCM .1	DEFINE industrial revolutions and its different aspects.
	CO404OSCM .2	EXPLAIN the role of technology pillars of Industry 4.0.
	CO404OSCM .3	DEMONSTRATE the use of data in effective decision making.
	CO404OSCM .4	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
	CO404OSCM .5	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
	CO404OSCM .6	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB

Enterprise Resource Planning (409 OSCM-)	CO409OSCM.1	DESCRIBE the key concepts of ERP systems for manufacturing or service organizations.
	CO409 OSCM.2	EXPLAIN the scope of common ERP Systems modules.
	CO409 OSCM.3	DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
	CO409 OSCM.4	EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations.
	CO409 OSCM.5	JUSTIFY selection of an appropriate ERP transition strategy.
	CO409 OSCM.6	FORMULATE best selection and implementation strategy in a real setting.
World Class Manufacturing (410 OSCM)	CO410OSCM.1	DEFINE the basic terms associated with Manufacturing Excellence and World Class Manufacturing
	CO410OSCM.2	SUMMARIZE the features of various frameworks used for World Class Manufacturing
	CO410OSCM.3	IDENTIFY the challenges to manufacturing industry in the information age
	CO410OSCM.4	ANALYZE the usage of Information management tools, Material processing and handling tools.
	CO410OSCM.5	EVALUATE the country's preparedness for World Class Manufacturing
	CO410OSCM.6	ESTIMATE the performance of manufacturing firms with the measurement system to determine the readiness for World Class Manufacturing
Supply Chain Strategy (411 OSCM-)	CO411OSCM.1	DEFINE basic terms and concepts related to Strategy, Supply Chain
	CO411OSCM.2	EXPLAIN the SC Components and Processes
	CO411OSCM.3	ILLUSTRATE the importance of SC strategies on competitive advantage.
	CO411OSCM.4	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages of strategies with real time issues using Information Technology.
	CO411OSCM.5	EVALUATE and EXPLAIN impact of strategic decisions on SC
	CO411 OSCM.6	FORMULATE and DISCUSS a model for SCM strategies
	CO412OSCM.1	REMEMBER basic concepts used in cost management, Budgeting and activity-based costing
	CO412OSCM.2	UNDERSTAND the importance of cost management as key to profitability.

Financial Perspectives in Operations Management (412 OSCM-)	CO412OSCM.3	CALCULATE NPV, PI, IRR, BCR, NBCR, Project cost overruns and cost control with Microsoft Excel.
	CO412OSCM.4	Outline capital budgeting techniques used in Operations.
	CO412OSCM.5	Explain the role of Financial Institutions in project financing
	CO412OSCM.6	Solve the real time issues involved in Operations and Project Management using appropriate method in order to reduce the costs.
Facilities Planning (413 OSCM)	CO413OSCM.1	DESCRIBE the concepts and principles of Facilities Planning.
	CO413OSCM.2	EXPLAIN the key considerations in Facilities Planning.
	CO413OSCM.3	ILLUSTRATE the use of the concepts and principles of Facilities Planning.
	CO413OSCM.4	EXAMINE the practical layouts in real world in light of the theoretical concepts and principles of Facilities Planning.
	CO413OSCM.5	EVALUATE various approaches to Facilities Planning.
	CO413 OSCM.6	REARRANGE existing layouts for enhanced outcomes.
Purchasing and Supplier Relationship Management (414 OSCM-)	CO414OSCM.1	DESCRIBE the Purchasing Process and its importance in organizations.
	CO414OSCM.2	Students will understand the impact of purchasing on competitive success and profitability of modern-day organizations.
	CO414OSCM.3	MAKE USE OF the various Negotiation technique in the context of Purchasing process.
	CO414OSCM.4	ILLUSTRATE how Supplier evaluation and selection is done in organizations and its relationship with corporate Strategy.
	CO414OSCM.5	EXPLAIN the importance of Performance Measurement & Evaluation in operations management.
	CO414 OSCM.6	BUILD A purchasing strategy for a real world situation.
Strategic Supply Chain Management (415 OSCM-)	CO415OSCM.1	DEFINE Key configuration components of Strategic Supply Chain Management.
	CO415OSCM.2	EXPLORE Process Architecture and Toolkits of in Strategic Supply Chain Management
	CO415OSCM.3	ILLUSTRATE the Design Organization for Performance and Organizational Change
	CO415OSCM.4	EXAMINE the Right Collaborative Model and Drivers of collaboration of Strategic Supply Chain Management

	CO415OSCM.5	ILLUSTRATE Use of Metrics to Drive Business Success and Roadmap to change
	CO415 OSCM.6	DEVELOP the architecture of a supply chain.
Economics of Network Industries (403 BA)	CO403BA .1	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
	CO403BA .2	DESCRIBE the characteristics of the markets for network products.
	CO403BA .3	ILLUSRTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
	CO403BA .4	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
	CO403BA .5	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
	CO403BA .6	DISCUSS the economics of Internet advertising, and the business model of zero pricing.
Artificial Intelligence in Business Applications (404 BA-)	CO404BA .1	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
	CO404BA .2	UNDERSTAND AI's fundamental concepts and methods.
	CO404BA .3	APPLY various machine learning algorithms on structured data to develop machine learning models.
	CO404BA .4	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
	CO404BA .5	SELECT logical and functional process to develop the model
	CO404BA .6	CREATE SOLUTIONS for various business problems using AI techniques.
E Commerce Analytics - II (409 BA-)	CO409BA.1	DESCRIBE the key concepts in e-commerce analytics.
	CO409 BA.2	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
	CO409 BA.3	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
	CO409 BA.4	DISCOVER high-value insights via dashboards and visualization.

	CO409 BA.5	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
	CO409 BA.6	FORMULATE the right analytics driven strategy for ecommerce businesses.
Healthcare Analytics (410BA:)	CO410BA.1	DESCRIBE the key terms in healthcare data analytics
	CO410BA.2	EXPLAIN the fundamental concepts in Health Care Analytics
	CO410BA.3	ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data
	CO410BA.4	EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data
	CO410BA.5	EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.
	CO410BA.6	ADAPT healthcare data analytics for improving the health and well-being of people.
Watson (411 BA-)	CO411BA.1	RECALL the key aspects of cognitive computing and Watson.
	CO411BA.2	DESCRIBE & DISCUSS the conceptual components and practical aspects of a cognitive system.
	CO411BA.3	MAKE USE OF Watson platform and its underlying technologies for natural language processing and question answering in particular.
	CO411BA.4	ILLUSTRATE the various use cases of Watson.
	CO411BA.5	EXPLAIN fundamentals of IBM Cloud and creating service instances.
	CO411 BA.6	BUILD a Customer Complaints Analyzer using Watson Natural Language Understanding.
Scala and Spark (412 BA-)	CO412BA.1	DESCRIBE the ecosystem associated with SCALA and SPARK.
	CO412BA.2	ILLUSTRATE the use of SPARK and SCALA.
	CO412BA.3	USE the core RDD and DataFrame APIs to perform analytics on datasets with Scala.
	CO412BA.4	EXAMINE how and when it differs from familiar programming models
	CO412BA.5	READ data from persistent storage and load it into Apache Spark.
	CO412BA.6	MANIPULATE data with Spark and Scala