

## PROGRAM OUTCOME (PO), PROGRAM SPECIFIC OUTCOME (PSO) (2019-20)

<b>PROGRAMME NAME</b>	<b>MBA</b>
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PROGRAMME OUTCOME
<p><b>PO1: Business Environment and Domain Knowledge (BEDK)</b>                      Students are expected to have the understanding of environment in which business operates and that includes economic, socio-cultural, political, legal, technological, and competitive environment. Further, the students are expected to have deep knowledge and understanding about the managerial functions and the specific domain of business that the student specializes in. Such knowledge would help in identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.</p> <p><b>PO2: Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)</b>                      Students are expected to develop competencies in critical thinking for business decision making, capabilities, and skills to analyze and solve business problems across functional areas and more so by coming out with innovative solutions.</p> <p><b>PO3: Global Exposure and Cross-Cultural Understanding (GECCU)</b>                      Students are expected to have a global outlook, they are also expected to demonstrate the ability to identify the various aspects of the global businesses and gain a Cross Cultural Understanding.</p> <p><b>PO4: Social Responsiveness and Ethics (SRE)</b>                      The students of MBA are expected to understand the professional, ethical, legal, financial, marketing, logistical, security and social issues and their responsibilities in the social arena. They are expected to identify the contemporary social problems, explore the opportunities for social entrepreneurship, design business solutions and demonstrate ethical standards in organizational decision making.</p> <p><b>PO5: Effective Communication (EC)</b>                      Students are expected to develop effective oral and written communication skills especially in business applications with the use of appropriate technology wherever necessary.</p> <p><b>PO6: Leadership and Teamwork (LT)</b>                      Students are expected to have leadership skills and ability to collaborate effectively with organizational members having diverse capabilities and skills to achieve organizational goals. They should be able to function in teams, overcome conflicts and prove their abilities to carry the teams to success.</p>

COURSE OUTCOME			
SEMESTER	COURSE NAME	COURSE CODE	COURSE OUTCOME
<b>I</b>	MANAGEMENT CONCEPT & INDIAN ETHOS	KMB 101	CO 1: Developing understanding of managerial practices and their perspectives. CO2: Applying planning and managerial decision making skills. CO 3: Develop analytical and problem solving skills, based on understanding of management concepts and theories. CO 4: Comprehend and practice Indian Ethos and Value Systems. CO 5: Applying value based management and ethical practices.
	MANAGERIAL ECONOMICS	KMB 102	<b>CO1:</b> Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.

		<p><b>CO2:</b> The students would be able to understand the law of demand &amp; supply &amp; their elasticities, evaluate &amp; analyse these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources.</p> <p><b>CO3:</b> The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in</p>
FINANCIAL ACCOUNTING FOR MANAGERS	KMB 103	<p><b>CO1.</b> Understand and apply accounting concepts, principles and conventions for their routine monetary transaction;</p> <p><b>CO2.</b> Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.</p> <p><b>CO3.</b> Create and Prepare financial statements in accordance with Generally Accepted Accounting Principles</p> <p><b>CO4.</b> Utilize the technology (such as computers, information databases) in facilitating and enhancing accounting and financial reporting processes</p> <p><b>CO5.</b> Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.</p> <p><b>CO6</b> Understand the basic concepts and importance of working capital management</p>
BUSINESS STATISTICS AND ANALYSIS	KMB 104	<p><b>CO1.</b> Gaining Knowledge of basic concept / fundamentals of business statistics.</p> <p><b>CO2.</b> To develop practical understanding of various statistics concepts.</p> <p><b>CO3.</b> To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.</p> <p><b>CO4.</b> Evaluating basic concepts of probability and perform probability theoretical distributions.</p>
ORGANISATIONAL BEHAVIOUR	KMB 105	<p><b>CO 1:</b> Comprehending the nature, functioning and design of organizations as social collectives</p> <p><b>CO2:</b> To evaluate the reciprocal relationship between the organizational characteristics and managerial behavior.</p> <p><b>CO 3:</b> Develop practical insights and problem solving capabilities for effectively managing the Organisational processes</p> <p><b>CO 4:</b> Analysing the behavior of</p>

		individuals and groups in organizations.	
MARKETING MANAGEMENT - I	KMB 106	<p><b>CO1.</b> Remember and Comprehend basic marketing concepts.</p> <p><b>CO2.</b> Understand marketing Insights on application of basic marketing concepts.</p> <p><b>CO3.</b> Able to Apply and develop Marketing Strategies and Plans</p> <p><b>CO4.</b> Understand and Analyzing Business/ Consumer Markets</p> <p><b>CO5.</b> Develop skills and ability Identify &amp; evaluate Market Segments and Targeting.</p>	
BUSINESS COMMUNICATION	KMB 107	<p><b>CO1.</b> Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.</p> <p><b>CO2.</b> Analyse ethical, legal, cultural, and global issues affecting business Communication.</p> <p><b>CO3.</b> Develop an understanding of appropriate organizational formats and channels used in business communications</p> <p><b>CO4.</b> Gaining an understanding of emerging electronic modes of communication.</p> <p><b>CO5.</b> Developing effective verbal and non verbal communication skills.</p>	
COMPUTER APPLICATION IN MANAGEMENT	KMB 108	<p><b>CO1.</b> Gain in depth knowledge of working of an IT enabled organisation</p> <p><b>CO2.</b> Learn to use various IT tools for solving Business Problems.</p> <p><b>CO3.</b> Develop and implement Information Systems for Business Applications.</p> <p><b>CO4.</b> Learn to increase efficiency of various management processes by using IT enabled technology.</p> <p><b>CO5.</b> Analyse various security and ethics related issues pertaining to the increasing use of Information Technology</p>	
II	BUSINESS ENVIRONMENT	KMB 201	<p><b>CO1)</b> Comprehend the forces that shape business and economic structure and develop strategies to cope with the same</p> <p><b>CO2)</b> Evaluate the economic &amp; political environmental dynamics to cope with the changing regulations affecting business and its profitability.</p> <p><b>CO3)</b> Analyse the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.</p> <p><b>CO4)</b> Analyze the desirability of technological advancement in the current set-up and how to gain technological advancement with least cost.</p> <p><b>CO5)</b> Understand the international influences on domestic business and</p>

		measures to be taken for successful global business operations
HUMAN RESOURCE MANAGEMENT	KMB 202	<p><b>CO1.</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.</p> <p><b>CO2.</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.</p> <p><b>CO3.</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.</p> <p><b>CO4.</b>Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.</p>
BUSINESS RESEARCH METHODS	KMB 203	<p>CO1. Knowledge of concept / fundamentals for different types of research.</p> <p>CO2. Applying relevant research techniques.</p> <p>CO3. Understanding relevant scaling &amp; measurement techniques and should use appropriate sampling techniques</p> <p>CO4.Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.</p> <p>CO5.Evaluating statistical analysis which includes various parametric test and non parametric test and ANOVA technique and prepare report.</p>
FINANCIAL MANAGEMENT & CORPORATE FINANCE	KMB 204	<p><b>C01</b> Understand the different basic concept / fundamentals of Corporate Finance</p> <p><b>C02</b> Understand the practical application of time value of money and evaluating long term investment decisions</p> <p><b>C03</b> Developing analytical skills to select the best source of capital ,its structure on the basis of cost of capital</p> <p><b>Co4</b> Understand the use and application of different models for firm's optimum dividend payout.</p> <p><b>Co5</b> Understand the recent trends of primary and secondary market and developing skills for application of various financial services.</p>
OPERATIONS MANAGEMENT	KMB 205	<ul style="list-style-type: none"> <li>Understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms.</li> </ul>

		<ul style="list-style-type: none"> <li>• Understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.</li> <li>• Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.</li> <li>• Analyze / understand the trends and challenges of Operations Management in the current business environment.</li> </ul>
QUANTITATIVE TECHNIQUES FOR MANAGERS	KMB 206	<p><b>CO1.</b> Understand the basic operations research concepts and terminology involved in optimization techniques</p> <p><b>CO2.</b> Understand how to interpret and solve business-related problems and</p> <p><b>CO3.</b> Apply certain mathematical techniques in getting the best possible solution to a problem involving limited resources</p> <p><b>CO4.</b> Apply the most widely used quantitative techniques in decision making</p> <p><b>CO5.</b> Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in order to achieve project success</p>
LEGAL ASPECTS OF BUSINESS	KMB 207	<p><b>CO1.</b> Acquire a sound understanding of the legal aspects of the laws affecting businesses</p> <p><b>CO2.</b> Apply basic legal knowledge to business transactions.</p> <p><b>CO3.</b> Communicate effectively using standard business and legal terminology</p> <p><b>CO4.</b> Analyse a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.</p> <p><b>CO5.</b> Describe current law, rules, and regulations related to settling business disputes</p>
MARKETING MANAGEMENT – II	KMB 208	<p><b>CO1.</b> Understand and Analyze marketing for creating value with Product and price Strategy.</p> <p><b>CO2.</b> Develop aptitude to Create and Craft the Brand Positioning/ Equity by Evaluating Brands and Identifying Market Segments and Targets</p> <p><b>CO3.</b> Understand and Analyze marketing for delivering and communicating value with Integrated Marketing Channels and promotion strategy.</p> <p><b>CO4.</b> Remember and Comprehend advance marketing concepts for the New Realities and digital aspect of marketing.</p>

**III**

	STRATEGIC MANAGEMENT	KMB301	<input type="checkbox"/> Formulate organizational vision, mission, goals, and values. <input type="checkbox"/> Develop strategies and action plans to achieve an organization's vision, mission, and goals <input type="checkbox"/> Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes. <input type="checkbox"/> Evaluate and revise programs and procedures in order to achieve organizational goals; <input type="checkbox"/> Consider the ethical dimensions of the strategic management process;
	INTERNATIONAL BUSINESS MANAGEMENT	KMB302	CO 1: To get an overview of the key issues and concepts of International Business. CO 2: Understand how and why the World's countries differ. Comprehending (K 3) CO 3: Understand the monetary framework in which international business transactions are conducted CO 4: Understand the role of International Organizations and Regional Trade blocks CO 5: Implement the decisions for international operations in a superior manner.
	TALENT MANAGEMENT	KMBHR01	CO 1: Knowledge of Talent Management Processes CO 2: Understanding for analysis of the impacts of Talent management in the organization CO 3: Competency to implement Talent Management practices CO 4: Competency to develop leadership qualities among subordinate CO 5: Knowledge about the reward system to support Talent management
	PERFORMANCE AND REWARD MANAGEMENT	KMBHR02	CO 1: Knowledge of Performance Management and Performance Appraisal CO 2: Competency to understand the importance of importance of Performance Management CO 3: Knowledge about the Compensation and Reward Systems CO 4: Competency to implement the effective reward systems in the organization CO 5: Ability to explain the relevance of competency mapping and understanding its linkage with career development

EMPLOYEE RELATIONS AND LABOUR LAWS	KMBHR03	<p>CO 1: Knowledge of Industrial Relation framework</p> <p>CO 2: Competency to understand the importance of Employee Relation within the perspective of Industrial Relation</p> <p>CO 3: Knowledge about relevant Laws of HR management</p> <p>CO 4: Competency to interpreted and implement the Labour Laws within organization</p> <p>CO 5: Competency to use Collective Bargaining and Grievance redressal Mechanism</p>
SALES & DISTRIBUTION MANAGEMENT	KMBMK01	<p>CO1: Students will develop knowledge, understanding and skills in Sales force management.</p> <p>CO2: Acquainted with better understanding of implementation of sales management strategies.</p> <p>CO3: Develop analytical skills for effective decision alternatives in sales management problems</p> <p>CO4: Develop the knowledge, understanding and skills in retail management.</p> <p>CO5: Acquainted with better understanding of implementation of retail management strategies and develop analytical skills for effective decision alternatives in retail operations.</p>
CONSUMER BEHAVIOUR	KMBMK02	<p>CO1. Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded.</p> <p>CO2. Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities</p> <p>CO3. Be able to demonstrate how concepts may be applied to marketing strategy.</p> <p>CO4. Apply an IMC approach in the development of an overall advertising and promotional plan.</p> <p>CO5. Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign</p>
DIGITAL & SOCIAL MEDIA	KMBMK03	CO1. Students will develop an

MARKETING		<p>understanding of digital and social media marketing practices.</p> <p>CO2. Students will develop understanding of the social media platforms</p> <p>CO3. Students will acquire the skill to acquire and engage consumers online.</p> <p>CO4. Students will develop understanding of building organizational competency by way of digital marketing practices and cost considerations.</p> <p>CO5. Students will develop understanding of the latest digital practices for marketing and promotion.</p>
INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	KMBFM01	<p>CO 1: Understand about various investment avenues.</p> <p>CO 2: Understand the value of assets and manage investment portfolio.</p> <p>CO 3 : Understand various Models of Investment and its application</p> <p>CO 4: Understand and create various investment strategies on the basis of various market conditions.</p> <p>CO 5: Measure riskiness of a stock or a portfolio position.</p>
TAX PLANNING & MANAGEMENT	KMBFM02	<p>CO 1: Understand about various Tax provisions and Tax planning</p> <p>CO 2: Understand the scope of tax planning concerning various business and managerial and strategic activities can be explored</p> <p>CO 3: Have knowledge about various Tax Dates, Rates and Forms</p> <p>CO 4: Measure Corporate Tax and Taxation in case of business restructuring</p> <p>CO 5: Understand how GST can be calculated &amp; managed.</p>
FINANCIAL MARKET & SERVICES	KMBFM03	<p>CO1 Recognize the functioning and working of various financial institutions in India thus in turn connecting it to the working of Indian economy.</p> <p>CO2 Interpret the knowledge about the working of various financial instruments in the primary and secondary</p>

		<p>market in India as well as foreign market.</p> <p>CO3 Classify about the working of micro finance instruments in India as well as foreign market</p> <p>CO5 Interpret the knowledge about the banking industry and demonstrate the various market demand analysis</p>
INTERNATIONAL MARKETING	KMBIB01	<p>CO1. Identify and analyse opportunities within international marketing environments.</p> <p>CO2. Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies.</p> <p>CO3. Identify, analyse, and evaluate information, and evidence related to international business opportunities and threats relevant in the current world.</p> <p>CO4. Develop proper product and pricing decisions in a particular target market.</p> <p>CO5. Understand process of international marketing communication strategies and adapting to specific market needs.</p>
INTERNATIONAL LOGISTICS	KMBIB02	<p>CO1 : To view logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive advantage.</p> <p>CO2: Develop in the right way the process of organizing and conducting the proceedings relating to the transport and shipping .</p> <p>CO3: Develop in the right way the process of setting up and managing warehousing operations.</p> <p>CO4: Able to carry basic assessment of sea and air freight shipments, ports/ infrastructure and work environment.</p> <p>CO5: Understand the use and impact of e-commerce in logistics management.</p>
EXPORT IMPORT DOCUMENTATION	KMBIB03	<p>1. Demonstrate an understanding of the forces that shape the export and import</p> <p>2. Explain why business ethics is an integral part of every export and import.</p>

IV

			3. Understand the business and related factors; and business's dependency on the interactions with different capital goods .
	PROJECT MANAGEMENT	KMB401	CO 1: Students will be able to understand the characteristics of Project and Project Management CO 2: The students will understand the managerial process along with tools & techniques used in Project management CO 3: Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling CO 4: Students will understand the perspectives in which optimum decisions are to be taken in case of risks with Planned activities in project.
	ENTREPRENEURSHIP DEVELOPMENT	KMB402	CO 1: Developing understanding of basic concepts of entrepreneurship. CO2: Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies CO 3: Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources CO 4: Comprehend and develop skills to Develop a Business Plan. CO 5: Students to have a basic understanding of Launching a New Venture
	STRATEGIC HUMAN RESOURCE MANAGEMENT	KMBHR04	CO 1: Understanding the dimensions of Strategic HRM K1(Remember) K2(Understand) CO 2: Apply the learning of SHRM in organizational context CO 3: Able to evaluate the impacts of SHRM on competitive advantages CO 4: Desired level of expertise on organizational knowledge management through SHRM CO 5: Understanding the International culture in SHRM
	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	KMBHR05	CO 1: Understanding the Contexts of International HRM CO 2: Knowledge about the HR Processes in International

		<p>Context</p> <p>CO 3: Able to evaluate the impacts of Globalisation on HRM</p> <p>CO 4: Desired level of expertise on organizational</p> <p>CO 5: Understanding the International culture in SHRM</p>
MARKETING OF SERVICES	KMBMK04	<p>CO1. Understand and explain the nature and scope of services marketing</p> <p>CO2. Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence;</p> <p>CO3. Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes</p> <p>CO4. Provide a theoretical and practical basis for assessing service performance using company examples;</p> <p>CO5. Identify and discuss characteristics and challenges of managing service firms in the modern world</p>
MARKETING ANALYTICS	KMBMK05	<p>CO1. Students will develop the skill in marketing analytics</p> <p>CO2. Students will be acquainted with better understanding of real life marketing data and its analysis</p> <p>CO3. Students will develop analytical skill for effective market decision making in real life environment.</p>
WORKING CAPITAL MANAGEMENT	KMBFM04	<ul style="list-style-type: none"> <li>• Understand the objectives and functioning of WTO</li> <li>• Investigate funds flow cycles and their impact on working capital management objectives.</li> <li>• Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm.</li> <li>• Formulate appropriate working</li> </ul>

		<p>capital management policies to achieve corporate objectives.</p> <ul style="list-style-type: none"> <li>Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.</li> </ul>
FINANCIAL DERIVATIVES	KMBFM05	<p>CO 1: Understand about various Derivative instruments</p> <p>CO 2: Understand various future and option strategies of hedging risk</p> <p>CO 3: Have knowledge about various Models and techniques and its application</p> <p>CO 4: Apply various swap strategies to reduce risk</p>
INTERNATIONAL TRADE LAWS	KMBIB04	<p>CO1 Identify the process of Registration process, Payment terms, Export costing and pricing.</p> <p>CO2 Interpret the process of Shipment procedures, &amp; summarize the various documents used in Shipping,</p> <p>CO 3Classify the concept ofvarious incentives, benefits&amp;risk involved in shipping process</p> <p>CO4 Discuss the various business planning Import procedures&amp;various export promotion schemes</p> <p>CO5 Demonstrate the various export promotion schemes &amp;Types of Export Houses.</p>
CROSS CULTURAL MANAGEMENT	KMBIB05	<p>CO1. Understand the objectives and functioning of WTO</p> <p>CO2. Review and apply the various WTO agreements for effective international trade</p> <p>CO3. Analyze the forces that shape the international commercial laws.</p> <p>CO4. Understand and evaluate the export import policy in India.</p> <p>CO5. Analyze the recent challenges in international trade and role of international institutions</p>

## PROGRAM OUTCOME (PO), PROGRAM SPECIFIC OUTCOME (PSO)

<b>PROGRAMME NAME</b>	<b>PGDM</b>
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PROGRAMME OUTCOME
<p>Based on the vision and mission of the institute, the following learning outcomes have been identified for students of PGDM program which are also in alignment with the model curriculum proposed by AICTE in January, 2018:</p> <ol style="list-style-type: none"> <li>1. <b>Business Environment and Domain Knowledge (BEDK):</b> Students are expected to have the understanding of environment in which business operates and that includes economic, socio-cultural, political, legal and technological environment. Further, there are various functions and activities of business that need to be performed. Students are expected to have deep knowledge and understanding of those functions and activities as that would help in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.</li> <li>2. <b>Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI):</b> Students are expected to develop competencies in critical thinking for business decision making, capabilities and skills to analyse and solve business problems across functional areas and more so by coming out with innovative solutions.</li> <li>3. <b>Global Exposure and Cross-Cultural Understanding (GECCU):</b> Students are expected to demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.</li> <li>4. <b>Social Responsiveness and Ethics (SRE):</b> Business is a societal activity and social responsiveness in the context of identifying and solving societal problems and exploring opportunities for social entrepreneurship is a key trait that is expected from the students. Further, students are expected to be sensitized towards ethical issues in business setting resulting in demonstration of ethical behavior in professional life.</li> <li>5. <b>Effective communication (EC):</b> Students are expected to develop effective oral and written communication skills especially in business applications with the use of appropriate technology wherever necessary.</li> <li>6. <b>Leadership and Teamwork (LT):</b> Students are expected to have leadership skills and ability to collaborate effectively with organizational members having diverse capabilities and skills to achieve organizational goals.</li> </ol>

COURSE OUTCOME			
SEMESTER	COURSE NAME	COURSE CODE	COURSE OUTCOME
<b>I</b>	<b>MANAGEMENT PRINCIPLES &amp; PRACTICES</b>	<b>BM 1.01</b>	CO1: Identify and understand nature & functions of management. CO2: Interpret global situation, including opportunities and threats that will impact management of an organization and correlate management principles with management practices. CO3: Evaluate how the managerial tasks of planning, organizing, directing and controlling can be arranged effectively in a variety of circumstances.
	<b>MARKETING MANAGEMENT</b>	<b>BM 1.02</b>	CO1: Demonstrate knowledge of the elements, tasks and strategies of marketing. CO2: Critically analyze the importance and role of elements, tasks and strategies of marketing in practical business setting. CO3: Develop a set of skills and attitude for successful performance as

		marketing management professional in organizational setting.	
	<b>RESEARCH METHODOLOGY</b>	<b>BM 1.03</b>	CO1: Understand the basic need of research and its implications in current changing environment CO2: Demonstrate the practical application of Research Process. CO3: Analysis of data by using different statistical tools.
	<b>MANAGERIAL ECONOMICS</b>	<b>BM 1.04</b>	CO1: Acquire knowledge of concepts, tools and techniques of managerial economics that could be used for taking effective managerial decisions under conditions of risk and uncertainty. CO2: Analyze economics principles for application in business decision making in organizational setting. CO3: Apply concepts of managerial economics in managerial decision making.
	<b>BUSINESS STATISTICS</b>	<b>BM 1.05</b>	CO1: Understand the concepts and role of statistics in functional areas of management. CO2: Demonstrates skills in statistical analysis. CO3: Apply statistical tools to solve specific business problems.
	<b>ACCOUNTING &amp; FINANCIAL ANALYSIS</b>	<b>BM 1.06</b>	CO1: Demonstrate knowledge of basic accounting and finance related terms & concepts. CO2: Applying knowledge of accounting prepare financial statements. CO3: Critically analyze financial statements and draw suitable inferences.
	<b>BUSINESS COMMUNICATION</b>	<b>BM 1.07</b>	CO1: Demonstrate usage of English grammar citing examples CO2: Illustrate command over basic communication skills and correlate with business correspondence. CO3: Validate proficiency in employment correspondence including composing covering letter & job application letter, designing CV & resumè.
<b>II</b>	<b>MACRO-ECONOMICS</b>	<b>BM 2.01</b>	CO1: Remember and understand the concepts of macro-economic and its factors and institutional set-up that affect world & nation's economy and also business organizations. CO2: Analyze macro-economic concepts and present scenario set-up in context of business organizations. CO3: Apply the macro-economic concepts and present situation for solving organizational business problems.
	<b>SUPPLY CHAIN &amp; LOGISTICS MANAGEMENT</b>	<b>BM 2.02</b>	CO1: Recognize the basic concepts of supply chain and logistics anagement and its role in business.

		<p>CO2: Critically examine problems and challenges related to supply chain and logistics.</p> <p>CO3: Utilize the knowledge of supply chain and logistics management in solving problems related to business operations.</p>
<b>HUMAN RESOURCE MANAGEMENT</b>	<b>BM 2.03</b>	<p>CO1: Recall the basic concepts and frameworks of human resource management (HRM), and understand the role that HRM skills have to play in effective business management.</p> <p>CO2: Apply and analyze techniques in talent management that human resource professionals may use to facilitate effective recruitment, talent selection, placement, compensation, rewards, and retention.</p> <p>CO3: Design HR plan appraising relevant contemporary HR toolkits.</p>
<b>FINANCIAL MANAGEMENT</b>	<b>BM 2.04</b>	<p>CO1: Understand and Explain concepts of Financial Management.</p> <p>CO2: Prepare statements representing financial management related decisions of an organisation.</p> <p>CO3: Examine financing, investment, dividend and working capital related issues.</p>
<b>OPERATIONS MANAGEMENT &amp; RESEARCH</b>	<b>BM 2.05</b>	<p>CO1: Demonstrate the understanding of the basic operations management &amp; research concepts and terminology involved in optimization techniques.</p> <p>CO2: Apply pertinent operations research techniques in getting the best possible solution to a problem involving limited resources.</p> <p>CO3: Establish project goals, constraints, deliverables, performance criteria, control needs and resource requirement for effective project completion.</p>
<b>ORGANIZATIONAL BEHAVIOUR</b>	<b>BM 2.06</b>	<p>CO1: Demonstrate an understanding of theories, models and concept of organizational behavior, and show a basic understanding of individual behavior and related issues of motivation, communication, leadership, decision-making, careers, power and organizational change.</p> <p>CO2: Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.</p> <p>CO3: Assess the potential effects of organizational level factors (such as structure, Culture and change) on organizational behavior.</p>
<b>III</b>	<b>ENTREPRENEURSHIP &amp; INCUBATION</b>	<b>BM 3.01</b>
		<p>CO1: Get the insights into the intricacies involved in becoming an entrepreneur.</p>

		<p>CO2: Critically analyze the various issues and challenges involved in starting a business.</p> <p>CO3: Develop a skill in making effective business plan for starting a business.</p>
<b>BANKING &amp; FINANCIAL SERVICES</b>	<b>BM 3.02</b>	<p>CO1: Describe important terms and concepts related to Banking Industry and Capital market.</p> <p>CO2: Operationalize plans related to Issue Management in Capital market.</p> <p>CO3: Analyse activities by Banks, Micro finance institutions and organisations functioning in capital market.</p>
<b>BUSINESS ANALYTICS</b>	<b>BM 3.03</b>	<p>CO1: Gain knowledge of basic concepts of Business Analytics.</p> <p>CO2: Demonstrate practical understanding of business data and its analysis.</p> <p>CO3: Apply business analytics tools and techniques for solving specific business problems.</p>
<b>ADVERTISING &amp; CONSUMER BEHAVIOUR</b>	<b>BM 3.04 (M)</b>	<p>CO1: Gain knowledge of basic concepts of advertising and consumer behavior and their linkages in modern day marketing.</p> <p>CO2: Analyze linkages of advertising with consumer behavior for business organization's advantage.</p> <p>CO3: Plan and execute advertising strategy based on consumer behavior for effective marketing.</p>
<b>SALES MANAGEMENT</b>	<b>BM 3.05 (M)</b>	<p>CO1: Understand the basic concepts, functions, importance, role and processes of sales management in marketing for business organizations.</p> <p>CO2: Describe and analyze the activities to be performed as sales professional.</p> <p>CO3: Utilize theoretical principles of sales management to effectively and efficiently manage the sales force.</p>
<b>SECURITY ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>	<b>BM 3.06 (F)</b>	<p>CO1: Describe basic concepts related to Security Analysis &amp; Portfolio Management.</p> <p>CO2: Application of Risk &amp; Return principles towards Portfolio Management.</p> <p>CO3: Construction &amp; Evaluation of Portfolios.</p>
<b>COMPENSATION &amp; REWARD MANAGEMENT</b>	<b>BM 3.06 (H)</b>	<p>CO1: Explain and interpret the wage related and other Employee welfare legislations.</p> <p>CO2: Apply the knowledge gained regarding compensation basics in managing employee reward systems &amp; develop appropriate reward and compensation policies.</p> <p>CO3: Evaluate the factors to be</p>

		considered when developing a compensation structure & identify links between compensation objectives and business strategy.
	<b>TAXATION &amp; TAX MANAGEMENT</b>	<b>BM 3.07 (F)</b> CO1: Demonstrate knowledge of concepts related to Direct & Indirect Tax calculation. CO2: Apply Tax Calculation & Planning methods for Individual, HUF, Firm and Company. CO3: Critically analyze Direct & Indirect Tax Management for various assesses.
	<b>ORGANIZATIONAL DEVELOPMENT &amp; MANAGEMENT OF CHANGE</b>	<b>BM 3.07 (H)</b> CO1: Demonstrate an understanding of organization Development and various OD interventions for bringing development and explain the relevance of a range of change management approaches and models to a variety of situations. CO2: Identify the role of 'change agents' and relate its applicability in organizational settings. CO3: Summarize key dimensions of differences in organizational culture and develop high performing culture as a leader.
<b>IV</b>	<b>LEADERSHIP BY INDIAN ETHOS</b>	<b>BM 4.01</b> CO1: Acquaint themselves towards the rich heritage of Indian ethos for leadership traits and behavior for handling complex situations. CO2: Critically analyze the role of Indian ethos for leadership. CO3: Apply the exemplary knowledge present in Indian epics, philosophy and icons in contemporary world.
	<b>RETAIL MANAGEMENT</b>	<b>BM 4.01</b> CO1: Get the understanding of concept of Retail and its end consumer in terms of value creation for any Retail Business. CO2: Appraise the various retail functions, retail operations, importance of Retail, significance of store design and display in retailing. CO3: Employ the role of internet and online retailing in order to design suitable supply chains in the new retail ecosystem.
	<b>INTERNATIONAL BUSINESS MANAGEMENT</b>	<b>BM 4.03</b> CO1: Get an understanding of the key issues and concepts of International Business. CO2: Relate monetary framework with International business transactions. CO3: Appraise the role of International Organizations and Regional Trade blocks.
	<b>STRATEGIC MANAGEMENT</b>	<b>BM 4.04</b> CO1: Understand key concepts and

		<p>principles of strategic management.</p> <p>CO2: Use analytical skills, tools and techniques for analyzing a company strategically.</p> <p>CO3: Develop ability to identify strategic issues and design &amp; implement appropriate courses of action.</p>
<b>SERVICES &amp; DIGITAL MARKETING</b>	<b>BM 4.05 (M)</b>	<p>CO1: Recognize and understand the concepts and role of services and digital marketing for business organizations in present context.</p> <p>CO2: Demonstrate the skills to analyze the functions of appropriate services and digital technology for marketing in organizations.</p> <p>CO3: Synthesize services and digital technologies with traditional marketing for more effectiveness.</p>
<b>RISK MANAGEMENT &amp; DERIVATIVES</b>	<b>BM 4.06 (F)</b>	<p>CO1: Understand concepts related to Risk Management &amp; Derivatives.</p> <p>CO2: Apply Risk Management using Future, Option &amp; Swap strategies.</p> <p>CO3: Critically analyze various Risk Management Strategies related to Equity Market, Commodity Market along with Clearing and Settlement System.</p>
<b>HUMAN RESOURCE DEVELOPMENT</b>	<b>BM 4.06 (H)</b>	<p>CO1: Understand the concept of HRD Matrix &amp; HRD interventions and demonstrate knowledge of practical application.</p> <p>CO2: Develop understanding of Organizational psychology that would facilitate them to survive in stressful situations at workplaces.</p> <p>CO3: Frame and evaluate HRD programs and strategies for an organization.</p>