

PROGRAM OUTCOME (PO), PROGRAM SPECIFIC OUTCOME (PSO) (2017-18)

PROGRAMME NAME	MBA
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PROGRAMME OUTCOME
<p>PO1: Business Environment and Domain Knowledge (BEDK) 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>PO2: Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) 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>PO3: Global Exposure and Cross-Cultural Understanding (GECCU) 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>PO4: Social Responsiveness and Ethics (SRE) 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>PO5: Effective Communication (EC) 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>PO6: Leadership and Teamwork (LT) 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
I	Management Concepts and Applications	RMB101	Management Concepts 1. Theoretical applications of management and its managerial perspective. 2. It subject will equip students to map complex managerial aspect arise due to ground realities of an organization. 3. They will Gain knowledge of contemporary issues in Management principles and various approaches to resolve those issues.
	Managerial Economics	RMB102	<ul style="list-style-type: none"> • This course would provide students with the knowledge , tools and techniques to make effective economic decisions under conditions of risk and uncertainty

		<ul style="list-style-type: none"> • Micro economic principles would equip the students with tools and principles which are applied for analyzing the ever changing demand and supply conditions • The students would be able to apply the basic macroeconomic concepts to analyze the volatility in the business world.
Financial Accounting for Managers	RMB103	<ul style="list-style-type: none"> • Subject will provide an insight to the concepts and principles for their routine monetary transaction. • Prepare financial statements in accordance with Generally Accepted Accounting Principles and its excel application. • Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements. • Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations. • Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures. Employable skills
Business Statistics	RMB104	<ol style="list-style-type: none"> 1. Students should be able to calculate and interpret measures of central tendency, symmetrical and asymmetrical distribution, patterns. 2. To estimate the time series analysis by least square method and to calculate, understand the significance and usage of index number. 3. To calculate and interpret correlation coefficients & Formulate regression line by identifying dependent and independent variables. 4. Students should understand basic concepts of probability and perform probability theoretical distributions. 5. Understand Estimation Theory and to develop understanding of hypothesis testing concepts & perform various

		parametric and non parametric tests.
Organisational Behaviour	RMB105	<ol style="list-style-type: none"> 1. Analyse the behavior of individuals and groups in organisations 2. Assess the potential effects of organisational-level factors (such as structure, culture and change) on organisational behaviour. 3. Critically evaluate the potential effects of important developments in the external environment (such as globalisation and advances in technology) on organisational behaviour. 4. Analyse organisational behavioural issues in the context of organisational behaviour theories,
Marketing Management	RMB106	<ul style="list-style-type: none"> • Explain and discuss the general concepts about marketing management and the marketing process. • Discuss consumer and buyer behaviour models as they influence customer purchase decision-making. • Explain the concepts of segmentation, targeting and positioning as part of a comprehensive Marketing plan. • Develop a set of skills important to successful performance in marketing management positions, including critical thinking, working in a group environment, oral and written presentation skills. • Explain the prospect of the global market and application of digitalization to reach there.
Business Communication	RMB107	<ol style="list-style-type: none"> 1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations. 2. Identify ethical, legal, cultural, and global issues affecting business communication. 3. Utilize analytical and problem solving skills appropriate to business communication. 4. Participate in team activities that lead to the development of collaborative work skills. 5. Select appropriate organizational formats and channels used in developing and

		<p>presenting business messages.</p> <p>6. Compose and revise accurate business documents using computer technology.</p> <p>7. Communicate via electronic mail, Internet, and other technologies.</p> <p>8. Deliver an effective oral business presentation</p>	
	Computer Application & Management Information System	RMB108	<ul style="list-style-type: none"> • Have an in-depth knowledge of IT enabled competitive advantage and organizational change. • Grasp essential of major components of Information technology and various information systems. • Become familiar in the use of tools such as Excel, Word and power point for modelling and solving Business problems. • Become familiar about the design and implementation issues related to the development of information systems for Business applications
II	Business Environment	RMB201	<ol style="list-style-type: none"> 1. Demonstrate an understanding of the forces that shape the business and economic structure 2. Explain why business ethics is an integral part of every business organization. 3. Understand the business and related factors; and business's dependency on the interactions with different environmental variables. 4. Develop analytical skills and widen the understanding of macro environmental issues by applying the knowledge of macroeconomic policies and their impact on business organization and strategy
	Human Resource Management	RMB202	<ol style="list-style-type: none"> 1. 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. 2. demonstrate knowledge of laws that impact behaviour in relationships

		<p>between employers and employees that ultimately impact the goals and strategies of the organization.</p> <p>3. understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.</p> <p>4. 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> <p>5. demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.</p>
Business Research Methods	RMB203	<ul style="list-style-type: none"> • Reader can clearly differentiate Research and management problem. • Students can have confident in making their own research proposal. • Students would have a strong knowledge in preparing well structured questionnaire in all respect. • Students would have not only theoretical/conceptual but also the knowledge in working with statistical packages. • Reader would get the skill to convert the research into presentable article
Financial Management	RMB204	<ol style="list-style-type: none"> 1. Apply techniques to project financial statements for forecasting long-term financial needs. 2. Explain the role of short-term financial management, and the key strategies and techniques used to manage cash, marketable securities, accounts receivable and inventory. 3. Apply future value and present value concepts to single sums, mixed streams, and annuities. 4. Identify relevant cash flows for capital budgeting projects and apply various methods to analyze projects. 5. Apply techniques for estimating the cost of each component of the cost of

		<p>capital and understand how to assemble this information into a cost of capital and Capital structure. 6. Explain the concept of leverage and the benefits and costs associated with debt financing.</p> <p>7. Apply techniques of dividend and retention ratio .</p>
Management Accounting & Control	RMB205	<ul style="list-style-type: none"> • Demonstrate an understanding of the context within which Management Accounting is used for planning and control purposes. • Appreciate how budgets and variances are used to control and measure performance. • Understand the use of various costing systems and techniques Measure and analyse performance using appropriate variances. • Prepare cost estimates using appropriate assumptions. • Appreciate the impact on management information of using different costing systems and techniques.
Production Operation & Supply Chain Management	RMB206	<ul style="list-style-type: none"> • Students will improve upon their conceptual skills, understanding and application of tools and techniques of operations management in business practices in real time. • Students will develop understanding and application of factors in the design of effective operating systems. • Students will understand the concept of TQM perspectives. • Students will understand the concepts of Material Management and Supply Chain Management.
Quantitative Techniques for Managers	RMB207	<ul style="list-style-type: none"> • Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type. • To formulate linear programming problem and to find optimal solution by graphical simplex method

		<ul style="list-style-type: none"> • Be able to build and solve Transportation Models and Assignment Models also to solve game theory problems by understanding pure and mix strategies. • To assign optimal sequence of difference jobs on different machines and develop understanding of queuing theory concepts. • To implement replacement of equipments at right time and able to implement project management concepts like CPM, PERT to reduce cost and time. 	
	Legal Aspects for Business	RMB208	<ol style="list-style-type: none"> 1. Acquire a sound understanding of the legal aspects of the law affecting businesses 2. Explain the principles of Indian Business Law and Company Law 3. Develop reasoning abilities by applying the principles of law in the business environment 4. Appraise the legal environment of the organization and develop suitable strategies. 5. Analyse a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.
III	Strategic Management	RMB301	<ul style="list-style-type: none"> <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	RMB302	<ul style="list-style-type: none"> <input type="checkbox"/> Get an overview of the key issues and concepts of International Business

		<ul style="list-style-type: none"> <input type="checkbox"/> Understand how and why the world's countries differ. <input type="checkbox"/> Understand the monetary framework in which international business transactions are conducted <input type="checkbox"/> Understand the role of International Organizations and Regional Trade blocks <input type="checkbox"/> Implement the decisions for international operations in a superior manner
Talent Management	RMBHR01	<ul style="list-style-type: none"> <input type="checkbox"/> This course focuses on the attraction, acquisition, and retention of talent in organizations. <input type="checkbox"/> In particular, the module will focus on the alignment of the talent management process with business strategy, with culture, and with people. <input type="checkbox"/> Aim is to discuss the issues from two perspectives: managing talent in organizations as well as managing one's own talents as an individual. <input type="checkbox"/> In addition, the course will cover the negotiation problems that managers may face in decision-making processes; for example, the hiring negotiation, the promotion negotiation, the firing decision, and HR-relevant cross-cultural negotiation issues.
Performance and Reward Management	RMBHR02	<ol style="list-style-type: none"> 1. Students will be able to explain the concept of performance management system and its relevance in the organization. 2. They have the ability to explain the different methods adopted by the organizations and different methods used for different level of employees. 3. They have the ability to explain the relevance of competency mapping and understanding its linkage with career development. 4. Students will be able to explain how to prepare pay roll on excel and also various aspects of compensation

		system in India.
Industrial Relations and Labour Laws	RMBHR03	<input type="checkbox"/> To Provide conceptual framework of Industrial Relation <input type="checkbox"/> To make students aware with the Indian Labour legislation <input type="checkbox"/> To make students aware with the basic requirements and mandate of labour legislations
Sales & Distribution Management	RMBMK01	<input type="checkbox"/> Students will develop the skills in Sales force management and Distribution Channel management. <input type="checkbox"/> Acquainted with better understanding of implementation of Sales and Channel management strategies. <input type="checkbox"/> Develop analytical skills for effective decision alternatives in Sales and Channel management problems.
Consumer Behaviour	RMBMK02	<input type="checkbox"/> 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; <input type="checkbox"/> Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities <input type="checkbox"/> Be able to demonstrate how concepts may be applied to marketing strategy
Digital Marketing	RMBMK03	<input type="checkbox"/> It will develop proficiency in interpreting marketing strategies in the digital age and provide fundamental knowledge for working in an online team. <input type="checkbox"/> It will enable them to develop various online marketing strategies for various marketing-mix measures. <input type="checkbox"/> It will guide them to use various digital marketing channels for

		<p>consumer acquisition and engagement.</p> <ul style="list-style-type: none"> <input type="checkbox"/> It will help in evaluating the productivity of digital marketing channels for business success. <input type="checkbox"/> It will prepare candidates for global exposure of digital marketing practices to make them employable in a high growth industry.
Security Analysis & Portfolio Management	RMBFM01	<ul style="list-style-type: none"> <input type="checkbox"/> Value assets such as stocks and bonds. <input type="checkbox"/> Manage investment portfolios. <input type="checkbox"/> Optimally diversify portfolios. <input type="checkbox"/> Allocate investments into stock and bond portfolios in accordance with a person's risk preferences. <input type="checkbox"/> Measure the riskiness of a stock or a portfolio position. <input type="checkbox"/> Adjust the value of an asset to take into account the riskiness of the asset. <input type="checkbox"/> Understand and critically evaluate investment advice from brokers and the financial press.
Tax Planning & Management	RMBFM02	<ul style="list-style-type: none"> <input type="checkbox"/> After completing this course , the scope of tax planning concerning various business and managerial and strategic activities can be explored <input type="checkbox"/> Understand and critically evaluate their Tax and Tax planning <input type="checkbox"/> Understand how Excise and Custom tax can be calculated. <input type="checkbox"/> Measure Corporate Tax and Taxation in case of business restructuring <input type="checkbox"/> Have knowledge about various Tax Dates, Rates and Forms.
Financial Market & Commercial Banking	RMBFM03	<ul style="list-style-type: none"> <input type="checkbox"/> The student will able to know about the functioning and working of various financial institutions in India thus in turn connecting it to the working of Indian economy. <input type="checkbox"/> Student will be able to gain knowledge about the working of various financial instruments in the

		<p>primary and secondary market in India as well as foreign market.</p> <p><input type="checkbox"/> Student will be able to gain knowledge about the banking industry and working of its various products.</p>
International Marketing	RMBIB01	<p><input type="checkbox"/> Identify and analyse opportunities within international marketing environments</p> <p><input type="checkbox"/> Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies</p> <p><input type="checkbox"/> Identify, analyse, and evaluate information, and evidence related to international business opportunities and threats relevant in the current world.</p> <p><input type="checkbox"/> Develop proper product and pricing decisions in a particular target market</p> <p><input type="checkbox"/> Understand process of international marketing communication strategies and adapting to specific market needs.</p>
International Logistics	RMBIB02	<p><input type="checkbox"/> 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><input type="checkbox"/> Develop in the right way the process of organizing and conducting the proceedings relating to the transport and shipping .</p> <p><input type="checkbox"/> Able to carry basic assessment of freight and ports work environment.</p> <p><input type="checkbox"/> the use and impact of e-commerce in logistics</p>
Export Import Documentation	RMBIB03	<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> <p>3. Understand the business and related factors; and business's dependency on the interactions with different capital goods .</p>

IV

<p>Corporate Governance : Values and Ethics</p>	<p>RMB401</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Have an insights into various concepts & cases related to Corporate Governance <input type="checkbox"/> Gain a deeper understanding of the various aspects, factors related to role of ethics in Business.
<p>Entrepreneurship Development</p>	<p>RMB402</p>	<ul style="list-style-type: none"> <input type="checkbox"/> There will be ability tounderstand the context of entrepreneurial activities so as to undertake them in due course of time. <input type="checkbox"/> There will be ability tofocus on key strengths and potentials that students can convert into entrepreneurial competencies for their future careers. <input type="checkbox"/> They shall be able to identify future business opportunities indifferent business environments and plan a business process. <input type="checkbox"/> They will be able toidentify and seek help from different levels and types of state and national level agencies. <input type="checkbox"/> They will be able to apply their entrepreneurial capabilities in the SME sector, deploy knowledge of venture capital financing and exposure to international entrepreneurial opportunities.
<p>Training & Development</p>	<p>RMBHR04</p>	<ul style="list-style-type: none"> <input type="checkbox"/> The field of Training and Development and its role in optimizing performance. <input type="checkbox"/> Applying theoretical concepts and models to training design. <input type="checkbox"/> Designing training interventions using a variety of methodologies. <input type="checkbox"/> Evaluating the effectiveness of training & development interventions. <input type="checkbox"/> Assessing whether training & development is a viable career option.
<p>Negotiation & Conflict Management</p>	<p>RMBHR05</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Understanding the central concepts of negotiation and conflict. <input type="checkbox"/> Providing experience in the negotiation and conflict management process.

		<ul style="list-style-type: none"> <input type="checkbox"/> Effectively diagnosing and planning for different types of negotiation situations. <input type="checkbox"/> Developing negotiating skills and confidence in a variety of contexts.
Marketing of Services	RMBMK04	<ul style="list-style-type: none"> <input type="checkbox"/> Understand and explain the nature and scope of services marketing; <input type="checkbox"/> Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence; <input type="checkbox"/> Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes <input type="checkbox"/> Provide a theoretical and practical basis for assessing service performance using company examples; <input type="checkbox"/> Identify and discuss characteristics and challenges of managing service firms in the modern world <input type="checkbox"/> Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system.
Integrated Marketing Communication	RMBMK05	<ul style="list-style-type: none"> <input type="checkbox"/> apply an IMC approach in the development of an overall advertising and promotional plan <input type="checkbox"/> able to prepare marketing communication budget. <input type="checkbox"/> enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign <input type="checkbox"/> create an advertising strategy that employs an appropriate message objectives. <input type="checkbox"/> develop insights into the characteristics of different forms of marketing communications such as

		advertising, sales promotions, public relations, point-of-purchase communications
Working Capital Management	RMBFM04	<ul style="list-style-type: none"> <input type="checkbox"/> Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility. <input type="checkbox"/> Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation. <input type="checkbox"/> Investigate funds flow cycles and their impact on working capital management objectives. <input type="checkbox"/> Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm. <input type="checkbox"/> Formulate appropriate working capital management policies to achieve corporate objectives. <input type="checkbox"/> Apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value. <input type="checkbox"/> Write a plan for a balanced integration of cash, credit and other short-term topics and policies. <input type="checkbox"/> Formulate and integrate an extended treatment on international working capital topics
Financial Derivatives	RMBFM05	<ul style="list-style-type: none"> <input type="checkbox"/> Understand how derivative securities work and how they are traded. <input type="checkbox"/> Understand the principles of derivatives pricing, including the implications of arbitrage. <input type="checkbox"/> Be able to price forward and futures contracts using the cost of carry model. <input type="checkbox"/> Be able to value options using the binomial and Black-Scholes option pricing models. <input type="checkbox"/> Be prepared to use futures and options in financial risk management, speculation and arbitrage.

		<input type="checkbox"/> Learn important lessons from derivatives disasters.
Trading Blocks & Foreign Trade Frame Work	RMBIB04	<p>1. Demonstrate an understanding of the forces that shape the international trades and blocks</p> <p>2. Explain why business ethics is an integral part of every international trade.</p> <p>3. Understand the business and related factors; and business's dependency on the interactions with different international groups .</p>
Cross Cultural Management	RMBIB05	<input type="checkbox"/> Present an overview and analyze different meanings and dimensions of "culture"; <input type="checkbox"/> Describe and analyze the impact of culture on business practices; <input type="checkbox"/> Explain and analyze the impact of national culture on organizational cultures; <input type="checkbox"/> Understand the impact of culture on Human Resource Management; <input type="checkbox"/> Explain how leadership differs across cultures;

PROGRAM OUTCOME (PO), PROGRAM SPECIFIC OUTCOME (PSO) (2017-18)

PROGRAMME NAME	PGDM
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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"> 1. Business Environment and Domain Knowledge (BEDK): 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. 2. Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): 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. 3. Global Exposure and Cross-Cultural Understanding (GECCU): Students are expected to demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding. 4. Social Responsiveness and Ethics (SRE): 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. 5. Effective communication (EC): Students are expected to develop effective oral and written communication skills especially in business applications with the use of appropriate technology wherever necessary. 6. Leadership and Teamwork (LT): Students are expected to have leadership skills and ability to collaborate effectively with organizational members having diverse capabilities and skills to achieve organizational goals.

COURSE OUTCOME			
SEMESTER	COURSE NAME	COURSE CODE	COURSE OUTCOME
I	MANAGEMENT PRINCIPLES & PRACTICES	BM 1.01	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.
	MARKETING MANAGEMENT	BM 1.02	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.
	RESEARCH METHODOLOGY	BM 1.03 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.
	MANAGERIAL ECONOMICS	BM 1.04 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.
	BUSINESS STATISTICS	BM 1.05 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.
	ACCOUNTING & FINANCIAL ANALYSIS	BM 1.06 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.
	BUSINESS COMMUNICATION	BM 1.07 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.
II	MACRO-ECONOMICS	BM 2.01 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.
	SUPPLY CHAIN & LOGISTICS MANAGEMENT	BM 2.02 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>
HUMAN RESOURCE MANAGEMENT	BM 2.03	<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>
FINANCIAL MANAGEMENT	BM 2.04	<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>
OPERATIONS MANAGEMENT & RESEARCH	BM 2.05	<p>CO1: Demonstrate the understanding of the basic operations management & 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>
ORGANIZATIONAL BEHAVIOUR	BM 2.06	<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>
III	ENTREPRENEURSHIP & INCUBATION	BM 3.01
		<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>
BANKING & FINANCIAL SERVICES	BM 3.02	<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>
BUSINESS ANALYTICS	BM 3.03	<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>
ADVERTISING & CONSUMER BEHAVIOUR	BM 3.04 (M)	<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>
SALES MANAGEMENT	BM 3.05 (M)	<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>
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	BM 3.06 (F)	<p>CO1: Describe basic concepts related to Security Analysis & Portfolio Management.</p> <p>CO2: Application of Risk & Return principles towards Portfolio Management.</p> <p>CO3: Construction & Evaluation of Portfolios.</p>
COMPENSATION & REWARD MANAGEMENT	BM 3.06 (H)	<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 & 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.
	TAXATION & TAX MANAGEMENT	BM 3.07 (F) 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.
	ORGANIZATIONAL DEVELOPMENT & MANAGEMENT OF CHANGE	BM 3.07 (H) 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.
IV	LEADERSHIP BY INDIAN ETHOS	BM 4.01 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.
	RETAIL MANAGEMENT	BM 4.01 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.
	INTERNATIONAL BUSINESS MANAGEMENT	BM 4.03 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.
	STRATEGIC MANAGEMENT	BM 4.04 CO1: Understand key concepts and principles of strategic management. CO2: Use analytical skills, tools and techniques for analyzing a company

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