

**Camp Education Society's
Rasiklal M. Dhariwal Institute of Management, Pune**

Program Outcomes, Program Specific Outcomes and Course Outcomes of MBA Programme offered by the Institution

Academic Year 2022-23

MBA - I (Sem - I & II) - Revised 2019 Pattern

| Course code | Course Name | Course Outcomes |
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| 101 GC-01 | MANAGERIAL ACCOUNTING | <p>CO101.1 REMEMBERING DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing</p> <p>CO101.2 UNDERSTANDING EXPLAIN in detail, all the theoretical concepts taught through the syllabus.</p> <p>CO101.3 APPLYING PERFORM all the necessary calculations through the relevant numerical problems.</p> <p>CO101.4 ANALYSING ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.</p> <p>CO101.5 EVALUATING EVALUATE the financial impact of the decision.</p> <p>CO101.6 CREATING CREATE the Financial Statement of Sole Proprietor, Cost Sheet and Budgets</p> |
| 102 GC-02 | ORGANIZATIONAL BEHAVIOUR | <p>CO102.1 REMEMBERING Describe complexities of individual and group behavior in the organizations.</p> <p>CO102.2 UNDERSTANDING Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.</p> <p>CO102.3 APPLYING APPLY Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings</p> <p>CO102.4 ANALYSING ANALYZE human behavioural problems like conflict, low motivation levels, politics, attitudinal issues etc. and develop solutions to these problems.</p> <p>CO102.5 EVALUATING FORMULATE approaches to reorient individual, team, managerial and leadership behavior in order to achieve organizational goals.</p> <p>CO102.6 CREATING DEVELOP strategies for challenges faced during shaping organizational behavior, organizational culture and organizational change.</p> |
| 103 GC-03 | ECONOMIC ANALYSIS FOR BUSINESS DECISIONS | <p>CO103.1 REMEMBERING DEFINE the key terms.</p> <p>CO103.2 UNDERSTANDING EXPLAIN the key concepts in economics, from a managerial perspective.</p> <p>CO103.3 APPLYING IDENTIFY the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making.</p> <p>CO103.4 ANALYSING EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.</p> <p>CO103.5 EVALUATING EVALUATE critical thinking based on principles of microeconomics for informed business decision making.</p> <p>CO103.6 CREATING ELABORATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.</p> |
| 104 GC-04 | BUSINESS RESEARCH METHODS | <p>CO104.1 REMEMBERING DEFINE various concepts & terms associated with scientific business research.</p> <p>CO104.2 UNDERSTANDING EXPLAIN the terms and concepts used in all aspects of scientific business research.</p> <p>CO104.3 APPLYING MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.</p> <p>CO104.4 ANALYSING EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.</p> <p>CO104.5 EVALUATING JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.</p> <p>CO104.6 CREATING FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.</p> |

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| 105 GC-05 | BASICS OF MARKETING | <p>CO105.1 REMEMBERING REPRODUCE the key marketing concepts, components and principles of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.</p> <p>CO105.2 UNDERSTANDING INTERPRET the basic concepts, principles and frameworks of marketing in the context of diverse business situations for explaining the relevant issues with regard to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.</p> <p>CO105.3 APPLYING APPLY the contemporary marketing theories, frameworks and tools to inform problem solving with respect to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.</p> <p>CO105.4 ANALYSING EXAMINE the critical marketing issues for drawing inferences about the underlying causes and relationships concerning marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.</p> <p>CO105.5 EVALUATING EVALUATE the alternative courses of actions to make judgments with regard to the solution for problems involving marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.</p> <p>CO105.6 CREATING GENERATE alternative approaches to the emerging business challenges in the context of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.</p> |
| 106 GC-06 | DIGITAL BUSINESS | <p>CO106.1 REMEMBERING DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.</p> <p>CO106.2 UNDERSTANDING SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.</p> <p>CO106.3 APPLYING ILLUSTRATE value creation & competitive advantage in a digital Business environment.</p> <p>CO106.4 ANALYSING EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.</p> <p>CO106.5 EVALUATING ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.</p> <p>CO106.6 CREATING DISCUSS the various applications of Digital Business in the present day world.</p> |
| 107 GE-UL-01 | MANAGEMENT FUNDAMENTALS | <p>CO107.1 REMEMBERING ENUMERATE various managerial competencies and approaches to management.</p> <p>CO107.2 UNDERSTANDING EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.</p> <p>CO107.3 APPLYING MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.</p> <p>CO107.4 ANALYSING COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.</p> <p>CO107.5 EVALUATING BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.</p> <p>CO107.6 CREATING FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.</p> |
| 108 GE-UL-02 | INDIAN ECONOMY | <p>CO108.1 REMEMBERING DESCRIBE the present state of Indian Economy and LIST major economic policy issues in the current context.</p> <p>CO108.2 UNDERSTANDING EXPLAIN the economic development strategy since Independence and DISCUSS the priorities in the current context.</p> <p>CO108.3 APPLYING ILLUSTRATE the economic impact of Monetary policy and Fiscal Policy, Economic Reforms, Demographic Transition in India, Changing profile of GDP, Growth and Inequality and Trade Policy in the Indian context.</p> <p>CO108.4 ANALYSING EXAMINE the changing profile of human capital, employment, productivity and ILLUSTRATE the linkages with Soft Infrastructure, growth of Startups, GDP composition of India.</p> <p>CO108.5 EVALUATING DETERMINE the key priority areas, across various dimensions, for the Indian Economy in the context of current economic environment.</p> <p>CO108.6 CREATING BUILD a case for co-existence of MNCs, Indian Public Sector, Indian Private Sector, SMEs, MSMEs and Start Ups in the Indian Economy.</p> |

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| 109 GE-UL-03 | ENTREPRENEURSHIP DEVELOPMENT | CO109.1 REMEMBERING DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth. CO109.2 UNDERSTANDING DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context. CO109.3 APPLYING APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities. CO109.4 ANALYSING DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up CO109.5 EVALUATING EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan. CO109.6 CREATING CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options. |
| 113 GE-IL-01 | VERBAL COMMUNICATION LAB | CO113.1 REMEMBERING RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication. CO113.2 UNDERSTANDING EXPRESS themselves effectively in routine and special real world business interactions. CO113.3 APPLYING DEMONSTRATE appropriate use of body language. CO113.4 ANALYSING TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities. CO113.5 EVALUATING APPRAISE the pros and cons of sample recorded verbal communications in a business context. CO113.6 CREATING CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations. |
| 116 GE-IL-04 | MS EXCEL | CO116.1 REMEMBERING SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data. CO116.2 UNDERSTANDING SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets. CO116.3 APPLYING USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match). CO116.4 ANALYSING ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel. CO116.5 EVALUATING DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions. CO116.6 CREATING CREATE standard Excel Templates for routine business data management and analysis activities. |
| 117 GE-IL-05 | BUSINESS SYSTEMS & PROCEDURES | CO117.1 REMEMBERING TABULATE the key elements of a typical business system and related work flow procedures. CO117.2 UNDERSTANDING EXPLAIN a business system and related procedures. CO117.3 APPLYING PREDICT the fail points / bottle necks in a typical business process. CO117.4 ANALYSING BREAK DOWN a business system into simpler components and explain the inter-relationships. CO117.5 EVALUATING DEVELOP a process based thinking approach. CO117.6 CREATING CREATE standard operating procedures and flow charts / other visual representations for typical business systems and processes. |
| 191 | HUMAN RIGHTS - I | CO1 Knowledge of Basic Concept of Human Rights. CO2 Understanding of Perspectives of Rights and Duties CO3 knowledge of Terminology of Various Legal Instruments CO4 Understanding of the role of United Nations in Human Rights |
| 192 | INTRODUCTION TO CYBER SECURITY - I | CO1 Basic concepts of Networking Concepts CO2 Basic Information Security Concepts CO3 Knowledge of Security Threats and Vulnerabilities CO4 Basic knowledge of Cryptography / Encryption |
| 201 GC-07 | MARKETING MANAGEMENT | CO201.1 REMEMBERING DESCRIBE the key terms associated with the 4 Ps of marketing for a real world marketing offering. CO201.2 UNDERSTANDING DEMONSTRATE the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.) CO201.3 APPLYING APPLY marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e- Services.) CO201.4 ANALYSING EXAMINE marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services CO201.5 EVALUATING EXPLAIN the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services CO201.6 CREATING DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.) |

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| 202 GC-08 | FINANCIAL MANAGEMENT | <p>CO202.1 REMEMBERING DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.</p> <p>CO202.2 UNDERSTANDING EXPLAIN in detail all theoretical concepts throughout the syllabus</p> <p>CO202.3 APPLYING PERFORM all the required calculations through relevant numerical problems.</p> <p>CO202.4 ANALYSING ANALYZE the situation and</p> <ul style="list-style-type: none"> <input type="checkbox"/> comment on financial position of the firm <input type="checkbox"/> estimate working capital required <input type="checkbox"/> decide ideal capital structure <input type="checkbox"/> evaluate various project proposals <p>CO202.5 EVALUATING EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm</p> <p>CO202.6 CREATING CREATE Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise), Comparative Proposals using Capital Budgeting Techniques</p> |
| 203 GC-09 | HUMAN RESOURCES MANAGEMENT | <p>CO203.1 REMEMBERING DESCRIBE the role of Human Resource Function in an Organization.</p> <p>CO203.2 UNDERSTANDING DISCUSS the emerging trends and practices in HRM.</p> <p>CO203.3 APPLYING ILLUSTRATE the different methods of HR Acquisition and retention.</p> <p>CO203.4 ANALYSING IDENTIFY the use of different appraisal and training methods in an organization.</p> <p>CO203.5 EVALUATING INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.</p> <p>CO203.6 CREATING DESIGN the HR manual and compensation policy of the organization.</p> |
| 204 GC-10 | OPERATIONS & SUPPLY CHAIN MANAGEMENT | <p>CO204.1 REMEMBERING DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.</p> <p>CO204.2 UNDERSTANDING EXPLAIN the process characteristics and their linkages with process/product matrix in a real world context.</p> <p>CO204.3 APPLYING DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.</p> <p>CO204.4 ANALYSING CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.</p> <p>CO204.5 EVALUATING OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.</p> <p>CO204.6 CREATING ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.</p> |
| 205 BA SC-BA-01 | BASIC BUSINESS ANALYTICS USING R | <p>CO205BA.1 REMEMBERING IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.</p> <p>CO205BA.2 UNDERSTANDING EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.</p> <p>CO205BA.3 APPLYING DEVELOP a thought process to think like a data scientist/business analyst.</p> <p>CO205BA.4 ANALYSING ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.</p> <p>CO205BA.5 EVALUATING INTERPRET various data types and structures for given analytics task</p> <p>CO205BA.6 CREATING COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.</p> |
| 205 FIN SC-FIN-01 | FINANCIAL MARKETS AND BANKING OPERATIONS | <p>CO205FIN.1 REMEMBERING RECALL the structure and components of Indian financial system through banking operations & Financial Markets.</p> <p>CO205FIN.2 UNDERSTANDING UNDERSTAND the concepts of financial markets, their working and importance.</p> <p>CO205FIN.3 APPLYING ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.</p> <p>CO205FIN.4 ANALYSING ANALYZE the linkages in the Financial Markets.</p> <p>CO205FIN.5 EVALUATING EXPLAIN the various banking and accounting transactions.</p> <p>CO205FIN.6 CREATING DEVELOP necessary competencies expected of a finance professional.</p> |
| 205 HR SC-HRM-01 | COMPETENCY BASED HUMAN RESOURCE MANAGEMENT | <p>CO205HRM.1 REMEMBERING DEFINE the key terms related to performance management and competency development.</p> <p>CO205HRM.2 UNDERSTANDING EXPLAIN various models of competency development.</p> <p>CO205HRM.3 APPLYING PRACTICE competency mapping.</p> <p>CO205HRM.4 ANALYSING ANALYZE competencies required for present and potential future job roles at various levels and across variety of organizations.</p> <p>CO205HRM.5 EVALUATING DESIGN and MAP their own competency and plan better and appropriate career for themselves.</p> <p>CO205HRM.6 CREATING DEVELOP a customized competency model in accordance with the corporate requirements.</p> |

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| 205 MKT SC-MKT-01 | MARKETING RESEARCH | CO# COGNITIVE ABILITIES COURSE OUTCOMES CO205MKT.1 REMEMBERING DESCRIBE the key concepts involved in the Marketing Research. CO205MKT.2 UNDERSTANDING EXPLAIN various research designs, data sources, data collection methods, instruments, sampling methods and analytical tools used in Marketing Research. CO205MKT.3 APPLYING APPLY the concepts of marketing research in solving real-life marketing problems. CO205MKT.4 ANALYSING ANALYSE data and draw appropriate Inferences to address real-life marketing issues. CO205MKT.5 EVALUATING DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal. CO205MKT.6 CREATING PLAN and UNDERTAKE qualitative or quantitative marketing research and demonstrate the ability to analyse data to resolve real-life marketing issues. |
| 205 OSCM SC-OSCM-01 | SERVICES OPERATIONS MANAGEMENT - I | CO205OSCM.1 REMEMBERING DESCRIBE the nature and CHARACTERISTICS of services and the services economy. CO205OSCM .2 UNDERSTANDING DESRCIBE the service design elements of variety of services. CO205OSCM .3 APPLYING USE service blueprinting for mapping variety of real life service processes. CO205OSCM .4 ANALYSING ANALYSE alternative locations and sites for variety of service facilities. CO205OSCM .5 EVALUATING JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations. CO205OSCM .6 CREATING CREATE flow process layouts for variety of services. |
| 206 BA SC-BA-02 | DATA MINIMG | CO206BA.1 REMEMBERING DEFINE the key terms associated with Data Mining CO206BA.2 UNDERSTANDING EXPLAIN the various aspects of Data CO206BA.3 APPLYING APPLY classification models CO206BA.4 ANALYSING Analyse data using various clustering models CO206BA.5 EVALUATING SELECT appropriate association analysis and anomaly detection tools. CO206BA.6 CREATING COMBINE various data mining tools and use them in live analytical projects in business scenarios. |
| 206 FIN SC-FIN-02 | PERSONAL FINANCIAL PLANNING | CO206FIN.1 REMEMBERING UNDERSTAND the need and aspects of personal financial planning CO206FIN.2 UNDERSTANDING Describe the investment options available to an individual CO206FIN.3 APPLYING IDENTIFY types of risk and means of managing it CO206FIN.4 ANALYSING DETERMINE the ways of personal tax planning CO206FIN.5 EVALUATING EXPLAIN retirement and estate planning for an individual and design a financial plan. CO206FIN.6 CREATING CREATE a financial plan for a variety of individuals. |
| 206 HR SC-HRM-02 | EMPLOYEE RELATIONS & LABOUR LEGISLATION | CO206HRM.1 REMEMBERING SHOW awareness of important and critical issues in Employee Relations CO206HRM.2 UNDERSTANDING INTERPRET and relate legislations governing employee relations. CO206HRM.3 APPLYING DEMONSTRATE an understanding of legislations relating to working environment. CO206HRM.4 ANALYSING OUTLINE the role of government, society and trade union in ER. CO206HRM.5 EVALUATING EXPLAIN aspects of collective bargaining and grievance handling. CO206HRM.6 CREATING DISCUSS the relevant provisions of various Labour Legislations. |
| 206 MKT SC-MKT-02 | CONSUMER BEHAVIOUR | CO206MKT.1 REMEMBERING RECALL the factors influencing Consumer's purchase decision making process. CO206MKT.2 UNDERSTANDING OUTLINE consumer and organizational buyer behavior process. CO206MKT.3 APPLYING APPLY concepts of consumer behavior to real world marketing decision making. CO206MKT.4 ANALYSING ANALYZE the consumer decision making process and the role of different determinants that affect the buying decision process. CO206MKT.5 EVALUATING EXPLAIN the new trends influencing buyer behavior and its effect on new age Indian Consumer. CO206MKT.6 CREATING DISCUSS the consumer and organizational buying behavior process for a variety of products (goods/services). |
| 206 OSCM SC-OSCM-02 | SUPPLY CHAIN MANAGEMENT | CO206OSCM.1 REMEMBERING DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management. CO206OSCM.2 UNDERSTANDING EXPLAIN the structure of modern day supply chains. CO206OSCM.3 APPLYING IDENTIFY the various flows in real world supply chains. CO206OSCM.4 ANALYSING COMPARE and CONTRAST push and pull strategies in Supply Chain Management. CO206OSCM.5 EVALUATING EXPLAIN the key Operational Aspects in Supply Chain Management. CO206OSCM.6 CREATING DISCUSS the relationship between Customer Value and Supply Chain Management. |

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| 209 GE-UL-09 | START UP AND NEW VENTURE MANAGEMENT | CO209.1 REMEMBERING DESCRIBE the strategic decisions involved in establishing a startup. CO209.2 UNDERSTANDING EXPLAIN the decision making matrix of entrepreneur in establishing a startup. CO209.3 APPLYING IDENTIFY the issues in developing a team to establish and grow a startup CO209.4 ANALYSING FORMULATE a go to market strategy for a startup. CO209.5 EVALUATING DESIGN a workable funding model for a proposed startup. CO209.6 CREATING DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders. |
| 211 GE-UL-11 | BUSINESS, GOVERNMENT & SOCIETY | CO211.1 REMEMBERING DESCRIBE the economic roles of government in the Indian context. CO211.2 UNDERSTANDING EXPLAIN the macroeconomic crises around the world. CO211.3 APPLYING ILLUSTRATE the interlinkages between economic growth , poverty and inequality. CO211.4 ANALYSING EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context. CO211.5 EVALUATING ASSESS the forces for and against Globalization and the socio-economic impact of Globalization. CO211.6 CREATING DISCUSS the interplay between technology, business and society. |
| 212 GE-UL-12 | BUSINESS PROCESS RE-ENGINEERING | CO212.1 REMEMBERING DEFINE the key terms associated with Business Process Reengineering. CO212.2 UNDERSTANDING EXPLAIN the various supporting and opposing forces to Business Process Reengineering in simple business situations. CO212.3 APPLYING APPLY modeling tools for simple business processes. CO212.4 ANALYSING FORMULATE a working plan to establish a Business Process Reengineering team. CO212.5 EVALUATING EVALUATE the success of a BPR initiative in relation to the impact on organizational KPIs. CO212.6 CREATING IMAGINE ways to improve business or non-business processes. |
| 213 GE-IL-08 | WRITTEN ANALYSIS AND COMMUNICATION LAB | CO213.1 REMEMBERING DESCRIBE stages in a typical communication cycle and the barriers to effective communication. CO213.2 UNDERSTANDING SUMMARIZE long essays and reports into précis and executive summaries. CO213.3 APPLYING USE Dictionary and Thesaurus to draft and edit a variety of business written communication. CO213.4 ANALYSING EXAMINE sample internal communications in a business environment for potential refinements. CO213.5 EVALUATING COMPOSE variety of letters, notices, memos and circulars. |
| 217 FIN SE-IL-FIN- 01 | SECURITIES ANALYSIS & PORTFOLIO MANAGEMENT | CO217FIN.1 REMEMBERING REMEMBER various concepts of investments, Bonds. CO217FIN.2 UNDERSTANDING EXPLAIN various theories of Investment Analysis and Portfolio Management. CO217FIN.3 APPLYING CALCULATE risk and return on investment using various concepts covered in the syllabus. CO217FIN.4 ANALYSING ANALYZE and DISCOVER intrinsic value of a security. CO217FIN.5 EVALUATING DESIGN/ CREATE optimal portfolio. |
| 217 MKT SE-IL-MKT -01 | INTEGRATED MARKETING COMMUNICATIONS | CO217MKT.1 REMEMBERING Describe the key concepts & components of IMC CO217MKT.2 UNDERSTANDING EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise. CO217MKT.3 APPLYING Apply the integrated marketing communications tools in contemporary real world scenarios. CO217MKT.4 ANALYSING ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands. CO217MKT.5 EVALUATING Evaluate the IMC mix, advertising – sales promotion & PR strategies with real world examples of products / services / eproducts / e-services CO217MKT.6 CREATING Develop an integrated creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign. |
| 217 OSCM SE-IL-OSCM M-01 | PLANNING & CONTROL OF OPERATIONS | CO217OSCM.1 REMEMBERING DESCRIBE the building blocks of Planning & Control of Operations. CO217OSCM.2 UNDERSTANDING EXPLAIN the need for aggregate planning and the steps in aggregate planning. CO217OSCM.3 APPLYING MAKE USE OF the various forecasting approaches in the context of operations planning process. CO217OSCM.4 ANALYSING ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP. CO217OSCM.5 EVALUATING EXPLAIN the importance of scheduling in operations management. CO217OSCM.6 CREATING CREATE a Bill of Materials. |

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| 218 HR SE-IL-HRM -02 | LAB IN RECRUITMENT AND SELECTION | CO218HRM.1 REMEMBERING DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection. CO218HRM.2 UNDERSTANDING COMPARE and CONTRAST various methods of Recruitment and Selection. CO218HRM.3 APPLYING DEVELOP Job Specifications and Job descriptions in a variety of context. CO218HRM.4 ANALYSING ANALYZE various Personality types. CO218HRM.5 EVALUATING EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency. CO218HRM.6 CREATING COMPILER a list of questions for Recruitment and Selection interviews. |
| 218 OSCM SE-IL-OSCM M-02 | PRODUCTIVITY MANAGEMENT | CO218OSCM.1 REMEMBERING DEFINE various types of productivity and measures of productivity. CO218OSCM.2 UNDERSTANDING DEMONSTRATE the linkages between various measures of productivity. CO218OSCM.3 APPLYING APPLY Value Analysis and Value Engineering principles to simple situations related to operations management. CO218OSCM.4 ANALYSING APPLY various types of charts and diagrams to carry out work study and method study. CO218OSCM.5 EVALUATING DETERMINE the Standard Time using Techniques of Work Measurement. CO218OSCM.6 CREATING ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing. |
| 219 BA SE-IL-BA-0 3 | WORKFORCE ANALYTICS | CO2019BA.1 REMEMBERING ENUMERATE the use of Workforce Analytics. CO2019BA.2 UNDERSTANDING UNDERSTAND the process of creating and using HR analytics CO2019BA.3 APPLYING USE dashboards, pivot tables for data driven decision making in HR. CO2019BA.4 ANALYSING ILLUSTRATE the use of various tools and frameworks for predictive analytics. CO2019BA.5 EVALUATING DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR. CO2019BA.6 CREATING BUILD value for HR departments by showing clear links between HR and Business outcomes. |
| 220 BA SE-IL-BA-0 4 | TABLEAU | CO221BA.1 REMEMBERING DEFINE Tableau terminology and SHOW how to Connect to your data, Edit and save a data source. CO221BA.2 UNDERSTANDING ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts. CO221BA.3 APPLYING MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values. CO221BA.4 ANALYSING INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins. CO221BA.5 EVALUATING CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations. CO221BA.6 CREATING BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding. |
| 220 MKT SE-IL-MKT -04 | DIGITAL MARKETING - I | CO220MKT.1 REMEMBERING DEFINE various concepts related to Digital Marketing. CO220MKT.2 UNDERSTANDING EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing. CO220MKT.3 APPLYING MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products. CO220MKT.4 ANALYSING ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing. CO220MKT.5 EVALUATING DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email. CO220MKT.6 CREATING CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns. |
| 221 HR SE-IL-HRM -05 | HR ANALYTICS | CO221HRM.1 REMEMBERING ENUMERATE the key concepts related to the subject matter. CO221HRM.2 UNDERSTANDING DEMONSTRATE experimentation and innovation. CO221HRM.3 APPLYING USE thinking & decision making ability beyond the existing capabilities and present environment. CO221HRM.4 ANALYSING ANALYZE the behavioral Patterns of an individual & Map the competency- the audit Perspective. CO221HRM.5 EVALUATING EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation. CO221HRM.6 CREATING FORMULATE the linkage between HR Analytics and Business Analytics. |

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| 222 FIN SE-IL-FIN- 06 | BANKING LAWS & REGULATIONS | CO222FIN.1 REMEMBERING REMEMBER various concepts taught in the syllabus. CO222FIN.2 UNDERSTANDING EXPLAIN the Regulatory Framework in the Indian Banking system. CO222FIN.3 UNDERSTANDING DESCRIBE the various legal aspects which need to be followed during daily banking operations. CO222FIN.4 UNDERSTANDING DISCUSS the various laws related to banking. CO222FIN.5 APPLYING APPLY the various commercial laws for the smooth functioning of banking operations. |
| 291 | HUMAN RIGHTS - II | CO1 Understanding of Human Rights in Indian Context CO2 Knowledge to students about Human Rights- Enforcement Mechanism CO3 Understanding of Human Rights Violations and Indian Polity CO4 Knowledge of Role of Advocacy Groups |
| 292 | INTRODUCTION TO CYBER SECURITY - II | CO1 Basic Security Management Practices CO2 Basic Security Laws. CO3 Basic Security Standards |

MBA - II (Sem - III & VI) - 2019 Pattern

| Course code | Course Name | Course Outcomes |
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| 301 GC-11 | STRATEGIC MANAGEMENT | CO301.1 REMEMBERING DESCRIBE the basic terms and concepts in Strategic Management. CO301.2 UNDERSTANDING EXPLAIN the various facets of Strategic Management in a real world context. CO301.3 UNDERSTANDING DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal. CO301.4 APPLYING INTEGRATE the aspects of various functional areas of management to develop a strategic perspective. CO301.5 ANALYSING EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists. CO301.6 CREATING DEVELOP the capability to view the firm in its totality in the context of its environment. |
| 302 GC-12 | DECISION SCIENCE | CO302.1 REMEMBERING DESCRIBE the concepts and models associated with Decision Science. CO302.2 UNDERSTANDING UNDERSTAND the different decision-making tools required to achieve optimisation in business processes. CO302.3 UNDERSTANDING APPLY appropriate decision-making approach and tools to be used in business environment. CO302.4 APPLYING ANALYSE real life situation with constraints and examine the problems using different decision-making tools CO302.5 ANALYSING EVALUATE the various facets of a business problem and develop problem solving ability CO302.6 CREATING DISCUSS & propose the various applications of decision tools in the present business scenario. |
| 303 GC-13 | SUMMER INTERNSHIP PROJECT | CO1 Young students acquired on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. CO2 Students Immersed in actual supervised professional experiences. CO3 Students got insight into the working of the real organizations. CO4 Students gained deeper understanding in specific functional areas. CO5 Understanding of the linkages among different functions and departments. CO6 Development of perspective about business organizations in their totality. CO7 Students explored career opportunities in their areas of interest. |
| 304 BA SC-BA-03 | ADVANCED STATISTICAL METHODS USING R | CO304BA .1 REMEMBERING RECALL all basic statistical concepts and associated values, formulae. CO304BA .2 UNDERSTANDING EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios CO304BA .3 APPLYING APPLY time series analysis in prediction of various trends. CO304BA .4 ANALYSING DISCRIMINATE between various types of probability and probability distributions. CO304BA .5 EVALUATING FORMULATE and TEST hypothesis using tools of R. CO304BA .6 CREATING COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios. |

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| 304 FIN SC-FIN-03 | ADVANCED FINANCIAL MANAGEMENT | CO 304.1 REMEMBERING DESCRIBE the basic concepts in financing, investing and profit distribution in a firm CO 304.2 UNDERSTANDING EXPLAIN theoretical concepts related to raising and use of funds and value of firm CO 304.3 APPLYING CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm CO 304.4 ANALYSING ANALYZE the options for making the right financial decisions of a firm CO 304.5 EVALUATING ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value CO304.6 CREATING DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course. |
| 304 HRM SC-HRM-03 | STRATEGIC HUMAN RESOURCE MANAGEMENT | CO304HRM.1 REMEMBERING REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context. CO304HRM.2 UNDERSTANDING Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies. CO304HRM.3 APPLYING AND ANALYZING Ability to ANALYZE HR as an investment to the company. CO304HRM.4 EVALUATING Ability to INTERPRET and EVALUATE the implementation of the HR strategies. CO304HRM.5 CREATING FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making. |
| 304 IB SC-IB-01 | IMPORT EXPORT DOCUMENTATION AND PROCEDURES | CO304IB.1 REMEMBERING DESCRIBE THE PROCESS OF IMPORT AND EXPORT IN THE CONTEXT OF BUSINESS CO304IB.2 UNDERSTANDING EXPLAIN THE IMPORT AND EXPORT TRANSACTIONS, CLASSIFICATION AND VARIOUS PAYMENT TERMS CO304IB.3 APPLYING IDENTIFY VARIOUS TYPES OF DOCUMENTS REQUIRED FOR THE PROCEDURES INVOLVED IN IMPORT AND EXPORT CO304IB.4 ANALYSING EXAMINE VARIOUS DOCUMENTATION FORMATS FOR THE IMPORT AND EXPORT PROCESSES CO304IB.5 EVALUATING EXPLAIN PRE AND POST ACTIVITIES OF IMPORT AND EXPORT PROCESS CO304IB.6 CREATING DISCUSS ON VARIOUS ASPECTS OF TRADES, DOCUMENTATION AND PROCEDURES FOR IMPORT AND EXPORT |
| 304 MKT SC-MKT-03 | SERVICES MARKETING | CO304 MKT.1 REMEMBERING RECALL the key concepts in services marketing CO304 MKT.2 UNDERSTANDING EXPLAIN the role of Extended Marketing Mix in Services CO304 MKT.3 APPLYING DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services CO304 MKT.4 ANALYSING ANALYSE the significance of services marketing in the Indian and global economy CO304 MKT.5 EVALUATING EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment CO304 MKT.6 CREATING DEVELOP marketing mix for various services offering |
| 304 OSCM SC-OSCM-03 | SERVICES OPERATIONS MANAGEMENT - II | CO304OSCM .1 REMEMBERING DEFINE the key concepts in Services Operations Management. CO304OSCM .2 UNDERSTANDING DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value. CO304OSCM .3 APPLYING IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm CO304OSCM .4 ANALYSING CATEGORIZE a service firm according to its stage of competitiveness. CO304OSCM .5 EVALUATING MODIFY the Service strategies of an organization for achieving the strategic service vision. CO304OSCM .6 CREATING SOLVE the relevant numerical in the scope of the subject. |
| 304 PHCM SC-PHCM-01 | FUNDAMENTALS OF PHARMA AND HEALTHCARE MANAGEMENT | PHCM01.1 REMEMBERING DESCRIBE concept of Pharma and healthcare management and FIND out the different role and responsibilities of managers. PHCM01.2 UNDERSTANDING UNDERSTAND the different managerial functions of managers PHCM01.3 APPLYING IDENTIFY right the motivation for right stakeholder in the healthcare sector for effective delivery of service. PHCM01.4 ANALYSING ANALYZE modern Pharma and Healthcare models PHCM01.5 EVALUATING EXPLAIN government initiatives to provide healthcare facilities in each part of country PHCM01.6 CREATING CONSTRUCT model to provide effective service in healthcare management |

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| 305 BA SC-BA-04 | MACHINE LEARNING & COGNITIVE INTELLIGENCE USING PYT | CO305BA.1 REMEMBERING DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence CO305BA.2 UNDERSTANDING EXPLAIN the applications of Machine Learning in multiple business domains and scenarios CO305BA.3 APPLYING DEVELOP a thought process to think like data scientist/business Analyst CO305BA.4 ANALYSING ANALYSE data using supervised and unsupervised Learning Techniques CO305BA.5 EVALUATING SELECT the right functions, arrays of Python for Machine Learning algorithms. CO305BA.6 CREATING COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios. |
| 305 FIN SC-FIN-04 | INTERNATIONAL FINANCE | CO305FIN.1 Remembering Enumerate the key terms associated with International Finance. CO305FIN.2 Understanding Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level. CO305FIN.3 Applying Illustrate the role of international monetary systems & intermediaries in Global financial market. CO305FIN.4 Analyzing Inspect the various parameters of global financial market and interpret best possible international investment opportunities. CO305FIN.5 Evaluating Determine the various strategies to start investment or business at the international level by considering various factors of international finance. CO305FIN.6 Creating Formulate the investment plan or business plan by adapting international finance environment. |
| 305 HRM SC-HRM-04 | HR OPERATIONS | CO305HRM.1 REMEMBERING DESCRIBE structure of personnel department, its policies and maintenance of employee files & records CO305HRM.2 UNDERSTANDING LEARN drafting of communications for disciplinary actions CO305HRM.3 APPLYING DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc. CO305HRM.4 ANALYSING EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts CO305HRM.5 EVALUATING CALCULATE computation of Workmen compensation, Bonus and Gratuity CO305HRM.6 CREATING FILE returns under various labour laws and prepare salary structure |
| 305 MKT SC-MKT-04 | SALES & DISTRIBUTION MANAGEMENT | CO305MKT.1 REMEMBERING DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain CO305MKT.2 UNDERSTANDING UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution. CO305MKT.3 APPLYING APPLY the concepts related to sales and distribution management. CO305MKT.4 ANALYSING ANALYZE the real life scenarios of sales and distribution management. CO305MKT.5 EVALUATING EVALUATE the existing sales and distribution strategies and approaches. CO305MKT.6 CREATING DEVELOP generate and evaluate sales and distribution strategies. |
| 305 OSCM SC-OSCM-04 | LOGISTICS MANAGEMENT | CO305OSCM.1 REMEMBERING DEFINE basic terms and concepts related to Logistics management. CO305OSCM.2 UNDERSTANDING EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes. CO305OSCM.3 APPLYING DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights. CO305OSCM.4 ANALYSING CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts. CO305OSCM.5 EVALUATING OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context. CO305OSCM.6 CREATING DISCUSS modern real world logistical systems using the various concepts in the syllabus. |
| 307 GE-UL-14 | INTERNATIONAL BUSINESS ENVIRONMENT | CO 307 .1 Remembering Recall and Describe the key concepts of international Business Environment CO 307 .2 Understanding Understand the relevance of Multinational Corporations (MNCs) in global trade CO 307 .3 Applying Demonstrate the significance of FDI and FPI in respect of developing economy CO 307 .4 Analysing Analyze the issues related to Labor, Environmental and Global Value chain CO 307 .5 Evaluating Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment. |

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| 308 GE-UL-15 | PROJECT MANAGEMENT | CO 308 .1 Remembering DEFINE the key terms and concepts in project management. CO 308 .2 Understanding EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project's life cycle SPPU - MBA Revised Curriculum 2019 CBCGS & OBE Pattern Page 127 of 273 CO 308 .3 Applying ILLUSTRATE the importance of PM in most industries and businesses CO 308 .4 Analysing EXAMINE the importance of Leadership specifically in heterogenous and virtual teams as well as governance and approaches to conflict resolutions CO 308 .5 Evaluating DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management |
| 310 GE-UL-17 | CORPORATE GOVERNANCE | CO310.1 REMEMBERING RECOGNIZE and REMEMBER the scope of Corporate Governance. CO310.2 UNDERSTANDING UNDERSTAND the role of Board of Directors and Committees in Good Corporate Governance and key mechanism. CO310.3 APPLYING APPLICATION of empirical methods of Corporate Governance and its impact on the Firms. CO310.4 ANALYSING Analyze the legal framework of Corporate Governance and formulate Internal control policies. CO310.5 EVALUATING Evaluate the legal framework and global perspective of Corporate Governance. CO310.6 CREATING FORMULATE and DISCUSS Cases related to CG (Models), their SUCCESS & FAILURES |
| 312 BA SE-IL-BA-06 | SOCIAL MEDIA, WEB & TEXT ANALYTICS | CO312BA.1 REMEMBERING DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics CO312BA.2 UNDERSTANDING EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios CO312BA.3 APPLYING DEVELOP a thought process to harness the power of social media analytics to improve website or business CO312BA.4 ANALYSING ANALYSE Social Media Analytics and Web Analytics Tools CO312BA.5 EVALUATING SELECT the right metrics for Social Media Analytics and Web Analytics CO312BA.6 CREATING COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios |
| 312 FIN SE-IL-FIN-09 | BEHAVIOURAL FINANCE | CO312FIN.1 Remembering Enumerate the key terms associate with behavior finance, investment in financial markets & Corporate finance. CO312FIN.2 Understanding Illustrate the various theories associated with behavior finance and parameters of investing in financial market. CO312FIN.3 Applying Identify persistent or systematic behavioural factors that influence investors and investment decisions. CO312FIN.4 Analyzing Analyse the various behavioural finance factors related to corporate & individual investors. CO312FIN.5 Evaluating Interpret various investment strategies of effective investment in the financial market on the basis of various theories and factors of behavioural finance. CO312FIN.6 Creating Plan the systematic approach of corporate and investors towards investment for stable growth on the basis of behavioural finance. |
| 312 IB SE-IB-03 | CROSS CULTURAL MANAGEMENT AND GLOBAL LEADERSHIP | CO312IB.1 REMEMBERING DESCRIBE THE CONCEPT OF CULTURE AND SIGNIFICANCE OF CROSS-CULTURAL MANAGEMENT CO312IB.2 UNDERSTANDING OUTLINE THE CULTURAL VALUES AND DIFFERENCES WITH DIMENSIONS OF CULTURAL NORMS AND BEHAVIORS CO312IB.3 APPLYING IDENTIFY VARIOUS FACTORS AFFECTING CULTURE AND DECISION-MAKING MODELS ACROSS CULTURES CO312IB.4 ANALYSING EXAMINE THEORIES OF LEADERSHIP WITH LEADERSHIP ACROSS CULTURES CO312IB.5 EVALUATING EXPLAIN CULTURALLY INTELLIGENT LEADERSHIP IN INTERNATIONAL TRADE CO312IB.6 CREATING DISCUSS ON LEADING AND MANAGING MULTICULTURAL TEAMS IN INTERNATIONAL CONTEXT |
| 312 MKT SE-IL-MKT-07 | BUSINESS TO BUSINESS MARKETING | CO312 MKT.1 REMEMBERING DEFINE the terms and concepts related to Business to Business marketing CO312MKT.2 UNDERSTANDING EXPLAIN the terms and concepts used in business to business marketing CO312 MKT.3 APPLYING IDENTIFY challenges and opportunities in Business-to-Business Marketing. CO312 MKT.4 ANALYSING FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing CO312MKT.5 EVALUATING DESIGN marketing mix elements considering business-to-business sales and service situations. CO312MKT.6 CREATING DEVELOP marketing plan for business-to-business Marketing situations. |

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| 312 PHCM SE-PHCM- 03 | STRATEGIC PLANNING & HEALTHCARE MANAGEMENT | PHCM03.1 REMEMBERING DEFINE strategy and DESCRIBE various types of Strategic planning PHCM03.2 UNDERSTANDING EXPLAIN why Vision Mission needs to consider for strategy formulation PHCM03.3 APPLYING USE strategic planning to solve the management problem in healthcare management PHCM03.4 ANALYSING ANALYSE various management problem where it is required to take strategic actions. PHCM03.5 EVALUATING COMPARE various strategic formulations and the select right strategy PHCM03.6 CREATING Understand the problem and DEVELOP strategy to solve it. |
| 313 FIN SE-IL-FIN- 10 | TECHNICAL ANALYSIS OF FINANCIAL MARKETS | CO102.1 REMEMBERING Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus. CO102.2 UNDERSTANDING UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation CO102.3 APPLYING MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities CO102.4 ANALYSING ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions CO102.5 EVALUATING FORMULATE an ideal portfolio of investments with a combination of wide number of securities |
| 313 HRM SE-IL-HRM -08 | PSYCHOMETRIC TESTING AND ASSESSMENT | CO313.1 REMEMBERING KNOW various tools of psychometry designed to measure traits of individuals CO313.2 UNDERSTANDING UNDERSTAND & Conduct the group simulated exercises for organizational purpose CO313.3 APPLYING IDENTIFY AND ADMINISTER psychometric tools to respondents CO313.4 ANALYSING INTERPRET results and counsel the respondent based on the results CO313.5 CREATING CREATE Psychometric Tests for the specific traits as required by the organization |
| 313 MKT SE-IL-MKT -08 | INTERNATIONAL MARKETING | CO313MKT.1 REMEMBERING ENUMERATE various terms and key concepts associated with international marketing. CO313MKT.2 UNDERSTANDING EXPLAIN various key concepts used in all aspects of international marketing. CO313MKT.3 APPLYING APPLY all stages in international marketing management process. CO313MKT.4 ANALYSING EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective. CO313MKT.5 EVALUATING JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on Assessment of international marketing environment. CO313MKT.6 CREATING DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations. |
| 313 OSCM SE-IL-OSC M-08 | SUSTAINABLE SUPPLY CHAINS | CO313OSCM.1 REMEMBERING ENUMERATE the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management. CO313OSCM.2 UNDERSTANDING DESCRIBE and DISCUSS the role and importance of sustainability and sustainable development in different types of supply chains. CO313OSCM.3 APPLYING IDENTIFY and USE relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management. CO313OSCM.4 ANALYSING INTEGRATE fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems. CO313OSCM.5 EVALUATING DETERMINE the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain. CO313OSCM.6 CREATING COMPILE the managerial challenges, and FORMULATE a structured solution to these, with clear implications for relevant stakeholders. |

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| 314 BA SE-IL-BA-0 8 | SUPPLY CHAIN ANALYTICS | CO314BA.1 REMEMBERING DESCRIBE the importance of the basics of Supply Chain Analytics and Optimization CO314BA.2 UNDERSTANDING EXPLAIN the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain CO314BA.3 APPLYING ILLUSTRATE the basics of Modeling through R Language. CO314BA.4 ANALYSING 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 EVALUATING DETERMINE the right tools for addressing various issues in Supply Chain Analytics. CO314BA.6 CREATING COMBINE the various approaches to Supply Chain Analytics for improvements in the supply chain system |
| 315 OSCM SE-IL-OSCM M-10 | TOYOTA PRODUCTION SYSTEM | CO315OSCM.1 REMEMBERING DESCRIBE 14 principles of the Toyota Way. CO315OSCM.2 UNDERSTANDING RELATE the TPS with other business situations. CO315OSCM.3 APPLYING IMPLEMENT TPS principles to a real-life situation. CO315OSCM.4 ANALYSING EXAMINE the application of TPS principles in a service or manufacturing unit/ organization. CO315OSCM.5 EVALUATING DESIGN a process for executing Improvement Initiatives at workplace. CO315OSCM.6 CREATING BUILD an organization culture to foster continuous improvement. |
| 317 BA SE-IL-BA-1 1 | E-COMMERCE ANALYTICS - I | CO317BA.1 REMEMBERING DESCRIBE the key concepts in e-commerce analytics. CO317BA.2 UNDERSTANDING DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle. CO317BA.3 APPLYING SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences. CO317BA.4 ANALYSING DISCOVER high-value insights via dashboards and visualization. CO317BA.5 EVALUATING DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales. CO317BA.6 CREATING FORMULATE the right analytics driven strategy for ecommerce businesses. |
| 317 HRM SE-IL-HRM -12 | COMPENSATION AND REWARD MANAGEMENT | CO317HRM.1 REMEMBERING DESCRIBE concept of compensation and cost CO317HRM.2 UNDERSTANDING UNDERSTAND compensation and reward management process CO317HRM.3 APPLYING COMPARE issues related to compensation and survey of wages & salary administration in various industries CO317HRM.4 ANALYSING EXPERIMENT to calculate various types of monetary and profit sharing incentives CO317HRM.5 EVALUATING CALCULATE income tax as per the current slabs for the employees under different salary brackets CO317HRM.6 CREATING FORMULATE salary structure incorporating tax saving components |
| 317 MKT SE-IL-MKT -12 | MARKETING OF HIGH MARKETING PRODUCTS | CO317.1 REMEMBERING DESCRIBE the characteristics of High Technology Products and key concepts associated with Marketing of High-Tech Products. CO317.2 UNDERSTANDING EXPLAIN key concepts associated with Marketing of High-Tech Products. CO317.3 APPLYING APPLY marketing plans and decisions in specific situations in High-Tech Markets. CO317.4 ANALYSING EXAMINE the suitability of Marketing Mix Strategies/Plans in the light of marketing environment for high Tech products. CO317.5 EVALUATING EVALUATE alternative Marketing Mix Strategies/Plans for High-Tech Products. CO317.6 CREATING DEVELOP Marketing Mix Strategies/Plans for High-Tech Products. |
| 317 OSCM SE-IL-OSCM M-12 | SIX SIGMA FOR OPERATIONS | CO317OSCM.1 REMEMBERING DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma CO317OSCM.2 UNDERSTANDING SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools. CO317OSCM.3 APPLYING PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings CO317OSCM.4 ANALYSING APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures CO317OSCM.5 EVALUATING DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma) CO317OSCM.6 CREATING CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation |
| 318 FIN SE-IL-FIN- 15 | DIGITAL BANKING | CO318 Fin.1 REMEMBERING Remember various concepts and products in Digital Banking CO318 Fin.2 UNDERSTANDING Explain and understand the significance and development of Digital Banking CO318 Fin.3 APPLYING Compare and contrast the Branchless Banking and Traditional Banking CO318 Fin.4 ANALYSING Analyze the payment system of digital banking from consumer's point of view CO318 Fin.5 EVALUATING Evaluate Role of digital banking and emerging technologies in economic development |

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| 318 HRM SE-IL-HRM -13 | PERFORMANCE MANAGEMENT SYSTEM | CO318 HRM.1 REMEMBERING DESCRIBE key components and applicability of theories of Performance Management System CO318 HRM.2 UNDERSTANDING DEMONSTRATE the communication skills required when managing achievement and underachievement. CO318 HRM.3 APPLYING IDENTIFY factors affecting Performance Measurement CO318 HRM.4 ANALYSING ANALYZE various tools for performance assessment CO318 HRM.5 EVALUATING COMPARE various organizational performance management systems and best practices. CO318 HRM.6 CREATING DESIGN a performance management process for an organization. |
| 392 | INTRODUCTION TO CYBER SECURITY - III | CO1 Access Control and Intrusion Detection CO2 Server Management and Firewalls CO3 Security for VPN and Next Generation Technologies |
| 394 | SKILL DEVELOPMENT - I | CO1 Development of Proficiency in English CO2 Written Communication Skill CO3 Presentation Skill practice CO4 Team Building / Coordination Skills CO5 Telecommunication Skills CO6 Self Management CO7 Team Management Technique |
| 395 | INTRODUCTION TO CONSTITUTION | To introduce the philosophy of Constitution of India to students. To acquaint them with their freedoms and responsibilities. |
| 401 GC-14 | ENTERPRISE PERFORMANCE MANAGEMENT | CO401.1 REMEMBERING Enumerate the different parameters & facets of management control of an enterprise. CO401.2 UNDERSTANDING Illustrate the various techniques of enterprise performance management for varied sectors. CO401.3 UNDERSTANDING Determine the applicability of various tools and metrics as a performance evaluation & management tools. CO401.4 APPLYING Analyse the key financial & non-financial attributes to evaluate enterprise performance. CO401.5 ANALYSING Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy. |
| 402 GC-15 | INDIAN ETHOS & BUSINESS ETHICS | CO402.1 REMEMBERING DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics CO402.2 UNDERSTANDING CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures. CO402.3 UNDERSTANDING APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place. CO402.4 APPLYING DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system CO402.5 ANALYSING IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity. CO402.6 CREATING ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management. |
| 403 BA SC-BA-05 | ECONOMICS OF NETWORK INDUSTRIES | CO403BA .1 REMEMBERING APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services. CO403BA .2 UNDERSTANDING DESCRIBE the characteristics of the markets for network products. CO403BA .3 APPLYING ILLUSTRATE 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 ANALYSING COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility. CO403BA .5 EVALUATING EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries. CO403BA .6 CREATING DISCUSS the economics of Internet advertising, and the business model of zero pricing. |
| 403 FIN SC-FIN-05 | FINANCIAL LAWS | CO403 .1 Remembering Define and Describe the basic concepts related to Financial Laws CO403. 2 Understanding Illustrate the implications of various laws, Explain concepts and details of various financial laws. CO403. 3 Applying Make use of contextual financial laws applicable to organisations. CO403. 4 Analyzing Infer the application of financial laws to organisations CO403. 5 Evaluating Appraise and perceive the benefits of applicable laws to the organisations. |

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| 403 HR SC-HRM-05 | ORGANIZATIONAL DIAGNOSIS & DEVELOPMENT | CO404.1 REMEMBERING DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development. CO404.2 UNDERSTANDING UNDERSTAND concept of OD and 'intervention'. CO404.3 APPLYING MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings. CO404.4 ANALYSING ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD. CO404.5 EVALUATING IDENTIFY AND MAP an intervention to organisational need CO404.6 CREATING DESIGN the role of the consultant for an organisational issue |
| 403 MKT SC-MKT-05 | MARKETING 4.0 | CO403MKT.1 REMEMBERING DESCRIBE the various concepts associated with Marketing 4.0 CO403MKT.2 UNDERSTANDING EXPLAIN the importance of 5A's in Marketing 4.0. CO403MKT.3 APPLYING DEMONSTRATE the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy CO403MKT.4 ANALYSING DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers. CO403MKT.5 EVALUATING ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services. CO403MKT.6 CREATING DEVELOP strategies to create WOW! Moments with customer engagement |
| 403 OSCM SC-OSCM-05 | E SUPPLY CHAINS & LOGISTICS | CO403OSCM .1 REMEMBERING DESCRIBE the structure of modern days Logistics. CO403OSCM .2 UNDERSTANDING EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management. CO403OSCM .3 APPLYING IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of documentations. CO403OSCM .4 ANALYSING COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics. CO403OSCM .5 EVALUATING EXPLAIN the key Operational Aspects of E Procurement. CO403OSCM .6 CREATING DEVELOP a framework for e-logistics |
| 404 BA SC-BA-06 | ARTIFICIAL INTELLIGENCE IN BUSINESS APPLICATIONS | CO404BA .1 REMEMBERING IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem CO404BA .2 UNDERSTANDING UNDERSTAND AI's fundamental concepts and methods. CO404BA .3 APPLYING APPLY various machine learning algorithms on structured data to develop machine learning models. CO404BA .4 ANALYSING ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes. CO404BA .5 EVALUATING SELECT logical and functional process to develop the model CO404BA .6 CREATING CREATE SOLUTIONS for various business problems using AI techniques. |
| 404 FIN SC-FIN-06 | CURRENT TRENDS & CASES IN FINANCE | CO404FIN.1 REMEMBERING DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics CO404FIN.2 UNDERSTANDING EXPLAIN in detail, all the theoretical concepts taught through the syllabus CO404FIN.3 APPLYING APPLY the various theories and models of financial management in the case. CO404FIN.4 ANALYSING ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation. CO404FIN.5 EVALUATING EVALUATE the financial impact of the alternative on the given case. |
| 404 HR SC-HRM-06 | CURRENT TRENDS & CASES IN HUMAN RESOURCE MANAGEMENT | CO404HRM.1 REMEMBERING DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends. CO404HRM.2 UNDERSTANDING SUMMARIZE the impact of Current HR trends on HR Functions CO404HRM.3 APPLYING ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends CO404HRM.4 ANALYSING EXAMINE the changing role of HR Priorities CO404HRM.5 EVALUATING ELABORATE upon the various types of current HR Trends CO404HRM.6 CREATING APPLY the existing Tech tools to real time HRM Challenges and offer Solutions. |

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| 404 IB SC-IB-02 | GLOBAL TRADE AND LOGISTICS MANAGEMENT | CO404IB.1 REMEMBERING DESCRIBE THE ECONOMIC SIGNIFICANCE OF TRADE ALONG WITH THE LOGISTICS PROCESSES CO404IB.2 UNDERSTANDING EXPLAIN INTERNATIONAL TRADE THEORIES AND APPLICATIONS IN BUSINESS CO404IB.3 APPLYING IDENTIFY VARIOUS ENVIRONMENTAL FACTORS ASSOCIATED WITH INTERNATIONAL BUSINESS CO404IB.4 ANALYSING EXAMINE VARIOUS MODES AND PRACTICES OF INTERNATIONAL LOGISTICS CO404IB.5 EVALUATING EXPLAIN THE ACTIVITIES INVOLVED IN ENTIRE LOGISTICS PROCESS IN INTERNATIONAL BUSINESS CO404IB.6 CREATING DEVELOP THE APPROPRIATE STRATEGY OF OPERATIONS FOR GLOBAL TRADE AND LOGISTICS |
| 404 MKT SC-MKT-06 | MARKETING STRATEGY | CO404MKT.1 REMEMBERING DISCOVER perspectives of market strategy. CO404MKT.2 UNDERSTANDING UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation. CO404MKT.3 APPLYING BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication. CO404MKT.4 ANALYSING ANALYSE a company's current situation through applying internal and external analyses. CO404MKT.5 EVALUATING EXPLAIN alternative ways to measure the outcome of market strategies. CO404MKT.6 CREATING CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products. |
| 404 OSCM SC-OSCM-06 | INDUSTRY 4.0 | CO404OSCM .1 REMEMBERING DEFINE industrial revolutions and its different aspects. CO404OSCM .2 UNDERSTANDING EXPLAIN the role of technology pillars of Industry 4.0. CO404OSCM .3 APPLYING DEMONSTRATE the use of data in effective decision making. CO404OSCM .4 ANALYSING ILLUSTRATE the need of cyber physical system for sustainable competitive advantage. CO404OSCM .5 EVALUATING EXPLAIN the challenges faced by various industries in full fledged implementation of Industry 4.0 CO404OSCM .6 CREATING DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB |
| 404 PHCM SC-PHCM-02 | PHARMA AND HEALTHCARE REGULATORY ENVIRONMENT IN INDIA | PHCM02.1 REMEMBERING IDENTIFY various environmental factors affecting on Pharma and Healthcare industry PHCM02.2 UNDERSTANDING UNDERSTAND various laws applicable to Pharma and Healthcare industry PHCM02.3 APPLYING Understand the situation and identify right legal way to solve the problem. PHCM02.4 ANALYSING ANALYSE steps involved in Intellectual Property Rights registrations PHCM02.5 EVALUATING CHOOSE the right type of IPR as per the content and work available to protect. PHCM02.6 CREATING Elaborate the different laws developed by constitutions to support and protect Pharma and Healthcare sector |
| 405 GE-UL-19 | GLOBAL STRATEGIC MANAGEMENT | CO405.1 Remembering Define the concept and key terms associated with the global strategic management. CO405.2 Understanding Describe in detail global strategic alliance, merger and acquisitions. CO405.3 Applying Demonstrate various global organisation models in global strategic management context. CO405.4 Analyzing Examine various entry and business-level strategies from global strategic management prospective. CO405.5 Evaluating Explain globalization, innovation, and sustainability and challenges to strategic management. CO405.6 Creating Design global strategies and understand their relative merits and demerits. |
| 408 GE-UL-22 | CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY | CO408.1 REMEMBERING Enumerate the different concepts, legislative provisions, environmental aspects, best practices, complexity, scope, reports, social framework etc. related to CSR, business ethics & sustainability development. CO408.2 UNDERSTANDING Compare different CSR theories, cases, dimensions of Sustainability and demonstrate a multi stake holder perspective in viewing CSR, Business ethics & Sustainability issues etc. CO408.3 APPLYING Apply the different models, theories, approaches, cases etc. for implementation & monitoring of CSR activities & Sustainability and its impact on corporate culture & society at large. CO408.4 ANALYSING Analyze the different reports, cases, various legal issues relating to CSR, different sustainability reports and various national and global initiatives related to CSR, Business ethics & Sustainability. CO408.5 EVALUATING Evaluate the level of commitment of different organizations to CSR, Business ethics in attaining Sustainability development & show its competitive advantages. CO408.6 CREATING Create & Implement a CSR policy in attaining Sustainability development and its impact on various stakeholders. |

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| 409 BA SE-IL-BA-1 3 | E-COMMERCE ANALYTICS - II | CO409BA.1 REMEMBERING DESCRIBE the key concepts in e-commerce analytics. CO409BA.2 UNDERSTANDING DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle. CO409BA.3 APPLYING SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences. CO409BA.4 ANALYSING DISCOVER high-value insights via dashboards and visualization. CO409BA.5 EVALUATING DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales. CO409BA.6 CREATING FORMULATE the right analytics driven strategy for ecommerce businesses. |
| 409 FIN SE-IL-FIN- 21 | FIXED INCOME SECURITIES | CO409FIN.1 Remembering Describing the basic concepts of Fixed Income Securities CO409FIN.2 Understanding Understanding the various types of securities traded in the fixed income market and the concepts related to the risk and returns of the Fixed income securities CO409FIN.3 Applying Applying the knowledge of fixed income securities for diversifying the portfolio of investments CO409FIN.4 Analyzing Predictive analysis of the economic outlook through yield curve analysis CO409FIN.5 Evaluating devise the various investment strategies based on portfolio returns. |
| 409 MKT SE-IL-MKT -13 | CUSTOMER RELATIONSHIPMA NAGEMENT | CO 409MKT.1 REMEMBERING DEFINE and DESCRIBE basic concepts and theories related to CRM. CO 409MKT.2 UNDERSTANDING UNDERSTAND and EXPLAIN key concepts and theories associated with CRM. CO 409MKT.3 APPLYING APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets. CO 409MKT.4 ANALYZING CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM. CO 409MKT.5 EVALUATING EVALUATE suitability and effectiveness of CRM strategies in specific marketing situation. CO 409MKT.6 CREATING DEVELOP CRM strategies/plans for various B2B and B2C markets. |
| 409 OSCM SE-IL-OSCM M-14 | ENTERPRISE RESOURCE PLANNING | CO409OSCM.1 REMEMBERING DESCRIBE the key concepts of ERP systems for manufacturing or service organizations. CO409 OSCM.2 UNDERSTANDING EXPLAIN the scope of common ERP Systems modules. CO409 OSCM.3 APPLYING DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth. CO409 OSCM.4 ANALYSING EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations. CO409 OSCM.5 EVALUATING JUSTIFY selection of an appropriate ERP transition strategy. CO409 OSCM.6 CREATING FORMULATE best selection and implementation strategy in a real setting. |
| 410 BA SE-IL-BA-1 4 | HEALTHCARE ANALYTICS | CO410BA.1 REMEMBERING DESCRIBE the key terms in healthcare data analytics CO410BA.2 UNDERSTANDING EXPLAIN the fundamental concepts in Health Care Analytics CO410BA.3 APPLYING ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data CO410BA.4 ANALYSING EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data CO410BA.5 EVALUATING EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches. CO410BA.6 CREATING ADAPT healthcare data analytics for improving the health and well-being of people. |
| 410 FIN SE-IL-FIN- 22 | BUSINESS VALUATION | CO410.1 REMEMBERING RECALL concepts of value and valuation CO410.2 UNDERSTANDING EXPLAIN valuation process of business firms CO410.3 APPLYING CALCULATE business value using different techniques CO410.4 ANALYSING EXAMINE special factors to be considered in business valuation CO410.5 EVALUATING ASSESS the value of the firm in the light of business environment and regulatory aspects |

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| 410 HRM SE-IL-HRM -16 | DESIGNING HR POLICIES | CO.410HRM.1 REMEMBERING IDENTIFY important points to be incorporated in HR Manual CO.410HRM.2 UNDERSTANDING UNDERSTAND policy requirement for Recruitment & Selection process CO.410HRM.3 APPLYING PREPARE policies on employee benefits for an organization of your choice CO.410HRM.4 ANALYSING ILLUSTRATE steps involved in better employee relations & grievance handling CO.410HRM.5 CREATING CONSTRUCT various HR policies for an organization of your choice |
| 410 OSCM SE-IL-OSCM M-15 | WORLD CLASS MANUFACTURING | CO410OSCM.1 REMEMBERING DEFINE the basic terms associated with Manufacturing Excellence and World Class Manufacturing CO410OSCM.2 UNDERSTANDING SUMMARIZE the features of various frameworks used for World Class Manufacturing CO410OSCM.3 APPLYING IDENTIFY the challenges to manufacturing industry in the information age CO410OSCM.4 ANALYSING ANALYZE the usage of Information management tools, Material processing and handling tools. CO410OSCM.5 EVALUATING EVALUATE the country's preparedness for World Class Manufacturing CO410OSCM.6 CREATING ESTIMATE the performance of manufacturing firms with the measurement system to determine the readiness for World Class Manufacturing |
| 412 IB SE-IB-05 | GLOBAL COMPETITIVENESS ,VALUE CHAINS AND ALLIANCES | CO409IB.1 REMEMBERING DESCRIBE THE CONCEPT OF GLOBALISATION AND GLOBAL COMPETITIVENESS IN INTERNATIONAL BUSINESS CO409IB.2 UNDERSTANDING EXPLAIN THE EFFICACY OF THE FOREIGN COLLABORATIONS AND JOINT VENTURES IN INTERNATIONAL BUSINESS CO409IB.3 APPLYING IDENTIFY VARIOUS ELEMENTS OF VALUE CHAIN INVOLVED IN IMPORT AND EXPORT BUSINESS CO409IB.4 ANALYSING EXAMINE VARIOUS FACTORS OF INTERNATIONAL SUPPLY CHAIN DESIGN AND GLOBAL PROCUREMENT AND DISTRIBUTION CO409IB.5 EVALUATING EVALUATE THE GLOBAL COMPETITIVENESS INDEX FOR INTERNATIONAL BUSINESS CO409IB.6 CREATING DISCUSS ON ROLE AND SIGNIFICANCE OF STRATEGIC ALLIANCES IN INTERNATIONAL BUSINESS CONTEXT |
| 413 PHCM SE-PHCM- 06 | ENTREPRENEURSHIP IN PHARM AND HEALTHCARE | PHCM06.1 REMEMBERING DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs feature and ENUMERATE the Factors influencing Entrepreneurship Growth. PHCM06.2 UNDERSTANDING DISCUSS the various theories of entrepreneurship. PHCM06.3 APPLYING CONSTRUCT a framework for a typical EDP for the Pharma industry PHCM06.4 ANALYSING EXAMINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship. PHCM06.5 EVALUATING COMPOSE an inventory of possible entrepreneurial opportunities in contemporary local, regional and national the context for Pharma and Healthcare sector. PHCM06.6 CREATING BUILD a business plan for an entrepreneurial pharma of healthcare venture. |
| 414 HRM SE-IL-HRM -20 | LEADERSHIP & SUCCESSION PLANNING | CO.414HRM.1 REMEMBERING IDENTIFY the basic concepts of leadership and succession planning. CO.414HRM.2 UNDERSTANDING UNDERSTANDING the modern theories and styles of leadership. CO.414HRM.3 APPLYING IMPLEMENTING the appropriate succession plan through leadership development CO.414HRM.4 ANALYSING & EVALUATING ANALYSING and EVALUATING the existing human capital. CO.414HRM.5 CREATING BUILDING appropriate Succession Plan required in an organization. |

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| 414 MKT SE-IL-MKT -18 | MARKETING TO EMERGING MARKETS & BOTTOM OF THE P | <p>CO414MKT.1 REMEMBERING DESCRIBE the various practices and perspectives, concepts and characteristics of emerging Markets and BOP markets, its size & composition.</p> <p>CO414MKT.2 UNDERSTANDING EXPLAIN Characteristics, challenges and opportunities of Emerging Markets, BOP markets and need of segmentation of BOP markets.</p> <p>CO414MKT.3 APPLYING APPLY principles, BOP Protocol and Criticism of Marketing to BOP, to develop marketing decision-making skills for products and services in BOP markets.</p> <p>CO414MKT.4 ANALYSING COMPARE AND CONTRAST between emerging markets, developed markets and BOP markets</p> <p>CO414MKT.5 EVALUATING EVALUATE Demographic & economic scenario and Comparative Advantage of emerging market countries and next 11.</p> <p>CO414MKT.6 CREATING DEVELOP Marketing strategy to Emerging Markets and elaborate four elements of BOP strategy to relate it with the BRICS Market in the context of real-world marketing offering.</p> |
| 492 | INTRODUCTION TO CYBER SECURITY - IV | <p>CO1 Security Architectures and Models</p> <p>CO2 System Security</p> <p>CO3 OS Security</p> <p>CO4 Wireless Network and Security</p> |
| 494 | SKILL DEVELOPMENT - II | <p>CO1 Developed an understanding for corporate citizenship and sustainability from business perspective.</p> <p>CO2 Learned how to strategically manage CSR within your organization.</p> <p>CO3 Understanding of how to improve your company's sustainability performance.</p> |