Central Hindu Military Education Society's.
Dr. Moonje Institute of Management & Computer Studies
(Affiliated to S.P. Pune University & Approved by AICTE New Delhi)
(Accredited by NAAC with B+ Grade)
Bhonsala Military College Campus Rambhoomi, Nashik – 422 005
☎ Ph. No. (0253) 2342840, 9175917050
PUN Code : IMMN017930, DTE Code : 5119, Exam Code : 0688
Email:office@moonjeinstitute.com Website:www.moonjeinstitute.com

1.0 MBA Programme Focus:

1.1 Programme Educational Objectives (PEOs):

1. **PEO1:** Graduates of the MBA program will *successfully integrate core, cross-functional and inter-disciplinary* aspects of management *theories, models and frameworks* with the *real-world practices* and the *sector specific nuances* to *provide solutions to real world business, policy and social issues* in a *dynamic and complex world*.

2. **PEO2:** Graduates of the MBA program will possess excellent *communication skills*, excel in *cross-functional, multi-disciplinary, multi-cultural teams,* and have an appreciation for *local, domestic and global contexts* so as to manage *continuity, change, risk, ambiguity and complexity*.

3. **PEO3:** Graduates of the MBA program will be appreciative of the significance of *Indian ethos and values in managerial decision making* and *exhibit value centered leadership*.

4. **PEO4:** Graduates of the MBA program will be ready to *engage in successful career pursuits* covering a broad spectrum of areas in *corporate, non-profit organizations, public policy, entrepreneurial ventures* and engage in *life-long learning*.

5. **PEO5:** Graduates of the MBA program will be recognized in their chosen fields for their *managerial competence*, *creativity & innovation, integrity & sensitivity* to local and global issues of social relevance and earn the *trust & respect* of others as *inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs* and change agents.

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1.2 Programme Outcomes (POs): At the end of the MBA programme the learner will possess the

1. **Generic and Domain Knowledge -** Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues

2. **Problem Solving & Innovation** - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem-solving tools and techniques.

3. **Critical Thinking** - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions

4. **Effective Communication** - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large

5. **Leadership and Team Work** - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.

6. **Global Orientation and Cross-Cultural Appreciation:** Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.

7. **Entrepreneurship** - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

8. **Environment and Sustainability** - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.

9. **Social Responsiveness and Ethics** - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.

10. **LifeLong Learning** – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

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Programme Specific Outcomes (PSOs): It is expected that Institutes define the PSOs for each specialization / major-minor combination. PSOs shall also vary based upon the customized combination of Generic Core, Generic Elective, Subject Core, Subject Elective, Foundation, Enrichment & Alternative Study Credit Courses that they offer.

Graduate Attributes (GAs): At the end of the MBA programme the learner shall exhibit:
GA1: Managerial competence

GA2: Proficiency in Communication, Collaboration, Teamwork and Leadership GA3: Competence in Creativity & Innovation

GA4: Research Aptitude, Scholarship & Enquiry GA5: Global Orientation

GA6: Proficiency in ICT & Digital Literacy

GA7: Entrepreneurship & Intrapreneurship Orientation GA8: Cross-functional & Inter-disciplinary Orientation GA9: Results Orientation

GA10: Professionalism, Ethical, Values Oriented & Socially Responsible behaviour GA11: Life-Long Learning Orientation

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Semester III			301– Strategic Management
3 Credits	LTP: 2:1:1		Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester III	302	Decision Science
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO302.1	Remembering	Describe the concepts and models associated with decision science.
CO302.2	Understanding	Understand the different decision-making tools required to achieve optimization in business processes.
CO302.3	Understanding	Apply appropriate decision-making approach and tools to be used in business environment.
CO302.4	Applying	Analyze 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.

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Semester IV	401	Enterprise Performance Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester IV		402 – Indian Ethos & Business Ethics
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO402.1	REMEMBERING	Recall and spell the human universal values of Indian Ethos and its applications in Business ethics
CO402.2	UNDERSTANDING	Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures.
CO402.3	APPLYING	Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues.
CO402.4	ANALYSING	Analyze and make inferences to contemporary business practices in relation to Indian Ethos & Business Ethics
CO402.5	EVALUATING	Appraising the importance of business decisions on the basis of ethics and thus creates a value driven management.
CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to Ethical decision making.

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Semester III	306	International Business Economics
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 306 .1	Remembering	Recall and define the economic aspects of international business.
CO 306 .2	Understanding	Demonstrate the outcomes of globalizing and liberalizing trade environment, trade policy frameworks and macroeconomic linkages of the open economy.
CO 306 .3	Applying	Identify the mechanisms and working of the foreign exchange markets.
CO 306 .4	Analysing	Examine how a trade policy improves or diminishes the prospects of survival / growth of business.
CO 306 .5	Evaluating	Measure the implications of international financial crisis and its repercussions on international trade
CO306.6	Creating	Compose a matrix of various economic aspects of international business and their linkages with Indian economy

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Semester III	307	International Business Environment
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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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Semester III	308	Project Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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
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 heterogeneous 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

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Semester III	310	Corporate Governance
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO310.1	Remembering	Enumerate the global contemporary developments in corporate governance.
CO310.2	Understanding	Explain the importance of regulation, markets and information in corporate governance and categorize the role of board of directors and committees for good corporate governance.
CO310.3	Applying	Examine the provision of corporate governance for listed and unlisted firms.
CO310.4	Analysing	Analyse the enterprise risk for formulating the internal control policies.
CO310.5	Evaluating	Evaluate the legal framework and global perspective of corporate governance.
CO310.6	Creating	Discuss cases related to corporate governance.

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Semester IV			**405 – Global Strategic Management**
2 Credits		**LTP: 2:0:0**	**Generic Elective – University Level**

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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 organization 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.

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Semester IV			407 – Cyber Laws
2 Credits	LTP: 2:0:0		Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO407.1	Remembering	DEFINE the key terms and concepts pertaining to cyber laws.
CO407.2	Understanding	DESCRIBE the relevant legal provisions in detail.
CO407.3	Applying	DETERMINE the applicability of the legal provisions in a specific scenario.
CO407.4	Analyzing	OUTLINE the course of action in case of violation of the legal provisions.
CO407.5	Evaluating	EXPLAIN the various legal, social and international issues and the various remedies available under the Information Technology Act for the breach and commission of offence in cyber space

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Semester IV		408 – Corporate Social Responsibility & Sustainability
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO408.1	Remembering	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013,when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR,CSR in India ,CSR In global Context, Implementation .
CO408.2	Understanding	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and Community.
CO408.3	Applying	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
CO408.4	Analyzing	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
CO408.5	Evaluating	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
CO408.6	Creating	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.

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Semester III	304 MKT	Services Marketing
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304 MKT.1	Remembering	Recall the key concepts in services marketing
CO304 MKT.2	Understanding	Describe the role of extended marketing mix in services in Managing consumer behavior and in improving service quality.
CO304 MKT.3	Applying	Identify concepts related to service experience in the context of real world offering.
CO304 MKT.4	Analysing	Examine the elements of services marketing and service quality in contemporary context.
CO304 MKT.5	Evaluating	Evaluate segmentation, targeting & positioning of services and assess its importance and challenges in the dynamic marketing environment
CO304 MKT.6	Creating	Develop marketing mix, service blueprint and service scapes for various services offering

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Semester III	305MKT	Sales & Distribution Management
3 Credits	LTP: 3:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305M KT.1	Remembering	Describe the theoretical concepts related to sales and distribution management domain.
CO305M KT.2	Understanding	Understand the role, concepts, importance, techniques and approaches required for effective designing and implementation of various aspects in the sales and distribution management.
CO305M KT.3	Applying	Apply various concepts related to sales and distribution management.
CO305M KT.4	Analyzing	Analyze the real-life issues related to design and implementation of sales and distribution management strategy.
CO305M KT.5	Evaluating	Evaluate suitability of alternative sales and distribution management strategies of an organization.
CO305M KT.6	Creating	Design and implement sales and distribution management strategies for an organization.

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Semester IV	SC – MKT - 05	403MKT- Marketing 4.0
3 Credits	LTP:: 2:1:1	Subject Core (SC) Course Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403.1	REMEMBERING	DESCRIBE the various concepts associated with Marketing 4.0.
CO403.2	UNDERSTANDING	EXPLAIN the importance of various concepts in Marketing 4.0. like prompted Advocacy ,5A's, Four Major Industry Archetypes, and content marketing leading to Brand Affinity.
CO403.3	APPLYING	APPLY the concepts of digital marketing by Using Digital Anthropology to connected customers , which will drive up the productivity , by Integrating the Best of Online and Offline Channels in the digital world.
CO403.4	ANALYSING	ANALYSE the online and offline interactions between the companies and customers to be the effective marketers.
CO403.5	EVALUATING	EVALUATE how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
CO403.6	CREATING	CREATING WOW! Moments with customer engagement by using Marketing 4.0.

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Semester- IV	SC – MKT - 06	404MKT: Marketing Strategy
3 Credits	LTP: 2:1:1	Subject Core (SC) Course Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404MKT.1	REMEMBERING	DESCRIBE various concepts of marketing strategies.
CO404MKT.2	UNDERSTANDING	EXPLAIN various marketing strategies to handle marketing circumstances
CO404MKT.3	APPLYING	APPLY the concepts of marketing strategy to solve real-life business problems.
CO404MKT.4	ANALYSING	DISCOVER the suitable competitive advantage useful to design market specific and organization specific marketing strategies.
CO404MKT.5	EVALUATING	ESTIMATE the attractiveness of segment to decide targeting strategy and MONITOR marketing performance using marketing matrices.
CO404MKT.6	CREATING	DESIGN marketing strategies to lead the organization towards sustainable growth.

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Semester III	304 FIN	Advanced Financial Management
3 Credits	LTP: 2:1:1	Subject Core - SC - FIN - 03

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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 leverage and PBIT EPS analysis associate with financial data in the corporate
CO 304.5	Evaluating	Evaluate the key strategic financial issues that must be considered in an acquisition or merger
CO304.6	Creating	Design an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

Semester III	305 FIN	International Finance
3 Credit	LTP : 2:1:1	Subject Core (SC) Course – International Finance

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITY	COURSE OUTCOMES
CO305 FIN.1	Remembering	Recall the basic concepts associated with international finance.
CO305 FIN.2	Understanding	Explain the various the concepts related to foreign exchange markets, transactions on the international foreign exchange market, taxation systems, international receivables and cash management.
CO305 FIN.3	Applying	Use international monetary fund, world bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, international receivables and cash management in international financial market.
CO305 FIN.4	Analyzing	Analyze the role of exchange rate and credit rating agencies, foreign exchange transactions, taxation system, receivables and cash management in international financial market.
CO305 FIN.5	Evaluating	Evaluate the international monetary fund, world bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, receivables and cash management in international finance.
CO305 FIN.6	Creating	Create the investment/ business plan by adopting various international finance concepts

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Semester IV		403 FIN: Financial Laws
3 Credit	**LTP : 2:1:1**	**SUBJECT CORE (SC) COURSE: Specialization –Financial Management (FIN)**

Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Ability	Course Outcomes
CO403FIN .1	REMEMBERING	Define and Describe the basic concepts related to Financial Laws
CO403 FIN. 2	UNDERSTANDING	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO403 FIN. 3	APPLYING	Make use of contextual financial laws applicable to organisations.
CO403 FIN. 4	ANALYZING	Infer the application of financial laws to organisations
CO403 FIN. 5	EVALUATING	Appraise and perceive the benefits of applicable laws to the organisations.
CO403 FIN.6	CREATING	CREATE debt restructuring portfolio/ proposal.

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Semester IV		404 FIN Current Trends & Cases in Finance
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.
CO404FIN.6	CREATING	CREATE financial models based on theories and concepts studied

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Semester-III	304HRM	Strategic Human Resource Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course- Human Resource Management

Course Outcome: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304 HRM.1	Remembering	Remember the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and International context.
CO304 HRM.2	Understanding	Ability to understand and articulate the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
CO304 HRM.3	Applying and Analyzing	Ability to analyze HR as an investment to the company.
CO304 HRM.4	Evaluating	Ability to interpret and evaluate the implementation of the HR strategies.
CO304 HRM.5	Creating	Formulate and provide realistic solutions to the industry by designing innovative strategies and logical decision making.

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Semester III	305HRM	HR Operations
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES
CO305HRM.1	Remembering	Describe the functioning of personnel department
CO305HRM.2	Understanding	Understand the communication of HR & personnel Department
CO305HRM.3	Applying	Apply the knowledge of various provisions under laws related to social security and labour welfare
CO305HRM.4	Analysing	Examine various compensationstructure and Disciplinary policies
CO305HRM.5	Evaluating	Evaluate applicability of provisions of laws related to Social security and labour welfare across various sectors
CO305HRM.6	Creating	Design a salary structure incorporating all components Of payroll system

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Semester IV		403 HRM - Organizational Diagnosis & Development
Credits: 3	LTP: 2:1:1	Subject Core – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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

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Semester – IV		404 HRM: Current Trends & Cases in Human Resource Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course –Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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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Semester III	304 OSCM	**Services Operations Management – II**
3 Credits	**LTP: 2:1:**	**Subject Core (SC) Course – Operations & Supply Chain Management**

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester III	305 OSCM	Logistics Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester IV		403 OSCM- E Supply Chains and Logistics
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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

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Semester IV		404 OSCM- Industry 4.0
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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 fledge 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

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Semester III	304 BA	Advanced Statistical Methods using R
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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	Compile 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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Semester III	305 BA	Machine Learning & Cognitive intelligence using Python
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

Semester IV		403 BA- Economics of Network Industries
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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	ILLUSRTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
CO403BA .4	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.

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Semester IV		404 BA- Artificial Intelligence in Business Applications
3 Credits	**LTP: 2:1:1**	**Subject Core (SC) Course – Business Analytics**

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester III		SC – RABM – 01 Agriculture and Indian Economy
3 Credits	LTP: 2:1:1	Rural & Agri Business Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM01.1	REMEMBERING	DEFINE the key terms in Indian Agriculture/Land Reforms/ economic holding.
RABM01.2	UNDERSTANDING	EXPLAIN the key terms in The place of agriculture in the national economy/ The present position of Indian Agriculture with an advanced management perspective.
RABM01.3	APPLYING	IDENTIFY the various issues in the Agriculture Industry in India. DEMONSTRATE their significance from the perspective of Indian farmer & Indian Economy & business decision making.
RABM01.4	ANALYSING	EXAMINE the inter-relationships between various facets of Agriculture & economy from the perspective of a farmer, Labour, firm, industry, market, competition and business cycles.
RABM01.5	EVALUATING	DEVELOP critical thinking based on changing pattern of ownership and operational holdings in India, Farms size, Productivity/ Profitability and farm efficiency
RABM01.6	CREATING	ANTICIPATE 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.

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Semester IV		SE – RABM – 02 ICT for Agriculture Management
3 Credits	**LTP: 2:1:1**	**Rural & Agri Business Management**

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM02.1	REMEMBERING	RECALL the basic terminologies related to ICT
RABM02.2	UNDERSTANDING	UNDERSTAND the use of ICT with different aspects & various issues & challenges for ICT information services
RABM02.3	APPLYING	Apply the GIS Applications in micro resource mapping
RABM02.4	ANALYSING	ANALYZE the different tools and techniques used under ICT in Agriculture Management
RABM02.5	EVALUATING	EVALUATE the common ICT platforms for information services
RABM02.6	CREATING	CHOOSE the right ICT as per the requirement of agriculture activity

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Semester III		SC-PHCM- 01 Fundamental of Pharma and Healthcare Management
3 Credits	**LTP: 2:1:1**	**Pharma and Healthcare Management**

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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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Semester IV		SC-PHCM- 02 Pharma and Healthcare regulatory environment in India
3 Credits	LTP: 2:1:1	Pharma and Healthcare Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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 identity 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

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Semester III		SC-THM-01 Fundamentals of Hospitality Management
3 Credits	LTP: 2:1:1	Tourism and Hospitality Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM01.1	REMEMBERING	DESCRIBE different types of hotels & travel agents
THM01.2	UNDERSTANDING	UNDERSTAND the basic functioning of star hotels, major operational, Departments, government rules & regulations
THM01.3	APPLYING	USE of flow charts & diagrams of various Hospitality Sectors to know the hierarchy of the organization
THM01.4	ANALYSING	EXAMINE current changes taking place in the Hotel & Tourism Industry
THM01.5	EVALUATING	EVALUATE the changes required to improve traditional methods to suit the current market trends.
THM01.6	CREATING	DEVELOP Smart techniques adaptable to the present market scenario for better customer satisfaction

Semester IV			SC-THM-02 Tourism and Travel Management
3 Credits	LTP: 2:1:1		Tourism and Hospitality Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM02.1	REMEMBERING	DEFINE the various components of the Tourism Industry & Types of Tourism
THM02.2	UNDERSTANDING	UNDERSTAND basic operations of a Travel Agency & tour conduction
THM02.3	APPLYING	EXECUTE theoretical knowledge to design various tour packages & work on costing for the packages
THM02.4	ANALYSING	Analyze changing trends in Travel & Transport industry- Domestic & International
THM02.5	EVALUATING	INTERPRET the impacts of Tourism Industry globally & practicing of Eco-Tourism
THM02.6	CREATING	BUILD new concepts of Eco-Tourism according to customer requirements

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Semester:III	304 IB	Import Export Documentation and Procedures
3 Credits	LTP: 2:1:1	Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
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

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Semester: IV	Course Code: SC-IB-02	404 IB: Global Trade and Logistics Management
3 Credits	LTP: 2:1:1	Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
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 invlolved in entire logistics Processs in international business
CO404IB.6	CREATING	Develop the appropriate sttrategy of operations For global trade and logistics

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Semester III	309	Knowledge Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITVE ABILITIES	COURSE OUTCOMES
CO 309 .1	Remembering	Define the key terms and concepts in knowledge management.
CO 309 .2	Understanding	describe the knowledge management cycle
CO 309 .3	Applying	Discuss the types of knowledge and its implications.
CO 309 .4	Analysing	outline the importance of capturing knowledge elements and its structures application as a competitive advantage to business
CO 309 .5	Evaluating	Explain the human and business aspects of knowledge management.

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Semester III	311	Management of Non-profit organizations
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO311.1	Remembering	Describe the basic concepts and frameworks in the field of non-profit sector & non-profit organization.
CO311.2	Understanding	Explain the characteristics of non-profit organizations, summarizing the Factors affecting development of non-profit organization.
CO311.3	Applying	Make use of theoretical concepts, frameworks while registration process of non-profit organization.
CO311.4	Analysing	Examine the role of any public policies which helps NPO in decision Making.
CO311.5	Evaluating	Evaluate the performance of non- profit organizations, the critical financial considerations of the non - profit organization.

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Semester III	312 MKT	Business to Business Marketing
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312 MKT.1	Remembering	Define the terms and concepts related to business to business marketing
CO312 MKT.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 behavior and marketing mix in the context of business to business marketing
CO312 MKT.5	Evaluating	Design marketing mix elements considering business-to-business Sales and service situations.
CO312 MKT.6	Creating	Develop marketing plan for business-to-business marketing Situations.

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Semester III	313MKT	**International Marketing**
2 Credits	LTP: 2:1:1	**Subject Elective (SE) Course – Marketing Management**

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313MKT.1	Remembering	Describe 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	Illustrate 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 global business organizations.

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Semester III	314 MKT	Digital Marketing II
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 314MKT.1	Remembering	Define the key terms and concepts related with digital marketing
CO 314MKT.2	Understanding	Explain the role of Facebook, Google ad words, YouTube, email marketing and other related tools in Digital marketing.
CO 314MKT.3	Applying	Make use of Facebook, Google ad words, YouTube and email marketing and other related tools for carrying out Digital marketing for given situation.
CO 314MKT.4	Analysing	Illustrate the use of Facebook, Google ad words, YouTube and email marketing and other related tools in given situation.
CO 314MKT.5	Evaluating	Design digital media campaign using appropriate mix of Facebook, Google ad words, YouTube and email marketing and other related tools.
CO 314MKT.6	Creating	Create appropriate content for a digital marketing campaign.

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Semester III	315 MKT	Marketing of Financial Services - II
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO315M KT.1	Remembering	Remembering -recall the key terminology of financial services, mutual fund, insurance products and other Alternative investment products.
CO315M KT.2	Understanding	Understanding: compare the characteristics of different types of financial products and services.
CO315M KT.3	Applying	Applying: identify characteristics, risks and returns Associated with financial products and services offered in Indian market from an investment advisor's perspective.
CO315M KT.4	Analysing	Analyzing - compare the different financial products available in Indian financial market
CO315M KT.5	Evaluating	Evaluating - evaluate the financial products and services from an investment perspective for various kinds Of investors.
CO315M KT.6	Creating	Creating: design financial product portfolio for Indian investor

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Semester III	316MKT	Marketing Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316MKT.1	Remembering	Define various key concepts in marketing analytics
CO316MKT.2	Understanding	Describe various key concepts in marketing analytics
CO316MKT.3	Applying	Identify what customers' value in a product/service, and Assess what they are willing to pay for it.
CO316MKT.4	Analysing	Explain the use of various models and frameworks to solve Marketing problems using marketing data
CO316MKT.5	Evaluating	Measure the effectiveness of marketing efforts and key outcomes in multiple areas of marketing.
CO316MKT.6	Creating	Design a study that incorporates the key tools and techniques Of marketing analytics

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Semester III	317MKT	Marketing of High Technology Products
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester III	312 FIN	**Behavioural Finance**
2 Credit	**LTP : 0:3:1**	**Subject Elective (SE) Course – Financial Management**

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITY	COURSE OUTCOMES
CO312FIN.1	Remembering	Enumerate the concepts and assumptions associated with traditional and behavioral finance.
CO312FIN.2	Understanding	Illustrate the various important theories, heuristics & biases associated with financial decision making.
CO312FIN.3	Applying	Identify behavioural factors that influence financial decision making at individual & corporate level.
CO312FIN.4	Analyzing	Analyze the implications of human psychology on financial decision makers and financial markets.
CO312FIN.5	Evaluating	Interpret various investment strategies based on theories of personal & corporate behavioural finance.
CO312FIN.6	Creating	Plan the systematic approach for efficient financial decisions taking into account behavioural factors.

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Semester III	313 FIN	Technical Analysis of Financial Markets
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313FIN.1	Remembering	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
CO313FIN.2	Understanding	Understand the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
CO313FIN.3	Applying	Make practical use of the theories, models, principles and frameworks of technical analysis for estimating market prices of different securities
CO313FIN.4	Analyzing	Analyse and forecast the market prices of securities in order to take and execute investment decisions
CO313FIN.5	Evaluating	Evaluate opportunities for buy & sale on the basis of technical analysis
CO313FIN.6	Creating	Formulate an ideal portfolio of investments with a combination of wide number of securities

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Semester III	314FIN	Commodities Markets
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO314FIN.1	Remembering	Describe the key concepts of commodities markets
CO314FIN.2	Understanding	Understanding the pricing mechanism of commodity, regulatory framework and the difference between commodity and financial derivatives
CO314FIN.3	Applying	Apply all the required strategies and calculations of commodities trading.
CO314FIN.4	Analysing	Analyze both the fundamental and technical factors that drive the Commodity price movements
CO314FIN.5	Evaluating	Evaluate the various methods and tools to detect the pulse of the markets And determine the trend in which the prices are moving.
CO314FIN.6	Creating	Adapt the skills of commodity analysis and build their own trading strategies

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SEMESTER III	315 FIN	Indirect Taxation
2 Credit	LTP : 1:1:1	Subject Elective (SE-IL) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITY	COURSE OUTCOMES
CO315FIN.1	Remembering	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
CO315FIN.2	Understanding	Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc.
CO315FIN.3	Applying	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services.
CO315FIN.4	Analysing	Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
CO315FIN.5	Evaluating	Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in India & verify the tax levied on Goods and Services.

CO315FIN.6	Creating	Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filling can be done Estimate the GST, TDS; anticipate goods, services, tax payable person for the business.

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Semester III	316 FIN	**Corporate Financial Restructuring**
2 Credits	**LTP: 0:3:1**	**Subject Elective (SE) Course – Financial Management**

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316FIN.1	Remembering	Describe the basic concepts related corporate restructuring, mergers & acquisitions, valuation aspects of corporate restructuring and corporate Governance aspects of restructuring.
CO316FIN.2	Understanding	Explain the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational Restructuring by corporate units.
CO316FIN.3	Applying	Perform all the required calculations through relevant numerical problems.
CO316FIN.4	Analysing	Analyze the situation by calculations of exchange ratio, financial returns, Valuations and others.
CO316FIN.5	Evaluating	Evaluate impact of corporate financial restructuring on all stakeholders
CO316FIN.6	Creating	Create an interface and model on various dimensions of corporate finance and restructuring process.

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Semester III	317 FIN	Financial Modeling
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO317.1	Remembering	Remember the concepts, terminologies, frameworks, tools and techniques of Financial modeling
CO317.2	Understanding	Understand the applications and use of MS excel in financial modeling and its different techniques
CO317.3	Applying	Develop, apply and actually use core functionality of MS excel in decision Framework to solve managerial problems
CO317.4	Analysing	Analyse different financial models in order to eliminate substantial risk of Poor spreadsheet coding
CO317.5	Evaluating	Formulate an idea and acceptable solutions to solve different problems in the area of financial management
CO317.6	Creating	Build financial models by making appropriate assumptions on financial factors relevant to the situation.

Semester III	318 Fin	Digital Banking
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course- Financial Management (Fin)

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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
CO318 FIN.6	Creating	Create a holistic digital transformation strategy for a bank

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Semester IV	403MKT	Marketing 4.0
3 Credits	LTP:: 2:1:1	Subject Core (SC) Course Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403.1	Remembering	Describe the various concepts associated with Marketing 4.0.
CO403.2	Understanding	Explain the importance of various concepts in Marketing 4.0. like prompted Advocacy ,5A's, Four Major Industry Archetypes, and content marketing leading to Brand Affinity.
CO403.3	Applying	Apply the concepts of digital marketing by Using Digital Anthropology to connected customers, which will drive up the productivity, by Integrating the Best of Online and Offline Channels in the digital world.
CO403.4	Analysing	Analyse the online and offline interactions between the companies and customers to be the effective marketers.
CO403.5	Evaluating	Evaluate how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
CO403.6	Creating	Creating wow! Moments with customer engagement by using Marketing 4.0.

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Semester- IV	404MKT	Marketing Strategy
3 Credits	LTP: 2:1:1	Subject Core (SC) Course Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404MKT.1	Remembering	Describe various concepts of marketing strategies.
CO404MKT.2	Understanding	Explain various marketing strategies to handle marketing Circumstances
CO404MKT.3	Applying	Apply the concepts of marketing strategy to solve real-life business problems.
CO404MKT.4	Analysing	Discover the suitable competitive advantage useful to design market specific and organization specific marketing strategies.
CO404MKT.5	Evaluating	Estimate the attractiveness of segment to decide targeting Strategy and Monitor marketing performance using marketing matrices.
CO404MKT.6	Creating	Design marketing strategies to lead the organization towards sustainable growth.

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Semester III		304 FIN– Advanced Financial Management
3 Credits	LTP: 2:1:1	Subject Core - SC - FIN - 03

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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 Leverage and PBIT EPS Analysis associate with Financial Data in the corporate
CO 304.5	EVALUATING	Evaluate the key strategic financial issues that must be considered in an acquisition or merger
CO304.6	CREATING	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

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Semester III		305 FIN – International Finance
3 Credit	LTP : 2:1:1	Subject Core (SC) Course – International Finance

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Ability	Course Outcomes
CO305FIN.1	Remembering	RECALL the basic concepts associated with international finance.
CO305FIN.2	Understanding	EXPLAIN the various the concepts related to Foreign Exchange Markets, transactions on the international foreign exchange market, Taxation Systems, International Receivables and cash management.
CO305FIN.3	Applying	USE International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, International Receivables and cash management in International financial market.
CO305FIN.4	Analyzing	ANALYZE the role of exchange rate and credit rating agencies, foreign exchange transactions, taxation system, Receivables and cash management in International financial market.
CO305FIN.5	Evaluating	EVALUATE the International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, Receivables and cash management in International finance.
CO305FIN.6	Creating	CREATE the investment/plan by adoptin g various business international finance concepts

Semester IV	403 FIN	Financial Laws	
3 Credit	LTP : 2:1:1	Subject core (SC) course: Specialization–Financial Management (FIN)	

Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITY	COURSE OUTCOMES
CO403FIN .1	Remembering	Define and Describe the basic concepts related to Financial Laws
CO403 FIN. 2	Understanding	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO403 FIN. 3	Applying	Make use of contextual financial laws applicable to organisations.
CO403 FIN. 4	Analyzing	Infer the application of financial laws to organisations
CO403 FIN. 5	Evaluating	Appraise and perceive the benefits of applicable laws to the organisations.
CO403 FIN.6	Creating	Create debt restructuring portfolio/ proposal.

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Semester IV	404 FIN	Current Trends & Cases in Finance
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.
CO404FIN.6	Creating	Create financial models based on theories and concepts studied

Semester-III		304HRM- Strategic Human Resource Management
3 Credits	**LTP: 2:1:1**	**Subject Core (SC) Course- Human Resource Management**

Course Outcome: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester III		305HRM : HR Operations
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO305HRM.1	REMEMBERING	Describe the functioning of personnel department
CO305HRM.2	UNDERSTANDING	Understand the communication of HR & Personnel department
CO305HRM.3	APPLYING	Apply the knowledge of various provisions under laws related to social Security and Labour welfare
CO305HRM.4	ANALYSING	Examine various compensation structure and disciplinary policies
CO305HRM.5	EVALUATING	Evaluate applicability of provisions of laws related to social security and labour welfare across various sectors
CO305HRM.6	CREATING	Design a salary structure incorporating all components of payroll system

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Semester IV	403 HRM	Organizational Diagnosis & Development
Credits: 3	LTP: 2:1:1	Subject Core – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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

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Semester – IV	404 HRM	Current Trends & Cases in Human Resource Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course –Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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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Semester III			304 OSCM- Services Operations Management – II
3 Credits	LTP: 2:1:1		Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304OSCM .1	REMEMBERING	DEFINE the key concepts in Services Operations Management.
CO304OSCM .2	UNDERSTANDING	DIFFERENRTIATE 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.

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Semester III		305 OSCM - Logistics Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester IV	403 OSCM	E Supply Chains and Logistics
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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

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Semester IV	404 OSCM	Industry 4.0
3 Credits	**LTP: 2:1:1**	**Subject Core (SC) Course – Operations & Supply Chain Management**

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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 fledge 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

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Semester III		304 BA- Advanced Statistical Methods using R
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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	COMPILE 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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Semester III		305 BA - Machine Learning & Cognitive intelligence using Python
3 Credits	**LTP: 2:1:1**	**Subject Core (SC) Course – Business Analytics**

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester IV	403 BA	**Economics of Network Industries**
3 Credits	**LTP: 2:1:1**	**Subject Core (SC) Course – Business Analytics**

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester IV	404 BA	Artificial Intelligence in Business Applications
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester III	312HRM	Talent Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.312.1	Remembering	Define talent management and its significance
CO.312.2	Understanding	Understanding performance excellence through talent management
CO.312.3	Applying	Apply talent management concepts in human resource management
CO.312.4	Analysing	Analysing talent management practices in employee development and career enhancement
CO.312.5	Evaluating	Formulate the talent management strategies for any organisation.

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Semester- III	316 HRM	Mentoring and Coaching
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course-Human Resource Management

Course Outcomes: At the end of this course the learner shall be able to –

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316HRM.1	Remembering	Enumerate various concepts of mentoring and coaching.
CO316HRM.2	Understanding	Understand techniques of mentoring and coaching
CO316HRM.3	Applying	Apply models of mentoring and coaching to real world scenarios
CO316HRM.4	Analyzing	Analyse issues in mentoring and coaching
CO316HRM.5	Evaluating & creating	Develop skills needed to become mentor, coach

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Semester III	317 HRM	**Compensation and Reward Management**
2 Credits	**LTP: 0:3:1**	**Subject Elective (SE) Course – Human Resource Management**

Course Outcomes: At the end of this course the learner shall be able to –

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
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	Experimemt 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.

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Semester III	312 OSCM	**Manufacturing Resource Planning**
2 Credits	**LTP: 1:1:1**	**Subject Elective (SE) Course – Operations & Supply Chain Management**

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312OSCM.1	Remembering	Define basic terms and concepts related to MRP II.
CO312OSCM.2	Understanding	Describe the integrated planning structure and functions incorporated within MRP.
CO312OSCM.3	Applying	Illustrate the importance of MRP as a top-management planning tool
CO312OSCM.4	Analysing	Identify the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
CO312OSCM.5	Evaluating	Explain how what-if simulation, modeling, and analysis are used to Produce feasible plans.
CO312OSCM.6	Creating	Discuss how MRP supports the company's cost, quality, and delivery operating objectives.

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Semester III	313 OSCM	Sustainable Supply Chains
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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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Semester III	316OSCM	Operations & Service Strategy
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316OSCM.1	Remembering	Enumerate the key components of operations strategy.
CO316OSCM.2	Understanding	Explain the linkages between operations strategy and competitive advantage as the basis of competitive position through superior product Development, cost, quality, features.
CO316OSCM.3	Applying	Illustrate the broader context of business strategy & fit between Manufacturing and operations capabilities and the business strategy
CO316OSCM.4	Analysing	Examine the concepts of competitive leverage using manufacturing and operations, the fit of the various elements of manufacturing and operations, the impact of the competitive environment, and the structure Of the value chain.
CO316OSCM.5	Evaluating	Design the operations and service strategy.
CO316OSCM.6	Creating	Formulate an operations strategy (long-term plan) and link with Operational decisions.

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Semester III	312 BA	Social Media, Web & Text Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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 analytic and web analytics
CO312BA.6	Creating	Combine various tools and metrics in building high impact dashboard in multiple business domains and scenarios

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Semester III	313 BA	Industrial Internet of Things
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313BA.1	Remembering	Enumerate the key concepts of industry 4.0, data science in Manufacturing, operations analytics and IIOT
CO313BA.2	Understanding	Discuss the value added by analytics in the operations function.
CO313BA.3	Applying	Demonstrate the practical applications of data analytics and data science In manufacturing operations.
CO313BA.4	Analysing	Examine the industrial internet of INGS (IIOT) and the role of big data Analytics.
CO313BA.5	Evaluating	Explain the applications of analytics in operations.
CO313BA.6	Creating	Compile the issues pertaining to the adoption of technologies that will Shape industry

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Semester III	317 BA	-E Commerce Analytics - I
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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☎ Ph. No. (0253) 2342840, 9175917050

PUN Code : IMMN017930, DTE Code : 5119, Exam Code : 0688

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उद्योगः कर्मसु कौशलम्

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Semester IV	407		Cyber Laws
2 Credits	LTP: 2:0:0		Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO407.1	Remembering	DEFINE the key terms and concepts pertaining to cyber laws.
CO407.2	Understanding	DESCRIBE the relevant legal provisions in detail.
CO407.3	Applying	DETERMINE the applicability of the legal provisions in a specific scenario.
CO407.4	Analyzing	OUTLINE the course of action in case of violation of the legal provisions.
CO407.5	Evaluating	EXPLAIN the various legal, social and international issues and the various remedies available under the Information Technology Act for the breach and commission of offence in cyber space

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Semester IV	401	Enterprise Performance Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester IV	402	Indian Ethos & Business Ethics
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO402.1	Remembering	Recall and spell the human universal values of Indian Ethos and its applications in Business ethics
CO402.2	Understanding	Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures.
CO402.3	Applying	Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues.
CO402.4	Analysing	Analyze and make inferences to contemporary business practices in relation to Indian Ethos & Business Ethics
CO402.5	Evaluating	Appraising the importance of business decisions on the basis of ethics and thus creates a value driven management.
CO402.6	Creating	Elaborate Ethical dilemmas in different business areas of marketing, HRM and Finance and Adapt dilemma resolution interventions by referring to Ethical decision making.

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Semester IV	409 BA	E Commerce Analytics - II
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO409BA.1	Remembering	Describe the key concepts in e-commerce analytics.
CO409 BA.2	Understanding	Demonstrate the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO409 BA.3	Applying	Solve the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO409 BA.4	Analysing	Discover high-value insights via dashboards and visualization.
CO409 BA.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.
CO409 BA.6	Creating	Formulate the right analytics driven strategy for ecommerce businesses.

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Semester IV	410BA	Healthcare Analytics
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester IV	411 OSCM	**Supply Chain Strategy**
2 Credits	LTP: 2:1:1	**Subject Elective (SE) Course – Operations & Supply Chain Management**

course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO411OSCM.1	Remembering	Define basic terms and concepts related to strategy, supply chain
CO411OSCM.2	Understanding	Explain the SC components and processes
CO411OSCM.3	Applying	Illustrate the importance of SC strategies on competitive advantage.
CO411OSCM.4	Analysing	Outline a typical supply chain model for a product / service and illustrate the linkages of strategies with real time issues using Information technology.
CO411OSCM.5	Evaluating	Evaluate and explain impact of strategic decisions on SC
CO411 OSCM.6	Creating	Formulate and discuss a model for SCM strategies

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Semester IV	409 OSCM	Enterprise Resource Planning
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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.

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Semester IV	412HRM	Best Practices In HRM
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.412HRM.1	Remembering	Define dynamic approach towards human resource activities and practices.
CO.412HRM.2	Understanding	Explain theoretical framework for best practices.
CO.412HRM.3	Applying	Identify & classify the practices according to the industry and sub sectors of the industry.
CO.412HRM.4	Analysing & evaluating	Compare and determine various skill sets required at human resource section.
CO.412HRM.5	Creating	Plan a survey of various industries and develop a trend analysis of human resource best practices.

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Semester IV	413	Employee Engagement and Ownership
2 Credits	LTP: 1:1:1	Subject Elective – Human Resource Management

Course Outcome: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO413.1	Remembering	Identify the basic concepts of employee engagement and employee ownership.
CO413.2	Understanding	Understanding the various factors, models and metrics involved in employee engagement.
CO413.3	Application	Determination of various employee engagement activities and types of employee ownership practiced in all scales of companies at various sectors.
CO413.4	Analysis	Implementation of engagement strategies and building engagement culture in companies.
CO413.5	Evaluation	Evaluation of employee engagement and employee ownership and its impact on the performance of businesses
CO413.6	Creation	Application of employee engagement practices and employee ownership at various sectors of industry.

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Semester IV	409 FIN	Fixed income securities
2 Credit	LTP : 2:1:0	Subject elective (SE - IL)- Fixed income securities

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITY	COURSE OUTCOMES
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.
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	Evaluate the risk and returns of different Fixed income securities.
CO409FIN.6	Creating	Devise the various investment strategies based on portfolio returns.

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Semester IV	412 FIN	Strategic Cost Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO412FIN.1	Remembering	Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management
CO412FIN.2	Understanding	Explain in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
CO412FIN.3	Applying	Illustrate contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
CO412FIN.4	Analysing	Analyse the situation and decide the key cost factors / elements involved in the decision making
CO412FIN.5	Evaluating	Formulate new models and techniques for managing the cost strategically in any business organization.
CO412FIN.6	Creating	Formulate new models for managing the cost strategically for business organization.

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Semester IV	409MKT	Customer Relationship Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 409MKT.1	Remembering	Define concepts and components of b2b, b2c CRM, customer acquisition & retention and CRM mechanics
CO 409MKT.2	Understanding	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 marketing situations of products, services & e-products/ services across various industries.
CO 409MKT.6	Creating	Develop CRM strategies/plans for various b2b and b2c markets.

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Semester IV	412 MKT	Retail Marketing
2 Credits	LTP - 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 412 MKT.1	Remembering	Define and recall concepts associated with retail marketing
CO412 MKT.2	Understanding	Understand the various retail formats, merchandise management and recent trends
CO412 MKT.3	Applying	Apply the best practices for retail store management along with use of social media in retailing
CO412 MKT.4	Analysing	Analyse and compare the contemporary issues in retailing and e-tailing
CO412 MKT.5	Evaluating	Evaluate the store location based on the determinants and effectiveness of retail marketing mix
CO412 MKT.6	Creating	Design effective CRM programs suitable for each retail format