

TRIMESTER	SUBJECT CODE	SUBJECT NAME	CO No.	COURSE OUTCOMES
T1	11	Quantitative Techniques	CO1	CO1: Examine the basics of descriptive statistics for managers
			CO2	CO2: Identify the practical applications of probability theory
			CO3	CO3: Solve business problems with the help of fundamental statistical and theoretical backgrounds
			CO4	CO4: Formulate various testing methods using statistical backgrounds in business problems for managerial decision making
			CO5	CO5: Determine the suitability of using correlation and regression analysis in solving business problems
	12	Organizational Behavior I	CO1	CO1: Students are aware of the disciplines contributing to OB
			CO2	CO2: Students get a better understanding about oraganizational behavior
			CO3	CO3: Students grasp the concepts of work behavior
			CO4	CO4: Students understand the concepts of high performance teams
			CO5	CO5: Students are familiar with concepts of power, politics and conflicts
	13	Managerial Economics	CO1	CO1: Students are familiar with the basic concepts of economics
			CO2	CO2: Students can analyze demand and supply patterns
			CO3	CO3: Students understand the concepts of production and cost functions
			CO4	CO4: Students can analyze market structures
			CO5	CO5: Students are aware of fiscal and monetary policies
	14	Business Communication	CO1	CO1: Students are aware of the importance of communication in an organization
			CO2	CO2: Students understand effective oral communication and techniques
			CO3	CO3: Students are aware of effective written communication methods
			CO4	CO4: Students have an understanding of drafting business letter and reports
			CO5	CO5: The students understand the case methos of learning

	15	Accounting for Managers	CO1	CO1: Ability to use accounting data to solve business problems with financial Statements
			CO2	CO2: Helps the students to comprehend the format and treatment of various items in the financial accounts of a company
			CO3	CO3: Helps the students to interpret various rates and financial statements of its own and the peer firms in the industry
			CO4	CO4: The students get acquainted with the preparation and interpretation of fund flow and cash flow statements.
			CO5	CO5: The students will get an idea of cost control and the attainment of Break-even.
	16	Business and Society	CO1	CO1 - The student is familiarized about the interrelation between business, society and government
			CO2	CO2 - The students are acquainted with concepts of socio-economic development
			CO3	CO3 - The students are familiarized with the socio-cultural environment of business
			CO4	CO4 - The students are familiarized with the impact on economic growth on the environment
			CO5	CO5 - The students are aware about sustainable development
T2	21	Organizational Behavior II	CO1	CO1: The students are aware of social systems and organizational culture
			CO2	CO2: The students are familiarized with the management of organization systems
			CO3	CO3: The students understand the concepts of empowerment and participation
			CO4	CO4: The students are briefed about managing misbehavior in organizations and counselling
			CO5	CO5: The students are familiar with the global implications of organizational behavior
	22	Macroeconomics	CO1	CO1: The students are aware of the business environment
			CO2	CO2: The students are familiarized with the economic environment
			CO3	CO3: The students are familiarized with the global environment
			CO4	CO4: The students are aware of the economic system and policies of India
			CO5	CO5: The students are aware of economic reforms and business

	23	Marketing Management I	CO1	CO1: Studnets are familiar with basic marketing concepts
			CO2	CO2: Students are familiar with consumer behavior
			CO3	CO3: Studnets are aware of segmentation, targeting and positioing strategies
			CO4	CO4: Students have an understanding of product and marketing decisions
			CO5	CO5: Students are familiar with pricing decisions
	24	Operations Management I	CO1	CO1: Studnets are introduced to operations management
			CO2	CO2: Students are aware of concepts of employee productivity
			CO3	CO3: Studnets are familiar with materials management
			CO4	CO4: Students are capable of using evaluation methods
			CO5	CO5: Students are aware of world class manufacturing concepts
	25	Financial Management I	CO1	CO1: To familiarize the functions of a finance manager in an organization.
			CO2	CO2: To understand and apply the concepts of time value on risk-return analysis.
			CO3	CO3: Familiarity on long-term, medium and short term sources of funds.
			CO4	CO4: To analyse cost of capital on the various sources of finance and its impact on the market value of the firm
			CO5	CO5: Application of various evaluation techniques on long-term investment decisions.
	26	Business Law	CO1	CO1: Students are aware of Indian contract acts
			CO2	CO 2 Analyse the legal aspects in the formation, running and winding up of business
			CO3	CO 3 Analyze the scope and the issues associated with partnerships, negotiable instruments and cyber law
			CO4	CO 4 Evaluate and analyse the scope and application of sale of goods act and consumer protection act.
			CO5	CO 5 Equip the students with insights on different labour regulations in India
T3	31	Marketing Management II	CO1	CO1: Studnets are familiar with distribution decisions

			CO2	CO2: Studnets understand concepts of promotion	
			CO3	CO3: Students understand the concepts of sales promotions	
			CO4	CO4: Students get familiarized with the marketing organization	
			CO5	CO5: Students are aware of services marketing and emerging trends in marketing	
	32	Financial Management II		CO1	CO1: Familiarization of various capital structures and the role of leverage in magnifying the value of a firm.
				CO2	CO2: Application of the concept of operating cycle to determine the working capital requirements.
				CO3	CO3: Familiarity on the components of working capital and its management.
				CO4	CO4: Understandability of dividend policies and its implications on the market value of a firm.
				CO5	CO5: Familiarization of the emerging areas and trends in financial management.
	33	Human Resource Management		CO1	CO1: Students are introduced to concepts of HRM
				CO2	CO2: Students get acquainted with pre-recruitment and on the job factors
				CO3	CO3: Studnets are aware of training and development
				CO4	CO4: Students are familiar with performance management concepts
				CO5	CO5: Students are aware of concepts of employee relations
	34	Business Research Methods		CO1	CO 1 Application of different types of research in functional areas
				CO2	CO 2 Develop a research design
				CO3	CO 3 Design of proper measurement and scaling tools
				CO4	CO 4 Applied data analysis and intpretation
				CO5	CO 5 Generating project report with worthwhile conclusions and insights for action
	35	Management Information Systems		CO1	CO1 -The studnets become familiar with the concepts of e-business and e-commerce
			CO2	CO2 - The students are introduced to Database concepts	

			CO3	CO3 - An awareness is created about information system vulnerabilities and security	
			CO4	CO4 - The students get acquainted with the concepts of wireless systems and security issues	
			CO5	CO5 - An understanding regarding Enterprise Information Systems is generated	
	<b>36</b>	Operations Research		CO1	CO1: Understand the scope and applications of operations research in business and industry problems.
				CO2	CO2: Develop linear programming models and analyse business scenarios
				CO3	CO3: Develop mathematical models to allocation problems and analyse business scenarios
				CO4	CO4: Develop decision making models and network models for analysing business scenarios
				CO5	CO5: Formulation of queuing, gametheory and inventory models and subsequent analysis of business scenarios
	<b>37</b>	Strategic Management		CO1	CO1: Students are made familiar with strategy formulation
				CO2	CO2: Students understand implementation, evaluation and control of strategy
				CO3	CO3: Studentes are capable of internal and external analyses
				CO4	CO4: Students are aware of competitor analysis and strategies
				CO5	CO5: Students understand portfolio analysis and strategies
	<b>T4</b>	<b>41</b>	International Business		CO1 - The students get an idea about core aspects of international business such as international production and global sourcing.
					CO2 - The students are expected to be familiar with the regional economic integrations and international strategies
				CO3 - The students will be able to decipher the complexities of various strategies in a global and Indian context.	
				CO4 - The students will be familiar with the trends of merchandise and service trade in Indian and Global scenario	
				CO5 - The students are competent with the concepts of foreign investment, technology and technology transfer.	

	42	Business Analytics	CO1	CO1: Acquire knowledge of BA technologies and concepts
			CO2	CO2: Understand and gain familiarity on the application of BA tools and techniques to answer business questions in Finance and Operations
			CO3	CO3: Understand and gain familiarity on the application of BA tools and techniques to answer business questions in HR
			CO4	CO4: Understand and gain familiarity on the application of BA tools and techniques to answer business questions in Marketing and Web Analytics
			CO5	CO5: Drawing meaningful conclusions to business problems using analytics
	FIN-T4-1	Financial Markets and Services	CO1	CO1: Studnets get acquainted with financial systems and markets
			CO2	CO2: Studnets are aware of finacial markets
			CO3	CO3: Students are familiar with financial instruments
			CO4	CO4: Students get an idea about financial services
			CO5	CO5: Students are aware of financial service industry
	FIN-T4-5	Investment Management	CO1	CO1: The computations of risk and return will help the students to have an effective financial planning
			CO2	CO2: Students will understand the short term investment opportunities and its application.
			CO3	CO3: Students will understand the short term investment opportunities and its application.
			CO4	CO4: Students will be familiarized with the features of Stock market.
			CO5	CO5: Students will get an idea of how professional investment managers are analyzing investments.
	HR-T4-2	Organizational Change and Development	CO1	CO1: Students get an overview of organization, development and change
			CO2	CO2: Students are aware of organizational development process
			CO3	CO3: Studnets are capable of designing OD inverventions
			CO4	CO4: Students are aware of the concepts of change

			CO5	CO5: Students are familiar with concepts of executing change
<b>HR-T4-3</b>	Industrial Relations and Labor Laws		CO1	CO 1 The students get an idea about the importance of Industrial relations and Trade Unions
			CO2	CO 2 Students get familiar with the various concepts such as Strike, Lockout, Layoff, and Retrenchment.
			CO3	CO 3 The students will get an understanding about the various machinery for the settlement of industrial disputes.
			CO4	CO 4 The students will understand the importance of Social Justice and labour welfare.
			CO5	CO 5 The students will get familiarised with the various labour laws, objectives, provisions, offences and penalty.
<b>MKT-T4-4</b>	Services Marketing		CO1	CO 1 The students develop a clear-cut understanding on the characteristics of services, 7 Ps of Services Marketing Mix,
			CO2	CO 2 The students are expected to be familiar with the service consumption and the behavior of consumer while consuming services.
			CO3	CO 3 On completion, the students will be able to understand the Management of Demand and Supply of services, and the development of service product.
			CO4	CO 4 The students will be familiar with service blue prints and servicescapes and also the service quality management.
			CO5	CO 5 The students are competent in the concept of service delivery and managing service encounters.
<b>MKT-T4-6</b>	Sales and Distribution Management		CO1	CO1 The students get an idea about core aspects of Sales management and how personal selling can be utilised in sales
			CO2	CO2 The students get familiarised with selling process and management of channels and how to choose a channel and manage it.
			CO3	CO3 The students will be able to decipher the complexities of control system for sales force and the recent trends in sales management
			CO4	CO4 The students will be familiar with the distribution planning and the dynamics in channel management.

			CO5	CO5 The students are competent in various modes of transport and its characteristics and also various functional areas of logistics
<b>T5</b>	<b>51</b>	Entrepreneurship	CO1	CO 1 The students develop a clear-cut understanding on entrepreneurship and the opportunities and challenges of entrepreneurs in India and Abroad
			CO2	CO 2 The students are expected to be familiar with the various financial supports for entrepreneurs in India and also the different modes of setting up enterprises.
			CO3	CO 3 On completion, the students will be able to understand registration procedure of SSI's, Sickness in Small Scale Industries and Concessions and reliefs by Government for SSI's in India
			CO4	CO 4 The students will be familiar with production and its various aspects in SSI's
			CO5	CO 5 The students are competent in preparing business plans and will get a clear understanding of the successful entrepreneurs in India
	<b>52</b>	Business Ethics and Corporate Governance	CO1	CO1: Students are familiar with values, intentions, actions and consequences
			CO2	CO2: Students are aware of ethical philosophies
			CO3	CO3: Students understand ethics in functional areas of business
			CO4	CO4: Students are familiar with the ethics programme
			CO5	CO5: Students grasp the developments in corporate governance
	<b>FIN-T5-8</b>	Security Analysis and Portfolio Management	CO1	CO1: Gives an overview of security analysis and how company analysis can be done.
			CO2	CO2: Gives an understanding on technical analysis, RSI indicators, market indicators in detail
			CO3	CO3: To understand the concept of Efficient Market Theory and its forms
			CO4	CO4: To understand how a portfolio can be evaluated and selected
			CO5	CO5: Understanding on how portfolio revision and evaluation can be done.
	<b>FIN-T5-10</b>	International Finance	CO1	CO1 - The student is familiar with the international financial environment



			CO2	CO2 - The students are acquainted with the foreign exchange market	
			CO3	CO3 - The student is familiar with the International monetary system	
			CO4	CO4 - The students are familiarized with exchange rates and forex transactions	
			CO5	CO5 - The students are familiar with the concepts of the international financial markets	
	<b>HR-T5-10</b>	Negotiation and Conflict Resolution		CO1	CO 1 - students are acquainted with negotiations and its types
				CO2	CO 2 - Students get familiarised with various aspects to be considered while negotiating and various alternatives for negotiations are briefed
				CO3	CO 3 - students get familiarised with collective bargaining and its types and its usages
				CO4	CO 4 - students are acquainted with conflicts and disputes and dispute settlement machineries
				CO5	CO 5 - Students are given an idea about various trends in industrial conflict
	<b>HR-T5-11</b>	HRM- Policy and Strategy		CO1	CO1: Students are familiar with business and HR strategy concepts
				CO2	CO2: students get familiarized with strategic human resource management
				CO3	CO3: Students are aware of competency based HRM
				CO4	CO4: Students get acquainted with strategic performance management and reward practices
				CO5	CO5: Students get acquainted with the concepts of HR information management systems
	<b>MKT-T5-7</b>	International Marketing		CO1	CO1 - The student is familiarized with the international marketing scenario
				CO2	CO2 - The market coverage strategies and organizational structures for international marketing are known to the students
				CO3	CO3 - The students are made aware of the international production and pricing strategies
				CO4	CO4 - The students are made aware of the international promotional and distribution strategies
				CO5	CO5 - The Foreign Trade Policy and procedures are introduced to the students.

	<b>MKT-T5-12</b>	Digital and Social Media MArketing	CO1	CO 1 - Students get familiar with digital marketing
			CO2	CO 2 - Students get familiarised with digital advertising and promotion techniques
			CO3	CO 3 - students get familiarised with different types of online ads and its features
			CO4	CO 4 - students are acquainted with business drivers and various aspects to be considered while optimising a landing page
			CO5	CO 5 - Students are given an idea about various social media available and how each one differs in their utility
			CO6	CO 6 - students are taught about how to utilise various media like facebok or youtube to get noticed.
<b>T6</b>	<b>61</b>	Cross Cultural Management	CO1	CO1: Students are aware of the cultural environment of business
			CO2	CO2: Students understand the concepts of cross cultural marketing
			CO3	CO3: Students understand the implications of cross cultural HRM
			CO4	CO4: Students understand cross cultural communication and negotioation
			CO5	CO5: Students understand corporate culture and cross cultural operations management
	<b>FIN-T6-13</b>	Strategic Financial Management	CO1	CO1: To give an overview on strategic financial management and the process of strategic planning
			CO2	CO2: Gives an overview on various types of risks and uncertainty in an investment decision
			CO3	CO3: Helps the students to analyse the financial statements of an organization
			CO4	CO4: Understanding on the concept of corporate restructuring and its importance
			CO5	CO5: Understanding on mergers and acquisition and its importance
	<b>HR-T6-13</b>	Management of Creativity	CO1	CO1: The students are familiarized with the concepts of creativity
			CO2	CO2: The students are aware of the importance of ideas and opportunity
			CO3	CO3: The students understand the process of ideation
			CO4	CO4: The students get an idea about systematic inventive thinking
			CO5	CO5: The students are aware of ownership rights

	<b>MKT-T6-14</b>	B2B Marketing	CO1	CO1 The students get an idea about B2B marketing and how it is different from consumer marketing and characteristics of B2B marketing
			CO2	CO2 The students are expected to be familiar with demand and price aspects of B2B marketing and various models in industrial buying
			CO3	CO3 The students will be able to decipher the complexities of segmentation, targeting and positioning in industrial marketing.
			CO4	CO4 The students will be familiar with the trends in product and pricing decisions in B2B marketing
			CO5	CO5 The students are competent in promotion mix and its various aspects and also logistics in Industrial marketing