

Course Outcomes:

101 – Managerial Accounting

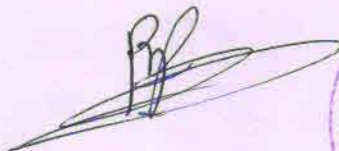
CO	COURSE OUTCOMES
CO 1	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO 2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO 3	PERFORM all the necessary calculations through the relevant numerical problems.
CO 4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO 5	EVALUATE the financial impact of the decision.

102 – Organizational Behaviour

CO	COURSE OUTCOMES
CO 1	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
CO 2	EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO 3	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
CO 4	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
CO 5	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
CO 6	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.

103 – Economic Analysis for Business Decisions

CO	COURSE OUTCOMES
CO 1	DEFINE the key terms in micro-economics.
CO 2	EXPLAIN the key terms in micro-economics, from a managerial perspective.
CO 3	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
CO 4	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO 5	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
CO 6	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.



104 – Business Research Methods

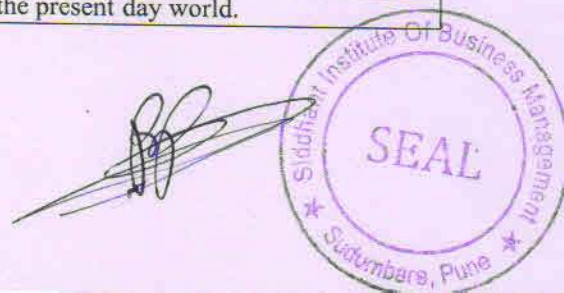
CO	COURSE OUTCOMES
CO 1	DEFINE various concepts & terms associated with scientific business research.
CO 2	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO 3	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
CO 4	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
CO 5	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO 6	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

105– Basics of Marketing

CO	COURSE OUTCOMES
CO 1	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO 2	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
CO 3	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
CO 4	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
CO 5	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
CO 6	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).

106– Digital Business

CO	COURSE OUTCOMES
CO 1	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO 2	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO 3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO 4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO 5	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO 6	DISCUSS the various applications of Digital Business in the present day world.



107- Management Fundamentals

CO	COURSE OUTCOMES
CO 1	ENUMERATE various managerial competencies and approaches to management.
CO 2	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO 3	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO 4	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
CO 5	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
CO 6	FORMULATE and DISCUSS a basic controlling model in a real life business, startup and not-for-profit organizational con

109- Entrepreneurship Development

CO	COURSE OUTCOMES
CO 1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO 2	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
CO 3	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
CO 4	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
CO 5	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
CO 6	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.

111- Legal Aspects of Business

CO	COURSE OUTCOMES
CO 1	DESCRIBE the key terms involved in each Act.
CO 2	SUMMARIZE the key legal provisions of each Act.
CO 3	ILLUSTRATE the use of the Acts in common business situations.
CO 4	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
CO 5	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations

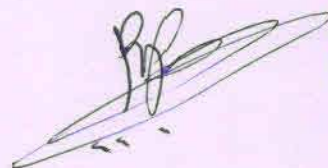


113- Verbal Communication Lab

CO	COURSE OUTCOMES
CO 1	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO 2	EXPRESS themselves effectively in routine and special real world business interactions.
CO 3	DEMONSTRATE appropriate use of body language.
CO 4	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO 5	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO 6	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.

115- Selling & Negotiations Skills Lab

CO	COURSE OUTCOMES
CO 1	DESCRIBE the various selling situations and selling types.
CO 2	OUTLINE the pre-sales work to be carried out by a professional salesperson.
CO 3	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
CO 4	FORMULATE a sales script for a real world sales call for a product/ service / eproduct / e-service.
CO 5	DECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
CO 6	DEVELOP a sales proposal for a real world product/ service / e-product / eservice and for a real world selling situation.



201– Marketing Management

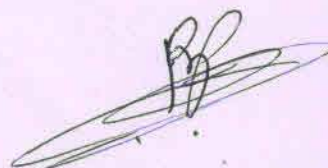
CO	COURSE OUTCOMES
CO 1	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO 2	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 3	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
CO 4	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 5	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 6	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

202– Financial Management

CO	COURSE OUTCOMES
CO 1	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO 2	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO 3	PERFORM all the required calculations through relevant numerical problems.
CO 4	ANALYZE the situation and <ul style="list-style-type: none">• comment on financial position of the firm• estimate working capital required• decide ideal capital structure• evaluate various project proposals•
CO 5	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

203– Human Resource Management

CO	COURSE OUTCOMES
CO 1	DESCRIBE the role of Human Resource Function in an Organization.
CO 2	ENUMERATE the emerging trends and practices in HRM.
CO 3	ILLUSTRATE the different methods of HR Acquisition and retention.
CO 4	DEMONSTRATE the use of different appraisal and training methods in an Organization.
CO 5	OUTLINE the compensation strategies of an organization
CO 6	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.



204– Operations & Supply Chain Management

CO	COURSE OUTCOMES
CO 1	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO 2	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO 3	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO 4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO 5	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
CO 6	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.

207– Contemporary Frameworks in Management

CO	COURSE OUTCOMES
CO 1	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
CO 2	DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
CO 3	APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.
CO 4	EXAMINE the fundamental causes of organizational politics and team failure.
CO 5	EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.

209– Start Up and New Venture Management

CO	COURSE OUTCOMES
CO 1	DESCRIBE the strategic decisions involved in establishing a startup.
CO 2	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO 3	IDENTIFY the issues in developing a team to establish and grow a startup
CO 4	FORMULATE a go to market strategy for a startup.
CO 5	DESIGN a workable funding model for a proposed startup.
CO 6	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.



211- Business, Government & Society

CO	COURSE OUTCOMES
CO 1	DESCRIBE the economic roles of government in the Indian context.
CO 2	EXPLAIN the macroeconomic crises around the world.
CO 3	ILLUSTRATE the inter linkages between economic growth , poverty and inequality.
CO 4	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
CO 5	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
CO 6	DISCUSS the interplay between technology, business and society.

215- Entrepreneurship Lab

CO	COURSE OUTCOMES
CO 1	IDENTIFY a basket of potential business opportunities in the local, regional or national context.
CO 2	COMPARE and CONTRAST the shortlisted business opportunities to SELECT the most suitable / promising opportunity.
CO 3	DEVELOP a business model around the shortlisted business opportunity.
CO 4	FORMULATE the organization structure for the proposed start up
CO 5	EVALUATE the market potential and ESTIMATE the financing requirements for the initial 1 to 3 years after launch.
CO 6	CREATE a proposal for funding the start up.



MARKETING MANAGEMENT SPECIALIZATION

205– Marketing Research

CO	COURSE OUTCOMES
CO 1	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
CO 2	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
CO 3	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
CO 4	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO 5	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
CO 6	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.

206– Consumer Behavior

CO	COURSE OUTCOMES
CO 1	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
CO 2	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
CO 3	APPLY consumer behavior concepts to real world strategic marketing management decision making.
CO 4	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
CO 5	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
CO 6	DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer.

217– Integrated Marketing Communications

CO	COURSE OUTCOMES
CO 1	DESCRIBE the IMC mix and the IMC planning process.
CO 2	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
CO 3	CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
CO 4	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
CO 5	DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.
CO 6	DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.



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220- Digital Marketing - I

CO	COURSE OUTCOMES
CO 1	DEFINE various concepts related to Digital Marketing.
CO 2	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
CO 3	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
CO 4	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
CO 5	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
CO 6	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.



FINANCIAL MANAGEMENT SPECIALIZATION

205– Financial Markets and Banking Operations

CO	COURSE OUTCOMES
CO 1	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO 2	UNDERSTAND the concepts of financial markets, their working and importance.
CO 3	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO 4	ANALYZE the linkages in the Financial Markets.
CO 5	EXPLAIN the various banking and accounting transactions.
CO 6	DEVELOP necessary competencies expected of finance professional.

206– Personal Financial Planning

CO	COURSE OUTCOMES
CO 1	UNDERSTAND the need and aspects of personal financial planning
CO 2	Describe the investment options available to an individual
CO 3	IDENTIFY types of risk and means of managing it
CO 4	DETERMINE the ways of personal tax planning
CO 5	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO 6	CREATE a financial plan for a variety of individuals.

217– Securities Analysis & Portfolio Management

CO	COURSE OUTCOMES
CO 1	REMEMBER various concepts taught in the syllabus.
CO 2	EXPLAIN various theories of Investment Analysis and Portfolio Management.
CO 3	CALCULATE risk and return on investment using various concepts covered in the syllabus
CO 4	ANALYZE and DISCOVER intrinsic value of a security.
CO 5	DESIGN/ CREATE optimal portfolio.

219– Direct Taxation

CO	COURSE OUTCOMES
CO 1	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
CO 2	EXPLAIN how tax planning can be done.
CO 3	ILLUSTRATE how online filling of various forms and returns can be done.
CO 4	CALCULATE Gross Total Income.and Income Tax Liability of an individual assessee.
CO 5	ANALYZE and DISCOVER intrinsic value of a security.
CO 6	DESIGN/ DEVELOP / CREATE tax saving plan.



HUMAN RESOURCE MANAGEMENT SPECIALIZATION

205- Competency Based Human Resource Management System

CO	COURSE OUTCOMES
CO 1	DEFINE the key terms related to performance management and competency development.
CO 2	EXPLAIN various models of competency development.
CO 3	PRACTICE competency mapping.
CO 4	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO 5	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO 6	DEVELOP a customized competency model in accordance with the corporate requirements.

206- Employee Relations & Labour Legislations

CO	COURSE OUTCOMES
CO 1	SHOW awareness of important and critical issues in Employee Relations
CO 2	INTERPRET and relate legislations governing employee relations.
CO 3	DEMONSTRATE an understanding of legislations relating to working environment.
CO 4	OUTLINE the role of government, society and trade union in ER.
CO 5	EXPLAIN aspects of collective bargaining and grievance handling.
CO 6	DISCUSS the relevant provisions of various Labour Legislations.

217- Labour Welfare

CO	COURSE OUTCOMES
CO 1	ENUMERATE the key concepts of the subject matter.
CO 2	DESCRIBE the key aspects of the labour policy regulation in the country.
CO 3	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO 4	EXAMINE the traditional concept of labour welfare in the industry.
CO 5	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO 6	ELABORATE upon the perspective of labour problems and remedial measures in the country.

221- HR Analytics

CO	COURSE OUTCOMES
CO 1	ENUMERATE the key concepts related to the subject matter.
CO 2	DEMONSTRATE experimentation and innovation.
CO 3	USE thinking & decision making ability beyond the existing capabilities and present environment.
CO 4	ANALYSE the behavioral Patterns of an individual & Map the competency- the audit Perspective.
CO 5	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
CO 6	FORMULATE the linkage between HR Analytics and Business Analytics.



OPERATION & SUPPLY CHAIN MANAGEMENT SPECIALIZATION

205– Services Operations Management – I

CO	COURSE OUTCOMES
CO 1	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
CO 2	DESCRIBE the service design elements of variety of services.
CO 3	USE service blueprinting for mapping variety of real life service processes.
CO 4	ANALYSE alternative locations and sites for variety of service facilities.
CO 5	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
CO 6	CREATE flow process layouts for variety of services.

206– Supply Chain Management

CO	COURSE OUTCOMES
CO 1	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO 2	EXPLAIN the structure of modern day supply chains.
CO 3	IDENTIFY the various flows in real world supply chains.
CO 4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
CO 5	EXPLAIN the key Operational Aspects in Supply Chain Management.
CO 6	DISCUSS the relationship between Customer Value and Supply Chain Management.

218– Productivity Management

CO	COURSE OUTCOMES
CO 1	DEFINE various types of productivity and measures of productivity.
CO 2	DEMONSTRATE the linkages between various measures of productivity.
CO 3	APPLY Value Analysis and Value Engineering principles to simple situations related to operations management.
CO 4	APPLY various types of charts and diagrams to carry out work study and method study.
CO 5	DETERMINE the Standard Time using Techniques of Work Measurement.
CO 6	ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing.

219– Inventory Management

CO	COURSE OUTCOMES
CO 1	DEFINE the key terms associated with Inventory Management.
CO 2	CLASSIFY various types of inventory, and inventory costs.
CO 3	CALCULATE Economic Order Quantity and stock levels under various conditions.
CO 4	COMPARE and CONTRAST various methods of inventory control.
CO 5	ASSESS various factors influencing Make or Buy decisions.
CO 6	SOLVE problems based on ABC classification of inventory.



BUSINESS ANALYTICS SPECIALIZATION

205– Basic Business Analytics using R

CO	COURSE OUTCOMES
CO 1	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
CO 2	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
CO 3	DEVELOP a thought process to think like a data scientist/business analyst.
CO 4	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO 5	SELECT the right functions of R for the given analytics task.
CO 6	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

206– Data Mining

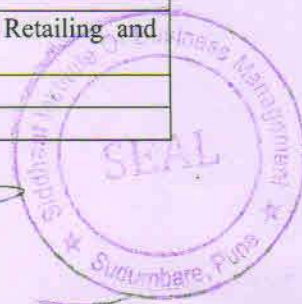
CO	COURSE OUTCOMES
CO 1	DEFINE the key terms associated with Data Mining
CO 2	EXPLAIN the various aspects of Data
CO 3	APPLY classification models
CO 4	ANALYZE using clustering models
CO 5	SELECT appropriate association analysis and anomaly detection tools.
CO 6	COMBINE various data mining tools and use them in live analytical projects in business scenarios

217– Marketing Analytics

CO	COURSE OUTCOMES
CO 1	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
CO 2	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
CO 3	IDENTIFY what customers' value in a product, and assess what they are willing to pay for it.
CO 4	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
CO 5	DETERMINE the most effective target markets.
CO 6	DESIGN a study that incorporates the key tools of Marketing Analytics.

218– Retailing Analytics

CO	COURSE OUTCOMES
CO 1	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
CO 2	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
CO 3	USE various kinds of data for performing Retailing Analytics.




CO 4	ILLUSTRATE the use of various tools and frameworks for predictive retail analytics.
CO 5	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO 6	BUILD value for Retail and Marketing by deriving Marketing ROI metrics..

301– Strategic Management

CO	COURSE OUTCOMES
CO 1	DESCRIBE the basic terms and concepts in Strategic Management.
CO 2	EXPLAIN the various facets of Strategic Management in a real world context.
CO 3	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO 4	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO 5	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO 6	DEVELOP the capability to view the firm in its totality in the context of its environment.

302– Decision Science

CO	COURSE OUTCOMES
CO 1	DESCRIBE the concepts and models associated with Decision Science.
CO 2	UNDERSTAND the different decision-making tools required to achieve optimisation in business processes.
CO 3	APPLY appropriate decision-making approach and tools to be used in business environment.
CO 4	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO 5	EVALUATE the various facets of a business problem and develop problem solving ability
CO 6	DISCUSS & propose the various applications of decision tools in the present business scenario.




Specialization: Marketing Management

304- Services Marketing

CO	COURSE OUTCOMES
CO 1	RECALL the key concepts in services marketing
CO 2	EXPLAIN the role of Extended Marketing Mix in Services
CO 3	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
CO 4	ANALYSE the significance of services marketing in the Indian and global economy
CO 5	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
CO 6	DEVELOP marketing mix for various services offering

305- Sales & Distribution Management

CO	COURSE OUTCOMES
CO 1	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
CO 2	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO 3	APPLY the concepts related to sales and distribution management.
CO 4	ANALYZE the real life scenarios of sales and distribution management.
CO 5	EVALUATE the existing sales and distribution strategies and approaches.
CO 6	DEVELOP generate and evaluate sales and distribution strategies.

313- International Marketing

CO	COURSE OUTCOMES
CO 1	ENUMERATE various terms and key concepts associated with international marketing.
CO 2	EXPLAIN various key concepts used in all aspects of international marketing.
CO 3	APPLY all stages in international marketing management process.
CO 4	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
CO 5	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.
CO 6	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.



314- Digital Marketing - II

CO	COURSE OUTCOMES
CO 1	DEFINE the key terms and concepts related with digital marketing
CO 2	EXPLAIN various tools of digital marketing.
CO 3	MAKE USE OF various tools of digital marketing.
CO 4	CLASSIFY the different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention
CO 5	ASSESS the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations.
CO 6	DEVELOP appropriate digital marketing campaign.

316- Marketing Analytics

CO	COURSE OUTCOMES
CO 1	DEFINE various key concepts in Marketing Analytics
CO 2	DESCRIBE various key concepts in Marketing Analytics
CO 3	IDENTIFY what customers' value in a product/service, and assess what they are willing to pay for it.
CO 4	EXPLAIN the use of various models and frameworks to solve marketing problems using marketing data
CO 5	MEASURE the effectiveness of marketing efforts and key outcomes in multiple areas of Marketing.
CO 6	DESIGN a study that incorporates the key tools and techniques of Marketing Analytics



Specialization: Financial Management

304– Advanced Financial Management


CO	COURSE OUTCOMES
CO 1	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
CO 2	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
CO 3	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
CO 4	ANALYZE the options for making the right financial decisions of a firm
CO 5	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
CO 6	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

305– International Finance

CO	COURSE OUTCOMES
CO 1	Enumerate the key terms associated with International Finance.
CO 2	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
CO 3	Illustrate the role of international monetary systems & intermediaries in Global financial market.
CO 4	Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
CO 5	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
CO 6	Formulate the investment plan or business plan by adapting international finance environment.

312– Behavioral Finance

CO	COURSE OUTCOMES
CO 1	Enumerate the key terms associate with behavior finance, investment in financial markets & Corporate finance.
CO 2	Illustrate the various theories associated with behavior finance and parameters of investing in financial market.
CO 3	Identify persistent or systematic behavioural factors that influence investors and investment decisions.
CO 4	Analyse the various behavioural finance factors related to corporate & individual investors.
CO 5	Interpret various investment strategies of effective investment in the financial market on the basis of various theories and factors of behavioural finance.
CO 6	Plan the systematic approach of corporate and investors towards investment for stable growth on the basis of behavioural finance.




315– Indirect Taxation

CO	COURSE OUTCOMES
CO 1	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
CO 2	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.
CO 3	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.
CO 4	Illustrate the e filing process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
CO 5	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.
CO 6	Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filing can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.

317– Financial Modeling

CO	COURSE OUTCOMES
CO 1	Remember the concepts, terminologies, frameworks, tools and techniques of Financial modeling
CO 2	UNDERSTAND the applications and use of MS Excel in financial modeling and its different techniques
CO 3	DEVELOP, APPLY and actually use core functionality of MS Excel in decision framework to solve managerial problems
CO 4	ANALYSE different financial models in order to eliminate substantial risk of poor spreadsheet coding
CO 5	FORMULATE an idea and acceptable solutions to solve different problems in the area of financial management
CO 6	BUILD financial models by making appropriate assumptions on financial factors relevant to the situation.



Specialization: Human Resource Management

304– Strategic Human Resource Management

CO	COURSE OUTCOMES
CO 1	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
CO 2	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
CO 3	Ability to ANALYZE HR as an investment to the company.
CO 4	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
CO 5	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.

305– HR Operations

CO	COURSE OUTCOMES
CO 1	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records
CO 2	LEARN drafting of communications for disciplinary actions
CO 3	DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc.
CO 4	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts
CO 5	CALCULATE computation of Workmen compensation, Bonus and Gratuity
CO 6	FILE returns under various labour laws and prepare salary structure

312– Talent Management

CO	COURSE OUTCOMES
CO 1	DEFINE Talent Management and its significance
CO 2	UNDERSTANDING performance excellence through Talent Management
CO 3	APPLY Talent Management concepts in Human Resource Management
CO 4	ANALYSING Talent Management practices in employee development and career enhancement
CO 5	FORMULATE the Talent Management Strategies for any organisation.

315– HR Operations

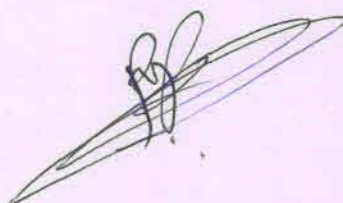
CO	COURSE OUTCOMES
CO 1	IDENTIFY key perspectives of global workforce management
CO 2	UNDERSTAND cultural aspects of International HRM
CO 3	PREPARE HR planning for long term global staffing
CO 4	ILLUSTRATE steps involved in global selection of human resources
CO 5	FORMULATE Training and development policy for expatriate employees of an organization



CO 6	ANALYZE / COMPARE important points that needs to be included while drafting global workforce performance & development management system of an organization
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317- Compensation and Reward Management

CO	COURSE OUTCOMES
CO 1	DESCRIBE concept of compensation and cost
CO 2	UNDERSTAND compensation and reward management process
CO 3	COMPARE issues related to compensation and survey of wages & salary administration in various industries
CO 4	EXPERIMENT to calculate various types of monetary and profit sharing incentives
CO 5	CALCULATE income tax as per the current slabs for the employees under different salary brackets
CO 6	FORMULATE salary structure incorporating tax saving components.




Specialization: Operations & Supply Chain Management

304– Services Operations Management – II

CO	COURSE OUTCOMES
CO 1	DEFINE the key concepts in Services Operations Management.
CO 2	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
CO 3	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
CO 4	CATEGORIZE a service firm according to its stage of competitiveness.
CO 5	MODIFY the Service strategies of an organization for achieving the strategic service vision.
CO 6	SOLVE the relevant numerical in the scope of the subject.

305– Logistics Management

CO	COURSE OUTCOMES
CO 1	DEFINE basic terms and concepts related to Logistics management.
CO 2	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
CO 3	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
CO 4	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
CO 5	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.
CO 6	DISCUSS modern real world logistical systems using the various concepts in the syllabus.

312 - Manufacturing Resource Planning

CO	COURSE OUTCOMES
CO 1	DEFINE basic terms and concepts related to MRP II.
CO 2	DESCRIBE the integrated planning structure and functions incorporated within MRP.
CO 3	ILLUSTRATE the importance of MRP as a top-management planning tool
CO 4	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
CO 5	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
CO 6	DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.



313 - Sustainable Supply Chains

CO	COURSE OUTCOMES
CO 1	ENUMERATE the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management.
CO 2	DESCRIBE and DISCUSS the role and importance of sustainability and sustainable development in different types of supply chains.
CO 3	IDENTIFY and USE relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management.
CO 4	INTEGRATE fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems.
CO 5	DETERMINE the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain.
CO 6	COMPILE the managerial challenges, and FORMULATE a structured solution to these, with clear implications for relevant stakeholders.

313 - Six Sigma for Operations

CO	COURSE OUTCOMES
CO 1	DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma
CO 2	SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools.
CO 3	PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings
CO 4	APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures
CO 5	DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma)
CO 6	CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation



Specialization: Business Analytics

304 - Advanced Statistical Methods using R

CO	COURSE OUTCOMES
CO 1	RECALL all basic statistical concepts and associated values, formulae.
CO 2	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
CO 3	APPLY time series analysis in prediction of various trends.
CO 4	DISCRIMINATE between various types of probability and probability distributions.
CO 5	FORMULATE and TEST hypothesis using tools of R.
CO 6	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

305- Machine Learning & Cognitive intelligence using Python

CO	COURSE OUTCOMES
CO 1	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
CO 2	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
CO 3	DEVELOP a thought process to think like data scientist/business Analyst
CO 4	ANALYSE data using supervised and unsupervised Learning Techniques
CO 5	SELECT the right functions, arrays of Python for Machine Learning algorithms.
CO 6	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.

312- Social Media, Web & Text Analytics

CO	COURSE OUTCOMES
CO 1	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
CO 2	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
CO 3	DEVELOP a thought process to harness the power of social media analytics to improve website or business
CO 4	ANALYSE Social Media Analytics and Web Analytics Tools
CO 5	SELECT the right metrics for Social Media Analytics and Web Analytics
CO 6	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios

313- Industrial Internet of Things

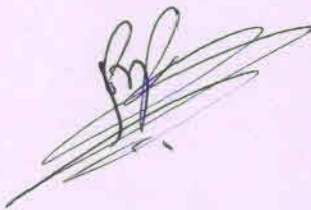
CO	COURSE OUTCOMES
CO 1	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
CO 2	DISCUSS the value added by analytics in the operations function.



CO 3	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
CO 4	EXAMINE the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
CO 5	EXPLAIN the applications of analytics in operations.
CO 6	COMPILE the issues pertaining to the adoption of technologies that will shape industry

317- E commerce Analytics - I

CO	COURSE OUTCOMES
CO 1	DESCRIBE the key concepts in e-commerce analytics.
CO 2	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO 3	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO 4	DISCOVER high-value insights via dashboards and visualization.
CO 5	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.
CO 6	FORMULATE the right analytics driven strategy for ecommerce businesses.




401 - Enterprise Performance Management

CO	COURSE OUTCOMES
CO 1	Enumerate the different parameters & facets of management control of an enterprise.
CO 2	Illustrate the various techniques of enterprise performance management for varied sectors.
CO 3	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO 4	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO 5	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.

402 – Indian Ethos & Business Ethics

CO	COURSE OUTCOMES
CO 1	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
CO 2	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures
CO 3	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place.
CO 4	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
CO 5	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity
CO 6	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.

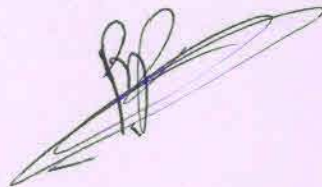
405 – Global Strategic Management

CO	COURSE OUTCOMES
CO 1	Define the concept and key terms associated with the global strategic management.
CO 2	Describe in detail global strategic alliance, merger and acquisitions.
CO 3	Demonstrate various global organisation models in global strategic management context.
CO 4	Examine various entry and business-level strategies from global strategic management prospective.
CO 5	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO 6	Design global strategies and understand their relative merits and demerits.



408 – Corporate Social Responsibility & Sustainability

CO	COURSE OUTCOMES
CO 1	Enumerate the different concepts, legislative provisions, environmental aspects, best practices, complexity, scope, reports, social framework etc. related to CSR, business ethics & sustainability development
CO 2	Compare different CSR theories, cases, dimensions of Sustainability and demonstrate a multi stake holder perspective in viewing CSR, Business ethics & Sustainability issues etc.
CO 3	Apply the different models, theories, approaches, cases etc. for implementation & monitoring of CSR activities & Sustainability and its impact on corporate culture & society at large.
CO 4	Analyze the different reports, cases, various legal issues relating to CSR, different sustainability reports and various national and global initiatives related to CSR, Business ethics & Sustainability.
CO 5	Evaluate the level of commitment of different organizations to CSR, Business ethics in attaining Sustainability development & show its competitive advantages.
CO 6	Create & Implement a CSR policy in attaining Sustainability development and its impact on various stakeholders.



Marketing Management Specialization

403 – Marketing 4.0

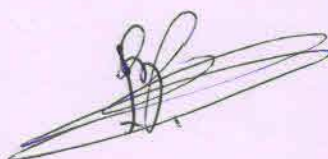
CO	COURSE OUTCOMES
CO 1	DESCRIBE the various concepts associated with Marketing 4.0
CO 2	EXPLAIN the importance of 5A's in Marketing 4.0.
CO 3	DEMONSTRATE the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy
CO 4	DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers.
CO 5	ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
CO 6	DEVELOP strategies to create WOW! Moments with customer engagement

404 – Marketing Strategy

CO	COURSE OUTCOMES
CO 1	DISCOVER perspectives of market strategy.
CO 2	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
CO 3	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication
CO 4	ANALYSE a company's current situation through applying internal and external analyses.
CO 5	EXPLAIN alternative ways to measure the outcome of market strategies.
CO 6	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.

409 – Customer Relationship Management

CO	COURSE OUTCOMES
CO 1	DEFINE and DESCRIBE basic concepts and theories related to CRM.
CO 2	UNDERSTAND and EXPLAIN key concepts and theories associated with CRM.
CO 3	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.
CO 4	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM
CO 5	EVALUATE suitability and effectiveness of CRM strategies in specific marketing situation.
CO 6	DEVELOP CRM strategies/plans for various B2B and B2C markets.



413 – Retailing Analytics

CO	COURSE OUTCOMES
CO 1	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing, Digital Consumers Dynamics, List the data required for retail analytics
CO 2	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
CO 3	USE various kinds of data and tools for performing Retailing Analytics.
CO 4	ILLUSTRATE the use of various tools and frameworks for predictive retail Analytics.
CO 5	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
CO 6	BUILD value for Retail and Marketing by deriving Marketing ROI metrics.



Financial Management Specialization

403 – Financial Laws

CO	COURSE OUTCOMES
CO 1	Define and Describe the basic concepts related to Financial Laws
CO 2	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO 3	Make use of contextual financial laws applicable to organisations.
CO 4	Infer the application of financial laws to organisations
CO 5	Appraise and perceive the benefits of applicable laws to the organisations.

404 – Current Trends & Cases in Finance

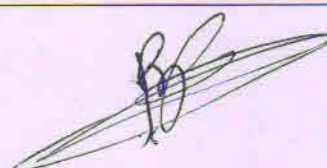
CO	COURSE OUTCOMES
CO 1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
CO 2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
CO 3	APPLY the various theories and models of financial management in the case.
CO 4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO 5	EVALUATE the financial impact of the alternative on the given case.

409 – Fixed Income Securities

CO	COURSE OUTCOMES
CO 1	Describing the basic concepts of Fixed Income Securities
CO 2	Understanding the various types of securities traded in the fixed income market and the concepts related to the risk and returns of the Fixed income securities
CO 3	Applying the knowledge of fixed income securities for diversifying the portfolio of investments
CO 4	Predictive analysis of the economic outlook through yield curve analysis
CO 5	Devise the various investment strategies based on portfolio returns.

409 – Rural and Micro Finance

CO	COURSE OUTCOMES
CO 1	DEFINE the key concepts of Microfinance and other terms associated with it.
CO 2	EXPLAIN and UNDERSTAND the relevance of Microfinance and how its work towards rural development & growth.
CO 3	IDENTIFY Micro Finance Models and their contribution towards, economic growth, poverty elimination , women empowerment and gender equality
CO 4	ANALYZE the linkage between MFIs and Rural development
CO 5	EVALUATE the significance and funding Microfinance Institutions & Self-Help Group.
CO 6	FORMULATE and DISCUSS Cases related to MF (Models) & Rural development, Women Empowerment and Gender Equality.



Human Resource Management Specialization

403 – Organizational Diagnosis & Development

CO	COURSE OUTCOMES
CO 1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO 2	UNDERSTAND concept of OD and 'intervention'.
CO 3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO 4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO 5	IDENTIFY AND MAP an intervention to organisational need
CO 6	DESIGN the role of the consultant for an organisational issue

404 – Current Trends & Cases in Human Resource Management

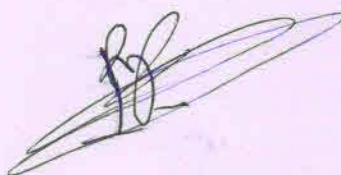
CO	COURSE OUTCOMES
CO 1	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
CO 2	SUMMARIZE the impact of Current HR trends on HR Functions.
CO 3	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends.
CO 4	EXAMINE the changing role of HR Priorities.
CO 5	ELABORATE upon the various types of current HR Trends.
CO 6	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.

409 – Labour Legislations

CO	COURSE OUTCOMES
CO 1	AWARENESS about foundation of labor legislation.
CO 2	UNDERSTAND the legislation related to various labor and social laws.
CO 3	APPLY formulas of specific laws and calculate.
CO 4	STUDY labor legislation and effective implementation of them through case laws.
CO 5	REVIEW AND UNDERSTAND different labor legislations and its amendments

410 – Designing HR Policies

CO	COURSE OUTCOMES
CO 1	IDENTIFY important points to be incorporated in HR Manual
CO 2	UNDERSTAND policy requirement for Recruitment & Selection process
CO 3	PREPARE policies on employee benefits for an organization of your choice
CO 4	ILLUSTRATE steps involved in better employee relations & grievance handling
CO 5	CONSTRUCT various HR policies for an organization of your choice



Operations & Supply Chain Management Specialization

403 – E Supply Chains and Logistics

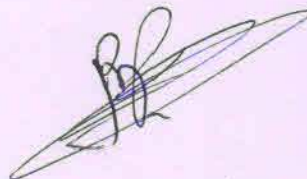
CO	COURSE OUTCOMES
CO 1	DESCRIBE the structure of modern days Logistics.
CO 2	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO 3	IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of documentations.
CO 4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
CO 5	EXPLAIN the key Operational Aspects of E Procurement.
CO 6	DEVELOP a framework for e-logistics

404 – Industry 4.0

CO	COURSE OUTCOMES
CO 1	DEFINE industrial revolutions and its different aspects.
CO 2	EXPLAIN the role of technology pillars of Industry 4.0.
CO 3	DEMONSTRATE the use of data in effective decision making.
CO 4	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
CO 5	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
CO 6	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB

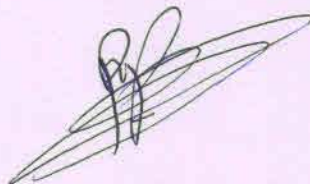
409 – Enterprise Resource Planning

CO	COURSE OUTCOMES
CO 1	DESCRIBE the key concepts of ERP systems for manufacturing or service organizations.
CO 2	EXPLAIN the scope of common ERP Systems modules.
CO 3	DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
CO 4	EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations.
CO 5	JUSTIFY selection of an appropriate ERP transition strategy.
CO 6	FORMULATE best selection and implementation strategy in a real setting.



411 – Supply Chain Strategy

CO	COURSE OUTCOMES
CO 1	DEFINE basic terms and concepts related to Strategy, Supply Chain
CO 2	EXPLAIN the SC Components and Processes
CO 3	ILLUSTRATE the importance of SC strategies on competitive advantage.
CO 4	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages of strategies with real time issues using Information Technology.
CO 5	EVALUATE and EXPLAIN impact of strategic decisions on SC
CO 6	FORMULATE and DISCUSS a model for SCM strategies



Business Analytics Specialization

403 – Economics of Network Industries

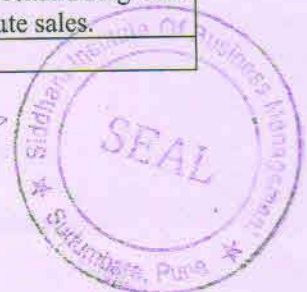
CO	COURSE OUTCOMES
CO 1	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
CO 2	DESCRIBE the characteristics of the markets for network products.
CO 3	ILLUSRTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
CO 4	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
CO 5	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
CO 6	DISCUSS the economics of Internet advertising, and the business model of zero pricing.

404 – Artificial Intelligence in Business Applications

CO	COURSE OUTCOMES
CO 1	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
CO 2	UNDERSTAND AI's fundamental concepts and methods.
CO 3	APPLY various machine learning algorithms on structured data to develop machine learning models.
CO 4	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
CO 5	SELECT logical and functional process to develop the model
CO 6	CREATE SOLUTIONS for various business problems using AI techniques.

409 – E Commerce Analytics - II

CO	COURSE OUTCOMES
CO 1	DESCRIBE the key concepts in e-commerce analytics
CO 2	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO 3	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO 4	DISCOVER high-value insights via dashboards and visualization.
CO 5	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.
CO 6	FORMULATE the right analytics driven strategy for ecommerce businesses.



410 – Healthcare Analytics

CO	COURSE OUTCOMES
CO 1	DESCRIBE the key terms in healthcare data analytics
CO 2	EXPLAIN the fundamental concepts in Health Care Analytics
CO 3	ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data
CO 4	EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data
CO 5	EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.
CO 6	ADAPT healthcare data analytics for improving the health and well-being of people.

