COURSES FOR THE BATCH 2022-2024

Sr No	Course details
	SEMESTER-I
1	101-GC-01 -Management Accounting
2	102-GC-02 Organizational Behaviour
3	103-GC-03-Economic Analysis for Business Decisions
4	104-GC-04-Business Research Methods
5	105-GC-05-Basics of Marketing
6	106-GC-06-Digital Business
7	107-GE-UL-01-Management Fundamentals
8	109-GE-UL-03-Entrepreneurship Development
9	111-GE-UL-05-Legal Aspects of Business
10	113-GE-IL-01-Verbal Communication Lab
11	114-GE - IL – 02-Enterprise Analysis & Desk Research
12	119-GE – IL- 07-Foreign Language
13	3-ENR-3 Business Plan for Small Business - Case Study Development and Presentation
14	15-ENR-15-Women Entrepreneurs in Contemporary India - Enrichment Course
15	F-ASCC-002-Tableau
	SEMESTER-II

16	201-GC-07-Marketing Management
17	202-GC-08 -Financial Management
18	203-GC-09-Human Resource Management
19	204-GC-10 Operation and Supply Chain Management
20	207-GE-UL-07-Contemporary Framework in Management
21	209-GE-UL-09-Start-up & New Venture Management
22	211-GE-UL-11-Business, Govt & Society
23	217-GE – IL- 12-Foreign Language
24	205MKT-SC – MKT- 01-Marketing Research
25	206MKT-SC – MKT- 02-Consumer Behaviour
26	219MKT-SE – IL - MKT- 03-Personal Selling Lab
27	220MK SE – IL - MKT- 04-Digital Marketing – I
28	205FIN-SC-FIN-01-Financial Markets and Banking Operations
29	206FIN-SC-FIN-01-Personal Financial Planning
30	219FIN-SE - IL - FIN – 07-Direct Taxation
31	223FIN-SE - IL - FIN – 04-Fundamentals of Life Insurance - Products and Underwriting
32	205HRM-SC - HRM – 01-Competency Based HRM
33	206HRM-SC - HRM – 02-Employee Relations & Labour Legislation
34	217HRM-SE-IL-HRM-01-Labour Welfare
35	218HRM-SE-IL-HRM-02-Lab in Recruitment & Selection
36	205BA-SC - BA – 01-Basic Business Analytics using R

37	206BA-SC – BA – 02-Data Mining
38	217BA-SE-IL-BA-01-Marketing Analytics
39	221BA-SE-IL-BA-05-Data Warehousing Project Life Cycle Management
	SEMESTER-III
40	301-GC-11-Strategic Management
41	302-GC-12-Decision Science
42	308-GE-UL-15-Project Management
43	309-GE-UL-16-Knowledge Management
44	310-GE-UL-17-Corporate Governance
45	304MKT-SC – MKT- 03-Services Marketing
46	305MKT-SC – MKT- 04-Sales & Distribution Management
47	312MKT-SE – IL - MKT- 07 -Business to Business Marketing
48	313MKT -SE - IL - MKT – 08-International Marketing
49	314MKT-SE – IL - MKT- 09-Digital Marketing - II
50	304FIN-SC – FIN – 03-Advanced Financial Management
51	305FIN-SC – FIN – 04-International Finance
52	315FIN-SE – IL - FIN – 12-Indirect Taxation
53	318FIN-SE – IL - FIN – 15-Digital Banking
54	321FIN-SE – IL - FIN – 18-Insurance Laws & Regulations
55	304HRM-SC – HRM – 03-Strategic Human Resource Management
56	305HRM-SC – HRM – 04-HR Operations

57	312HRM-SE – IL - HRM – 07-Talent Management
58	313HRM-SE – IL - HRM – 08-Psychometric Testing and Assessment
59	319HRM-SE – IL - HRM – 14-Change Management & New Technologies in HRM
60	304BA-SC- BA – 03-Advanced Statistical Methods using R
61	305BA-SC – BA – 04-Machine Learning & Cognitive intelligence using Python
62	312BA-SE – IL - BA – 06-social media, Web & Text Analytics
63	313BA-SE – IL - BA – 07-Industrial Internet of Things
64	317BASE – IL - BA – 11-E commerce Analytics - I
	SEMESTER-IV
65	401-GC-14-Enterprise Performance Management
66	402-GC-15-Indian Ethos & Business Ethics
67	407-GE-UL-21-Cyber Laws
68	408-GE-UL-22-Corporate Social Responsibility & Sustainability
71	403MKT-SC - MKT – 05-Marketing 4.0
72	404MKT-SC - MKT – 06-Marketing Strategy
73	409MKT-SE – IL - MKT- 13-Customer Relationship Management
74	412MKT-SE - IL - MKT – 16-Retail Marketing
75	403FIN-SC – FIN – 05-Financial Laws
76	404FIN-SC – FIN – 06-Current Trends & Cases in Finance
77	410FIN-SE – IL - FIN – 22-Business Valuation
78	412FIN-SE – IL - FIN – 24-Strategic Cost Management

79	403HR-SC - HRM – 05-Organizatinal Diagnosis & Development
80	404HR-SC - HRM – 06-Current Trends & Cases in HRM
81	409HR-SE – IL - HRM - 15 -Labour Legislation
82	414HR-SE – IL - HRM – 20-Leadership and Succession Planning
83	403BA-SC – BA – 05-Economics of Network Industries
84	404BA-SC – BA – 06-Artificial Intelligence in Business Applications
85	409BA-SE-IL-BA-13-E Commerce Analytics - II
86	412BA-SE-IL-BA-160-Scala and Spark

SEMESTER-I

Course Code & Course: 101 -GC – 01-Managerial Accounting (MA)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO101.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	EVALUATING	EVALUATE the financial impact of the decision.
CO101.6	CREATING	CREATE the Financial Statement of Sole Proprietor, Cost Sheet and Budgets

102-GC – 02-Organizational Behaviour (OB)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	Describe complexities of individual and group behavior in the organizations.
CO102.2	UNDERSTANDING	Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO102.3	APPLYING	APPLY Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings
CO102.4	ANALYSING	ANALYZE human behavioural problems like conflict, low motivational levels, politics, attitudinal issues etc. and develop solutions to these problems.
CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behavior in order to achieve organizational goals.

| CO102.6 | CREATING | DEVELOP strategies for challenges faced during shaping organizational behavior, organizational culture and organizational change. |

103-GC – 03-Economic Analysis for Business Decisions (EABD)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO103.1	REMEMBERING	DEFINE the key terms.
CO103.2	UNDERSTANDING	EXPLAIN the key concepts in economics, from a managerial perspective.
CO103.3	APPLYING	IDENTIFY the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making.
CO103.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO103.5	EVALUATING	EVALUATE critical thinking based on principles of micro-economics for informed business decision making.
CO103.6	CREATING	ELABORATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

104-GC – 04-Business Research Methods (BRM)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
CO104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
CO104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
CO104.5	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO104.6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data

| | | analysis strategies and research reports to address real-life business research problems. |

105-GC – 05-Basics of Marketing (BOM)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	REPRODUCE the key marketing concepts, components and principles of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.2	UNDERSTANDING	INTERPRET the basic concepts, principles and frameworks of marketing in the context of diverse business situations for explaining the relevant issues with regard to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.3	APPLYING	APPLY the contemporary marketing theories, frameworks and tools to inform problem solving with respect to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.4	ANALYSING	EXAMINE the critical marketing issues for drawing inferences about the underlying causes and relationships concerning marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.5	EVALUATING	EVALUATE the alternative courses of actions to make judgments with regard to the solution for problems involving marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.6	CREATING	GENERATE alternative approaches to the emerging business challenges in the context of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.

106-GC – 06 -Digital Business (DB)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.

CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.

107-GE - UL – 01-Management Fundamentals (MF)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management.
CO107.2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO107.3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO107.4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
CO107.5	EVALUATING	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
CO107.6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.

109-GE - UL – 03-Entrepreneurship Development (ED)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
CO109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
CO109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up

| CO109.5 | EVALUATING | EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan. |
| CO109.6 | CREATING | CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options. |

111-GE - UL – 05-Legal Aspects of Business (LAB)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO111.1	REMEMBERING	DESCRIBE the key terms involved in each Act.
CO111.2	UNDERSTANDING	SUMMARIZE the key legal provisions of each Act.
CO111.3	APPLYING	ILLUSTRATE the use of the Acts in common business situations.
CO111.4	ANALYSING	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
CO111.5	EVALUATING	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations

113- GE - IL - 01 Verbal Communication Lab (VCB)

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions
CO113.3	APPLYING	DEMONSTRATE appropriate use of body language.
CO113.4	ANALYZING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.

114-GE - IL – 02-Enterprise Analysis - Desk Research

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES

CO114.1	REMEMBERING	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO114.2	UNDERSTANDING	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO114.3	APPLYING	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO114.4	ANALYSING	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
CO114.5	EVALUATING	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
CO114.6	CREATING	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

119-GE – IL- 07 Foreign Language – I

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO119.1	REMEMBERING	RECALL and SPELL simple words in the foreign language
CO119.2	UNDERSTANDING	TRANSLATE simple sentences from English to the foreign language and vice- versa.
CO119.3	APPLYING	CONSTRUCT a dialogue, in the foreign language, for basic human interactions in a social context.
CO119.4	ANALYSING	TAKE PART IN an interaction in a non-business setting using the foreign language.
CO119.5	EVALUATING	INTERPRET a short write up written in the foreign language.

[E] ENRICHMENT (ENR) COURSES
ENR -3 Entrepreneurship Business Plan for Small Business – Case Study Development and Presentation

COENR3.6	Creating	Develop a Comprehensive Business Plan that includes Executive Summary, Company Overview, Product/Service Offerings, Marketing Strategy and Financial Projections

[E] ENRICHMENT (ENR) COURSES
ENR -15 Women Entrepreneurs in Contemporary India - Case Study Development and Presentation

| COENR3.6 | Creating | Synthesize and Present Innovative Case Studies that Critically Evaluate Contemporary Indian Entrepreneurial Models: |

201-GC – 07 Marketing Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing for a real world marketing offering.
CO201.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	APPLY marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e-Services.)
CO201.4	ANALYSING	EXAMINE marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services
CO201.5	EVALUATING	EXPLAIN the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

202-GC – 08 Financial Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO202.4	ANALYSING	ANALYZE the situation and • comment on financial position of the firm • estimate working capital required • decide ideal capital structure -evaluate various project proposals
CO202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

CO202.6	CREATING	CREATE Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise), Comparative Proposals using Capital Budgeting Techniques

203-GC – 09 Human Resources Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization.
CO203.2	UNDERSTANDING	DISCUSS the emerging trends and practices in HRM.
CO203.3	APPLYING	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	ANALYSING	IDENTIFY the use of different appraisal and training methods in an organization.
CO203.5	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
CO203.6	CREATING	DESIGN the HR manual and compensation policy of the organization.

204-GC – 10 Operations & Supply Chain Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO204.1	REMEMBERING	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO204.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process- product matrix in a real world context.
CO204.3	APPLYING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO204.4	ANALYSING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO204.5	EVALUATING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
CO204.6	CREATING	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.

207-GE - UL - 07 Contemporary Frameworks in Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO207.1	REMEMBERING	Understanding various traits, theories, models of emotional intelligence and its implications to address key questions within the organizations.
CO207.2	UNDERSTANDING	Describe how companies can become good to great through their leaders and right positioning of people and explain why and how most companies fail to make the transition
CO207.3	APPLYING	Explain the importance of team dynamics & a systems perspective for the leadership role and challenges of managing people in organizations.
CO207.4	ANALYSING	Scrutinize the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
CO207.5	EVALUATING	Application of different ideas and information effectively to rebuild individual, team, managerial and leadership behavior in order to achieve organizational excellence in a positive and collaborative manner to achieve common culture.
CO207.6	CREATING	Design Individual Assessment with the help of EQ, Habits and Team's susceptibility to five dysfunctions.

209-GE - UL - 11 Start Up and New Venture Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO209.1	REMEMBERING	DESCRIBE the strategic decisions involved in establishing a startup.
CO209.2	UNDERSTANDING	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO209.3	APPLYING	IDENTIFY the issues in developing a team to establish and grow a startup
CO209.4	ANALYSING	FORMULATE a go to market strategy for a startup.
CO209.5	EVALUATING	DESIGN a workable funding model for a proposed startup.
CO209.6	CREATING	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

211-GE-UL-11- Business, Government & Society

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES

CO211.1	REMEMBERING	DESCRIBE the economic roles of government in the Indian context.
CO211.2	UNDERSTANDING	EXPLAIN the macroeconomic crises around the world.
CO211.3	APPLYING	ILLUSTRATE the interlinkages between economic growth , poverty and inequality.
CO211.4	ANALYSING	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
CO211.5	EVALUATING	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
CO211.6	CREATING	DISCUSS the interplay between technology, business and society.

217-GE-UL-12- - Foreign Language II

CO217.1	REMEMBERING	LISTEN to simple audio-visual recordings in the foreign language.
CO217.2	UNDERSTANDING	TRANSLATE simple letters from English to the foreign language and vice-versa.
CO217.3	APPLYING	CONSTRUCT a business email, in the foreign language.
CO217.4	ANALYSING	TAKE PART IN an interaction in a business setting using the foreign language.
CO217.5	EVALUATING	COMPOSE a covering letter and resume in the foreign language.

MARKETING SPECIALIZATION

205-MKT SC – MKT- 01 Marketing Research

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205MKT.1	REMEMBERING	DESCRIBE the key concepts involved in the Marketing Research.
CO205MKT.2	UNDERSTANDING	EXPLAIN various research designs, data sources, data collection methods, instruments, sampling methods and analytical tools used in Marketing Research.
CO205MKT.3	APPLYING	APPLY the concepts of marketing research in solving real-life marketing problems.
CO205MKT.4	ANALYSING	ANALYSE data and draw appropriate Inferences to address real-life marketing issues.

| CO205MKT.5 | EVALUATING | DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal. |
| CO205MKT.6 | CREATING | PLAN and UNDERTAKE qualitative or quantitative marketing research and demonstrate the ability to analyse data to resolve real-life marketing issues. |

206-MKT SC – MKT- 02 Consumer Behaviour

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206MKT.1	REMEMBERING	RECALL the factors influencing Consumer's purchase decision making process.
CO206MKT.2	UNDERSTANDING	OUTLINE consumer and organizational buyer behavior process.
CO206MKT.3	APPLYING	APPLY concepts of consumer behavior to real world marketing decision making.
CO206MKT.4	ANALYSING	ANALYZE the consumer decision making process and the role of different determinants that affect the buying decision process.
CO206MKT.5	EVALUATING	EXPLAIN the new trends influencing buyer behavior and its effect on new age Indian Consumer.
CO206MKT.6	CREATING	DISCUSS the consumer and organizational buying behavior process for a variety of products (goods/services).

219-MKT SE – MKT- 03 Personal Selling Lab

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219MKT.1	1 REMEMBERING	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals.
CO219MKT.2	UNDERSTANDING	EXPLAIN the concepts and terms that are central to personal selling.
CO219MKT.3	APPLYING	APPLY personal selling process and skills in real-life selling situations.
CO219MKT.4	ANALYSING	ILLUSTRATE the use of various sales techniques needed to achieve a profitable sale for a real world product/ service / e-product / e-service.
CO219MKT.5	EVALUATING	DEVELOP a customer plan that identifies all elements of personal selling, essential for creating successful sales for a real world product/ service / e-product / e-service

| CO219MKT.6 | CREATING | DESIGN sales presentations for a real world product/ service / e- product / e-service and for variety of selling situations. |

220MKT- SE – IL - MKT- 04 Digital Marketing-I

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO220MKT.1	REMEMBERING	DEFINE various concepts related to Digital Marketing.
CO220MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
CO220MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
CO220MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
CO220MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
CO220MKT.6	CREATING	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.

FINANCE SPECIALIZATION

205 FIN-SC – FIN - 01 Financial Markets and Banking Operations

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205FIN.1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO205FIN.2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
CO205FIN.3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO205FIN.4	ANALYSING	ANALYZE the linkages in the Financial Markets.
CO205FIN.5	EVALUATING	EXPLAIN the various banking and accounting transactions.
CO205FIN.6	CREATING	DEVELOP necessary competencies expected of a finance professional.

206 FIN-SC – FIN - 02 Personal Financial Planning

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206FIN.1	REMEMBERING	UNDERSTAND the need and aspects of personal financial planning
CO206FIN.2	UNDERSTANDING	Describe the investment options available to an individual
CO206FIN.3	APPLYING	IDENTIFY types of risk and means of managing it
CO206FIN.4	ANALYSING	DETERMINE the ways of personal tax planning
CO206FIN.5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO206FIN.6	CREATING	CREATE a financial plan for a variety of individuals.

219 FIN -SE – IL - FIN – 03-Direct Taxation

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219FIN.1	REMEMBERING	REMEMBER various basic concepts / terminologies related Direct Taxation
CO219FIN.2	UNDERSTANDING	EXPLAIN how tax planning can be done.
CO219FIN.3	APPLYING	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee of all income heads.
CO219FIN.4	ANALYSING	Permissible exemptions and deductions from income under Income Tax Act.
CO219FIN.5	EVALUATING	EVALUATE the tax liability and benefits of possible exemptions under Income Tax Act
CO219FIN.6	CREATING	DESIGN / DEVELOP / CREATE tax saving plan.

223 FIN -SE – IL - FIN – 04-Fundamentals of Life Insurance – Products and Underwriting

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO223FIN.1	REMEMBERING	REMEMBER all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.2	UNDERSTANDING	Understand functioning of the Life Insurance, its products and legal compliance.
CO223FIN.3	UNDERSTANDING	Applying the life insurance knowledge and skills in different scenarios.
CO223FIN.4	UNDERSTANDING	ANALYZE the inter-relationship between Insurance & associated risk

CO223FIN.5	APPLYING	FACILITATE the compliance required for acquiring the policy and settlement of claims.
CO223FIN.6	CREATING	DESIGN the life insurance cover strategy for clients.

HUMAN RESOURCE MANAGEMENT SPECIALIZATION

205 HRM -SC – HRM – 01 Competency Based Human Resource Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205HRM.1	REMEMBERING	DEFINE the key terms related to performance management and competency development.
CO205HRM.2	UNDERSTANDING	EXPLAIN various models of competency development.
CO205HRM.3	APPLYING	PRACTICE competency mapping.
CO205HRM.4	ANALYSING	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO205HRM.5	EVALUATING	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO205HRM.6	CREATING	DEVELOP a customized competency model in accordance with the corporate requirements.

206 HRM- SC – HRM – 02 Employee Relations & Labour Legislation

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206HRM.1	REMEMBERING	SHOW awareness of important and critical issues in Employee Relations
CO206HRM.2	UNDERSTANDING	INTERPRET and relate legislations governing employee relations.
CO206HRM.3	APPLYING	DEMONSTRATE an understanding of legislations relating to working environment.
CO206HRM.4	ANALYSING	OUTLINE the role of government, society and trade union in ER.
CO206HRM.5	EVALUATING	EXPLAIN aspects of collective bargaining and grievance handling.

CO206HRM.6	CREATING	DISCUSS the relevant provisions of various Labour Legislations.

217 HRM- SE – IL - HRM - 01 -: Labour Welfare

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217HRM.1	REMEMBERING	ENUMERATE the key concepts of the subject matter.
CO217HRM.2	UNDERSTANDING	DESCRIBE the key aspects of the labour policy regulation in the country.
CO217HRM.3	APPLYING	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO217HRM.4	ANALYSING	EXAMINE the traditional concept of labour welfare in the industry.
CO217HRM.5	EVALUATING	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO217HRM.6	CREATING	ELABORATE upon the perspective of labour problems and remedial measures in the country.

218 HRM -SE – IL - HRM - 02 -Lab in Recruitment and Selection

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218HRM.1	REMEMBERING	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
CO218HRM.2	UNDERSTANDING	COMPARE and CONTRAST various methods of Recruitment and Selection.
CO218HRM.3	APPLYING	DEVELOP Job Specifications and Job descriptions in a variety of context.
CO218HRM.4	ANALYSING	ANALYZE various Personality types.
CO218HRM.5	EVALUATING	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
CO218HRM.6	CREATING	COMPILE a list of questions for Recruitment and Selection interviews.

BUSINESS ANALYTICS SPECIALIZATION

205BA-SC-BA- 01- Basic Business Analytics using R

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205BA.1	REMEMBERING	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
CO205BA.2	UNDERSTANDING	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
CO205BA.3	APPLYING	DEVELOP a thought process to think like a data scientist/business analyst.
CO205BA.4	ANALYSING	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO205BA.5	EVALUATING	INTERPRET various data types and structures for given analytics task
CO205BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

206BA- SC BA-02- Data Mining

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206BA.1	REMEMBERING	DEFINE the key terms associated with Data Mining
CO206BA.2	UNDERSTANDING	EXPLAIN the various aspects of Data
CO206BA.3	APPLYING	APPLY classification models
CO206BA.4	ANALYSING	Analyse data using various clustering models
CO206BA.5	EVALUATING	SELECT appropriate association analysis and anomaly detection tools.
CO206BA.6	CREATING	COMBINE various data mining tools and use them in live analytical projects in business scenarios.

217BA-SE-IL-BA-01: Marketing Analytics

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217BA.1	REMEMBERING	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
CO217BA.2	UNDERSTANDING	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
CO217BA.3	APPLYING	IDENTIFY what customers' value in a product, and

CO217BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
CO217BA.5	EVALUATING	DETERMINE the most effective target markets.
CO217BA.6	CREATING	DESIGN a study that incorporates the key tools of Marketing Analytics.

221BA-SE-IL-BA-05: Data Warehousing Project Life Cycle Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221BA.1	REMEMBERING	DESCRIBE various stages in Data Warehouse development process.
CO221BA.2	UNDERSTANDING	EXPLAIN the significance of and Project Management issues to be considered in the Data warehouse and Business Intelligence projects and the practicality of each phase.
CO221BA.3	APPLYING	MAKE USE OF the Data warehouse Lifecycle.
CO221BA.4	ANALYSING	FORMULATE Requirements Definition using requirements gathering methods.
CO221BA.5	EVALUATING	DETERMINE users of information and SELECT appropriate Information Delivery Tools, OLAP models and Data Mining Techniques.
CO221BA.6	CREATING	CREATE an Implementation Plan for a Data warehouse Project.

MBA II Semester III

301 GC-11 Strategic Management

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 implementation, appraisal. within And across strategy formulation,
CO301.4	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO301.5	ANALYSING	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.

| CO301.6 | CREATING | DEVELOP the capability to view the firm in its totality in the context of its environment. |

302 GC-12 Decision Science

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 optimisation in business processes.
CO302.3	UNDERSTANDING	APPLY appropriate decision-making approach and tools to be used in business environment.
CO302.4	APPLYING	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO302.5	ANALYSING	EVALUATE the various facets of a business problem and develop problem solving ability
CO302.6	CREATING	DISCUSS & propose the various applications of decision tools in the present business scenario.

308 GE-UL-15 Project Management

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 heterogenous and virtual teams as well as governance and approaches to conflict resolutions
CO 308 .5	Evaluating	DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management

309 GE-UL-16 Knowledge management

CO#	COGNITIVE 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.

310 GE-UL-17 Corporate Governance

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.

MARKETING MANAGEMENT SPECIALIZATION

304 MKT SC-MKT-03 Services Marketing

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 servicescapes for various services offering

305 MKT SC-MKT-04 Sales & Distribution Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305MKT.1	REMEMBERING	DESCRIBE the theoretical concepts related to Sales and Distribution Management Domain.
CO305MKT.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.
CO305MKT.3	APPLYING	APPLY various concepts related to Sales and Distribution Management.
		ANALYZE the real-life issues related to design and

CO305MKT.4	ANALYZING	implementation of Sales and Distribution Management Strategy.
CO305MKT.5	EVALUATING	EVALUATE suitability of alternative Sales and Distribution Management strategies of an organization.
CO305MKT.6	CREATING	DESIGN and implement Sales and Distribution Management Strategies for an organization.

312 MKT SE-IL-07- Business to Business Marketing

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312 MKT.1	REMEMBERING	DEFINE the terms and concepts related to Business to Business marketing
CO312MKT.2	UNDERSTANDING	EXPLAIN the terms and concepts used in business to business marketing
CO312 MKT.3	APPLYING	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
CO312 MKT.4	ANALYSING	FORMULATE segmentation, targeting and positioning, consumer buying behavior and marketing mix in the context of Business to Business marketing
CO312MKT.5	EVALUATING	DESIGN marketing mix elements considering business-to-business sales and service situations.
CO312MKT.6	CREATING	DEVELOP marketing plan for business-to-business Marketing situations.

313 MKT SE-IL-10- International Marketing

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.

314 MKT Digital Marketing - II

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.

FINANCIAL MANAGEMENT SPECIALIZATION

304 FIN SC-FIN-03 Advanced Financial Management

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.

305 FIN SC-FIN-04 International Finance

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/ business international finance concepts |

315 FIN SE-IL-12- Indirect Taxation

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 GSTCategorize 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; virtuale filling can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.

318 FIN SE – IL - FIN – 15 Digital Banking

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

321FIN SE – IL - FIN – 18Insurance Laws & Regulations

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO321FIN.1	REMEMBERING	RELATE to terminologies used in Insurance Law
CO321 FIN.2	UNDERSTANDING	EXPLAIN the role of insurance law in overall development of the countrythrough risk management and

		insurance coverage.
CO321 FIN.3	APPLYING	IDENTIFY risk management plans , strategies and techniques in Life and General Insurance.
CO321 FIN.4	ANALYSING	APPRAISE Regulatory Framework of Insurance Business in India & Corporate Governance Practices for Insurance Companies.
CO321 FIN.5	EVALUATING	ASSESS the insurance policies in the light of risk valuation.
CO321 FIN.6	CREATING	DESIGN the Insurance Policy (Life/General) on a hypothetical situation & calculating the annuity for a specified life insurance product

HUMAN RESOURCE MANAGEMENT SPECIALIZATION

304HRM- Strategic Human Resource Management

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.

305 HR SC-HRM-04 HR Operations

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
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

312 HRM SE-IL-HRM-07 Talent Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES

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.

313 HR SE-IL-08-Psychometric Testing and Assessment

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313.1	REMEMBERING	KNOW various tools of psychometry designed to measure traits of individuals
CO313.2	UNDERSTANDING	UNDERSTAND & Conduct the group simulated exercises for organizational purpose
CO313.3	APPLYING	IDENTIFY AND ADMINISTER psychometric tools to respondents
CO313.4	ANALYSING	INTERPRET results and counsel the respondent based on the results
CO313.5	CREATING	CREATE Psychometric Tests for the specific traits as required by the organization

319 HR SE-IL-14-Change Management & New Technologies in HRM

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
319HRM.1	REMEMBERING	DEFINE Change Management and its significance
319HRM.2	UNDERSTANDING	UNDERSTANDING change management model and practices
319HRM.3	APPLYING	APPLY Change Management in context to digital transformation
319HRM.4	ANALYSING & EVALUATING	EXAMINE and DETERMINE various concepts in human resource information system
319HRM.5	CREATING	IMPLEMENT change management in the organization.

304 BA SC-03-Advanced Statistical Methods using R III

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.

305 BA SC-BA-04 Machine Learning & Cognitive Intelligence

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.

312 BA-SE-IL-06-Social Media, Web & Text Analytics

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 Analytics and Web Analytics
CO312BA.6	CREATING	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios

313 BA-SE-IL-07- Industrial Internet of Things

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

317 BA-SE-IL-11- E Commerce Analytics - I

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.

MBA II SEMESTER IV

401 GC-14 Enterprise Performance Management

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.

402 GC-15 Indian Ethos & Business Ethics

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 create 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.

407 GE-UL-21 Cyber Laws

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

408 GE-UL-22 Corporate Social Responsibility & Sustainability

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 the 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. |

MARKETING SPECIALIZATION

403 MKT SC-MKT-05 Marketing 4.0

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.

404 MKT SC-MKT-06 Marketing Strategy

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.

409 MKT SE-IL-MKT-13 Customer Relationship Management

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.

412 MKT SE-IL-16- Retail Marketing

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

INANCE SPECIALIZATION

403 FIN SC-FIN-05 Financial Laws

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
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

CO403 FIN.6	CREATING	CREATE debt restructuring portfolio/ proposal.

Row above table (continuation): the organisations.

404 FIN SC-FIN-06 Current Trends & Cases in Finance

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

410 FIN SE-IL-22-Business Valuation

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410.1	REMEMBERING	RECALL concepts of value and valuation
CO410.2	UNDERSTANDING	EXPLAIN valuation process of business firms
CO410.3	APPLYING	CALCULATE business value using different techniques
CO410.4	ANALYSING	EXAMINE special factors to be considered in business valuation
CO410.5	EVALUATING	ASSESS the value of the firm in the light of business environment and regulatory aspects
CO410.6	CREATING	DESIGN a structured business valuation model for business.

412 FIN SE-IL-FIN-24 Strategic Cost Management

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.

HUMAN RESOURCE MANAGEMENT SPECIALIZATION

403 HR SC-HRM-05 Organizational Diagnosis & Development

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403HRM.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO403HRM.2	UNDERSTANDING	UNDERSTAND concept of OD and 'intervention'.
CO403HRM.3	APPLYING	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO403HRM.4	ANALYSING	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO403HRM.5	EVALUATING	IDENTIFY AND MAP an intervention to organisational need
CO403HRM.6	CREATING	DESIGN the role of the consultant for an organisational issue

404 HR SC-HRM-06 Current Trends & Cases in Human resource

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.

409 HR SE – IL - HRM - 15 Labour Legislation

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO409HRM.1	REMEMBERING	AWARENESS about foundation of labor legislation.
CO409HRM.2	UNDERSTANDING	UNDERSTAND the legislation related to various labor and social laws.
CO409HRM.3	APPLYING	APPLY formulas of specific laws and calculate.
CO409HRM.4	ANALYSING	STUDY labor legislation and effective implementation of them through case laws.
CO409HRM.5	EVALUATING	REVIEW AND UNDERSTAND different labor legislations and its amendments.

414 HR SE-IL-20-Leadership and Succession Planning

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES

CO.414HRM.1	REMEMBERING	IDENTIFY the basic concepts of leadership and succession planning.
CO.414HRM.2	UNDERSTANDING	UNDERSTANDING the modern theories and styles of leadership.
CO.414HRM.3	APPLYING	IMPLEMENTING the appropriate succession plan through leadershipdevelopment
CO.414HRM.4	ANALYSING & EVALUATING	ANALYSING and EVALUATING the existing human capital.
CO.414HRM.5	CREATING	BUILDING appropriate Succession Plan required in an organization.

BUSINESS ANALYTICS SPECIALIZATION

403 BA SC-BA-05 Economics of Network Industries

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 regardingcompatibility.
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.

404 BA SC-06-Artificial Intelligence in Business Applications

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.

409 BA SE – IL - BA - 13 E Commerce Analytics - II

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 ecommercebusinesses.

412 BA SE-IL-16- Scala and Spark

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO412BA.1	REMEMBERING	DESCRIBE the ecosystem associated with SCALA and SPARK.
CO412BA.2	UNDERSTANDING	ILLUSTRATE the use of SPARK and SCALA.
CO412BA.3	APPLYING	USE the core RDD and DataFrame APIs to perform analytics on datasets with Scala.
CO412BA.4	ANALYSING	EXAMINE how and when it differs from familiar programming models
CO412BA.5	EVALUATING	READ data from persistent storage and load it into Apache Spark.
CO412BA.6	CREATING	MANIPULATE data with Spark and Scala

Dr.B.H.Nanwani

Director