

COURSE OUTCOME NUMBER	COURSEOUTCOMES
SEMESTER I	
COURSENAME: Principles of Management	
C-101-1	Understand various managerial skills, roles, functions and levels.
C-101-2	. To understand the concept of organization
C-101-3	Identifying various motivators through the knowledge of theories of motivation.
C-101-4	. To analyse isolate issues and formulate best control methods
COURSENAME: Managerial Economics	
C-102-1	Students are expected to know the nature of managerial economics and how it would enable a decision maker to take optimal decisions
C-102-2	Besides knowing basic concepts of managerial economics and how they are applied in different decisional situations.
C-102-3	Students are expected to understand different cost concepts and behavior of the production in relation to inputs and its implications on costs.
C-102-4	Students can also expose how to leverage game theory in taking strategic moves in oligopoly market structure.
COURSENAME: Accounting For Managers	
C-103-1	Know the process of accounting from the primary entry to the final statement.
C-103-2	Gain the knowledge on different accounting standards which were given by the different bodies.
C-103-3	Understand the importance of the Balance score card in today's business environment.
C-103-4	Know the application of managerial decision tools in different situations in the business like make or buy decision, key factor analysis, sales mix etc.
COURSENAME: Managerial Communication & Soft skills	
C-104-1	To provide an overview of Prerequisites to Business Communication.
C-104-2	To put in use the basic mechanics of Grammar.
C-104-3	To provide an outline to effective Organizational Communication.
C-104-4	To underline the nuances of Business communication.
COURSENAME: Business Environment	
C-105-1	Able to appreciate the students to understand business and society
C-105-2	Able to have knowledge on various current economic Policies.
C-105-3	Enable students to evaluate business and its environment
C-105-4	Gain the knowledge on various key aspects of businesses.
COURSENAME: Quantitative Analysis for Business Decision	
C-106-1	Students will be able to define various terms used in Statistics, Applications, Sampling techniques & methods, data types

C-106-2	To enable better reporting for decision making.
C-106-3	To highlight the benefits as well as the limits of quantitative analysis in a real-world context.
C-106-4	To orient the students to various hypotheses testing methods as to how and where appropriately they can be applied.
COURSENAME: Information Technology(LAB)	
C-107-1	Identify various types of Information System for Business
C-107-2	Understand Information Technology Infrastructure
C-107-3	Define databases & identify types of Databases

COURSE OUTCOME NUMBER	COURSE OUTCOMES
SEMESTER II	
COURSE NAME: Financial Management	
C-201-1	Gain the knowledge on application of different techniques of capital budgeting under riskless and risky conditions for the investment decisions.
C-201-2	Build the optimum capital structure to take the optimum financing decisions.
C-201-3	Gain the knowledge on the different concepts of cost of capital.
C-201-4	Gain the knowledge on application of relevance and irrelevance theories to take dividend decision.
COURSE NAME: Human Resource Management	
C-202-1	Understand and apply the policies and practices of the primary areas of HRM including staffing, training and compensation.
C-202-2	Synthesize information regarding the effectiveness of recruitment methods.
C-202-3	Understand the importance of HR's and their effective Management in Organizations.
C-202-4	Record governmental regulations affecting employees and employers.
COURSE NAME: Marketing Management	
C-203-1	Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
C-203-2	Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
C-203-3	Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
COURSE NAME: Production and Operation Management	
C-204-1	Understand the difference between production and operations management
C-204-2	Understand the different process technologies
C-204-3	Gain knowledge of different types of sequencing
C-204-4	Identify similarities and differences between products and services and basic manufacturing process.
C-204-5	Understand the importance and role of maintenance management
COURSE NAME: Business Research Methods	
C-205-1	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries
C-205-2	Students should be able to identify the overall process of designing a research study from its inception to its report

C-205-3	Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
C-205-4	Students should be familiar with good practices in conducting a qualitative interview and observation

C-205-5	Conceptualize the research process
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COURSENAME: Organisational Behaviour

C-206-1	Students will be able to (a) explain how individual differences—such as personalities, perceptions, attitudes, and ethics—affect employee performance
C-206-2	Students will be able to apply different motivational theories and methods to increase the productivity and job satisfaction of employees.
C-206-3	. Students will be able to identify the characteristics of successful teams in order to function effectively as a team members and leaders
C-206-4	Students will be able to determine appropriate leadership styles to use in particular situations.
C-206-5	Students will be able to describe how to ethically use power, politics, and influence to accomplish their work.

COURSE OUTCOME NUMBER	COURSEOUTCOMES
SEMESTER III HR Specialization	
COURSENAME: Strategic Management	
C-301.1	Explore participants to various perspectives and concepts in the field of Strategic Management
C-301.2	Develop skills for applying these concepts to the solution of business problems
C-301.3	Create mastery in analytical tools of strategic management.
C-301.4	Understand qualitative and Quantitative benchmarking to evaluate performance
COURSENAME: Legal Aspects of Business	
C-302.1	Apply Linear programming techniques to allocate scarce resources in an optimum manner in problems of scheduling, product mix etc.
C-302.2	Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
C-302.3	Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
C-302.4	Make Decisions under the conditions of risk and uncertainty.
COURSENAME: Business Ethics & Corporate Governance	
C-303.1	Apply Linear programming techniques to allocate scarce resources in an optimum manner in problems of scheduling, product mix etc.
C-303.2	Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
C-303.3	Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
C-303.4	Make Decisions under the conditions of risk and uncertainty.
COURSENAME: Leadership Management	
EH-301.1	Explore student's to various factors of leadership
EH-301.2	Develop skills in Leadership Motivation and culture
EH-301.3	Understand various strategic issues in leadership
EH-301.4	Understand basics of change management and OD interventions.
COURSENAME: Compensation & Reward Management	
EH-302.1	To understand Historical Developments in Performance Management
EH-302.2	Develop skills in competency mapping and strategic planning
EH-302.3	Explore knowledge in performance management system
EH-302.4	Understand various dimensions of compensation programme
COURSENAME: Performance Management	
EH-303.1	Deciding what metrics are important to various business organizations.
EH-303.2	Understand Inside-Out Approach and Inside- Out Approach
EH-303.3	Develop skills in creating levels of metrics measures
EH-303.4	Align HR metrics with business strategy, goals and objectives.

COURSENAME: Strategic Human Resource Management	
EH-305.1	Understand about the various perspectives prevailing in Manpower Planning
EH-305.2	Analyze the best practices in Human Resource Planning, Recruitment and Selection
EH-305.3	Understand the process of Selection and Various Tests
EH-305.4	Understand the importance of HR Planning, Recruitment in Organizational effectiveness

COURSE OUTCOME NUMBER	COURSEOUTCOMES
SEMESTER III Finance Specialization	
COURSENAME: Strategic Management	
C-301.1	Explore participants to various perspectives and concepts in the field of Strategic Management
C-301.2	Develop skills for applying these concepts to the solution of business problems
C-301.3	Create mastery in analytical tools of strategic management.
C-301.4	Understand qualitative and Quantitative benchmarking to evaluate performance
COURSENAME: Legal Aspects of Business	
C-302.1	Apply Linear programming techniques to allocate scarce resources in an optimum manner in problems of scheduling, product mix etc.
C-302.2	Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
C-302.3	Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
C-302.4	Make Decisions under the conditions of risk and uncertainty.
COURSENAME: Business Ethics & Corporate Governance	
C-302.1	Apply Linear programming techniques to allocate scarce resources in an optimum manner in problems of scheduling, product mix etc.
C-302.2	Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
C-302.3	Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
C-302.4	Make Decisions under the conditions of risk and uncertainty.
COURSENAME: Security Analysis & Portfolio Management	
EF-301.1	Understand the concept process of investment
EF-301.2	Estimate the systematic and unsystematic risk involved in a security
EF-301.3	Analyse a security using fundamental analysis and technical analysis
EF-301.4	Calculate the return and risk of a portfolio
COURSENAME: Banking and Insurance Management	
EF-302.1	Calculate the duration of a bond and understand implications of the sensitivity of bond price to interest rate changes
EF-302.2	Describe features of the macroeconomic and regulatory environment that led to the financial crisis of 2008-09 and give examples of governance problems that played a key role in generating the crisis

EF-302.3	Know an idea behind deposit insurance and the consequences of mis-priced insurance schemes
EF-302.4	Understand elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets
COURSENAME: Advance Management Accounting	
EF-303.1	Know about the financial market structure and participants in the markets.
EF-303.2	Gain knowledge on the different financial services which are available in India.
EF-303.3	Understand the Hire purchase and Lease assistance to micro small, small, medium and large scale business units.
EF-303.4	Understand the different financial services like factoring, credit rating methods
COURSENAME: Strategic Financial Management	
EF-304.1	Understand the implications of corporate bankruptcy and restructuring on stakeholders' wealth
EF-304.2	Identify legal aspects of corporate investments/divestiture decisions and the implications of legal risk on stakeholders' wealth
EF-304.3	Utilize ethical frameworks to analyze organizational decision-making as it relates to finance

COURSE OUTCOME NUMBER	COURSEOUTCOMES
SEMESTER III Marketing Specialization	
COURSENAME: Strategic Management	
C-301.1	Explore participants to various perspectives and concepts in the field of Strategic Management
C-301.2	Develop skills for applying these concepts to the solution of business problems
C-301.3	Create mastery in analytical tools of strategic management.
C-301.4	Understand qualitative and Quantitative benchmarking to evaluate performance
COURSENAME: Legal Aspects of Business	
C-302.1	Apply Linear programming techniques to allocate scarce resources in an optimum manner in problems of scheduling, product mix etc.
C-302.2	Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
C-302.3	Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
C-302.4	Make Decisions under the conditions of risk and uncertainty.
COURSENAME: Business Ethics & Corporate Governance	
C-302.1	Apply Linear programming techniques to allocate scarce resources in an optimum manner in problems of scheduling, product mix etc.
C-302.2	Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
C-302.3	Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
C-302.4	Make Decisions under the conditions of risk and uncertainty.
COURSENAME: CONSUMER BEHAVIOUR	
EM-301.1	Able to explain the basic. concepts and models of consumer behaviour
EFM301.2	Able to analyse the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results.
EM-301.3	Able to analyse marketing segmentation ,positioning and consumer motivation.
EM-301.4	Able to explain the consumer purchasing decision process and various models..
EM-301.5	Able to analyse the various consumer perception and personality influencing factors
COURSENAME: Retail Management	
EM-302.1	Understand Retail management significance , decision process and environmental issues in national and global business.
EM-302.2	Able to analyse retail segments and targets at local and regional level
EM-302.3	Understand retail store location and layout and retail pricing strategies.

EM-302.4	Able to understand strategies of CRM and loyalty programmes.
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EM-302.5	Understand international retailing and benefits of going global
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COURSENAME: Customer Relationship Management

EM-303.1	Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented
EM-303.2	Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
EM-303.3	Implement various technological tools for data mining and also successful implementation of CRM in the Organizations

EM-303.4	Design Sales force automation ,data synchronization and reporting tools.
EM-303.5	Understand CRM in e-business and measuring CRM effectiveness
COURSENAME: Strategic Marketing Management	
EM-304.1	Understand strategic marketing management process ,strategy formulation of 4Ps
EM-304.2	Analyse corporate restructuring its forms , portfolio analysis and McKinsey's 7s frame work for improving organizational effectiveness .
EM-304.3	Understand integration of marketing strategies and their application.
EM-304.4	Able to analyse marketing performance and strategies for preventing disasters and preparedness measures.
EM-304.5	Understand recent trends in strategic marketing management and linkinking CSR with profit and sustainability.

COURSE OUTCOME NUMBER	COURSE OUTCOMES
SEMESTER IV HR Specialization	
COURSENAME: Logistic and Supply Chain Management	
C-401.1	Understand the different views of Supply chain and its strategies
C-401.2	Identify various supply chain drivers and analytics in SCM
C-401.3	Identify difference between SCM and CRM
C-401.4	Evaluate various channels of Distribution and Network Design in Supply Chain
COURSENAME: Entrepreneurship Development	
C-402.1	understand different innovation and entrepreneurship theories and their implications
C-402.2	understand the dynamics of how teams develop and function as well as the various types of conflicts that can arise during teamwork
C-402.3	understand different methods that can be used to minimize uncertainties at different stages of the entrepreneurial process
C-402.4	understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process
COURSENAME: Organizational Development & Change Management	
EH-401.1	Understand rationale behind labour laws
EH-401.2	Utilize provisions of various labour laws in their corporate life.
EH-401.3	Develop to utilize labour laws in their corporate life.
EH-401.4	Equip with important provisions of various labour laws
COURSENAME: Global HRM	
EH-403.1	Study various CAUSES of Grievances and Redressal Machinery
EH-403.2	Understand Various Industrial Disputes and their Consequences
EH-403.3	Develop skills to settle various industrial disputes
EH-403.4	Understand various elements of employee engagement and their strategies
COURSENAME: Labor Welfare & Legislation	
EH-404-1	Explain human resources development (HRD) and its theories, the difference between education, training, learning and the concept of the transfer of learning;
EH-404-2	Critique the relationship between organizational development (OD) and HRD contribution to organizational effectiveness;
EH-404-3	Apply and evaluate a learning process starting with training needs analysis to assessment and evaluation process;
COURSENAME: Management of Industrial Relations	
EH-405-1	Apply critical thinking skills in analyzing theoretical and applied perspectives of strategic HRM and ER
EH-405-2	Analyze problems and develop managerial solutions to employment relations problems at both national and workplace level.
EH-405-3	Demonstrate the application of problem solving and evaluation skills in HRM and ER through exercises and case study work

COURSE OUTCOME NUMBER	COURSE OUTCOMES
SEMESTER IV Finance Specialization	
COURSENAME: Logistic and Supply Chain Management	
C-401.1	Understand the different views of Supply chain and its strategies
C-401.2	Identify various supply chain drivers and analytics in SCM
C-401.3	Identify difference between SCM and CRM
C-401.4	Evaluate various channels of Distribution and Network Design in Supply Chain
COURSENAME: Entrepreneurship Development	
C-402.1	Understand different innovation and entrepreneurship theories and their implications
C-402.2	Understand the dynamics of how teams develop and function as well as the various types of conflicts that can arise during teamwork
C-402.3	Understand different methods that can be used to minimize uncertainties at different stages of the entrepreneurial process
C-402.4	Understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process
COURSENAME: Financial Markets and Services	
EH-401.1	Understand rationale behind labour laws
EH-401.2	Utilize provisions of various labour laws in their corporate life.
EH-401.3	Develop to utilize labour laws in their corporate life.
EH-401.4	Equip with important provisions of various labour laws
COURSENAME: Global Financial Management	
EH-403.1	Study various CAUSES of Grievances and Redressal Machinery
EH-403.2	Understand Various Industrial Disputes and their Consequences
EH-403.3	Develop skills to settle various industrial disputes
EH-403.4	Understand various elements of employee engagement and their strategies
COURSENAME: Risk Management	
EH-404-1	Explain human resources development (HRD) and its theories, the difference between education, training, learning and the concept of the transfer of learning;
EH-404-2	Critique the relationship between organizational development (OD) and HRD contribution to organizational effectiveness;
EH-404-3	Apply and evaluate a learning process starting with training needs analysis to assessment and evaluation process;
COURSENAME: Tax Management	
EH-405-1	Apply critical thinking skills in analyzing theoretical and applied perspectives of strategic HRM and ER
EH-405-2	Analyze problems and develop managerial solutions to employment relations problems at both national and workplace level.
EH-405-3	Demonstrate the application of problem solving and evaluation skills in HRM and ER through exercises and case study work

COURSE OUTCOME NUMBER	COURSE OUTCOMES
SEMESTER IV Marketing Specialization	
COURSENAME: Logistic and Supply Chain Management	
C-401.1	Understand the different views of Supply chain and its strategies
C-401.2	Identify various supply chain drivers and analytics in SCM
C-401.3	Identify difference between SCM and CRM
C-401.4	Evaluate various channels of Distribution and Network Design in Supply Chain
COURSENAME: Entrepreneurship Development	
C-402.1	understand different innovation and entrepreneurship theories and their implications
C-402.2	understand the dynamics of how teams develop and function as well as the various types of conflicts that can arise during teamwork
C-402.3	understand different methods that can be used to minimize uncertainties at different stages of the entrepreneurial process
C-402.4	understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process
COURSENAME: Services Marketing	
EM-401.1	Understand the Concept of Services and intangible products and knowledge about emerging service environment and service market segmentation and targeting.
EM-401.2	Analyse various service pricing and service promotion strategies.
EM-401.3	Analyse the role and relevance of Quality in Services and Visualize future changes in the Services Industry
EM-401.4	Understand service delivery process and managing people for service advantage.
EM-401.4	Understand marketing of various services.
COURSENAME: Promotional Distribution Management	
EM-402.1	Identify, and respond to clients' advertising and marketing objectives by applying IMC
EM-402.2	Develop an integrated advertising and marketing communications plan and persuasively present and defend it with the help of media plan and strategy.
EM-402.3	Able to understand the role of personal selling in IMC and controlling sales force effort.
EM-402.4	Determine the optimum sales promotional tool(s) for use in the marketing communications plan and support media
EM-402.5	Able to understand the role of channels and its selection, motivation and management.
COURSENAME: Global Marketing Management	
EM-403-1	Develop an understanding of and an appreciation for basic international marketing concepts, theories, principles, and terminology.
EM-403-2	Be able to demonstrate an awareness and knowledge of the Global marketing entry strategies of Indian firms
EH-403-3	Be capable of identifying international customers through conducting marketing

	research and developing cross-border segmentation and positioning strategies.
EH-403-3	Be capable of developing a global marketing strategy by applying the basic concepts of product, pricing, promotion, and channels of distribution in international settings.
EH-403-4	Be able to apply an integrated understanding of the course material by conducting an analysis of international marketing issues in relevant case studies and current events identifying factors that contribute to the challenges faced by marketers internationally, and developing corresponding solution options based on multiple perspectives. And also develop knowledge on Exim policy of India.

COURSENAME: SUPPLY CHAIN MANAGEMENT

EM-404.1	(Develop an understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations
EM-404.2	. Develop an in-depth understanding of logistics operating areas and their interrelationship.
EM-404.3	Define and establish the strategic importance of logistics to achieve business success by creating value through supply chains.
EM-404.4	Apply foundational business skills needed in SCM settings. And distinguish cross-functional business processes in supply chains