

Academic Year 2019-20

PO No.	PO Statements
1	Apply knowledge of management theories and practices to solve business problems.
2	Foster analytical and critical thinking abilities for data-based decision-making.
3	Ability to develop Value-based Leadership.
4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of the business
5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6	Ability to develop entrepreneurial skills keeping in mind socially sensitive and innovative approaches.

Batch	Semester	Course Type	Course Name	Course Code and CO no.	CO Statements
	I	Core	Perspective Management	C101CO1	To explain the relationships between organizational mission, goals, and objectives
				C101CO2	To Understand organizational design and structural issues
				C101CO3	To understand that citizenship involves taking conscious steps for societal advancement at individual level and organizational level
	I	Core	Financial Accounting	C102CO1	To understand and apply the basic concepts and fundamentals used in financial accounting.
				C102CO2	To analyse and interpretate and use Various tools in decision making
				C102CO3	To learn and apply all the intricacies of corporate financial statements.
				C102CO4	To prepare balance sheet ,income and expenditure statements
				C102CO5	To Study learn and apply cash flow and fund flow statements
	I	Core	Business Statistics	C103CO1	Understand and recognize the statistical techniques and tools used in Business.
				C103CO2	Apply the business statistics tools for business research
				C103CO3	Infer the decision support provided by the analysis technique.
	I	Core	Operations Management	C104CO1	To make student basic concepts and principles of operations Management
				C104CO2	To understand quality aspects, SQC and Inventory Principles in operations management



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			C104CO3	Apply different techniques and methods to improve the processes
			C104CO4	To formulate the MRP, Aggregate planning and interpretate the results for decision making
I	Core	Managerial Economics	C105CO1	Student under stands decision making process.
			C105CO2	Student understands key factors within the business such as demand, production, cost etc. In the decision making process.
			C105CO3	Student can apply economics concepts in the process of decision making.
I	Core	IT Skills for Management and Technology Platform	C113CO1	Application of basic IT and computer techniques & tools in the Business context and develop culture of technology usage. How Data Management is important for effective decision making
I	Core	Selling & Negotiation Skills	C112CO1	Examine different elements of selling and negotiations
			C112CO2	Apply different models used for effective selling and negotiations.
			C112CO3	Create different approaches required for selling to different stakeholders
I	Elective	Personal Grooming / Personal Effectiveness	C115CO1	Effectiveness of students
			C115CO2	students should be well groomed
			C115CO3	Demonstrate Critical thinking ability
II	Core	Marketing Management	C201CO1	Develop domain knowledge of fundamental marketing concepts & theories
			C201CO2	Analyse the vital role marketing management plays in the organization & its various departments.
			C201CO3	Develop evaluative thinking to identify and solve relevant business problems by using a marketing perspective
II	Core	Financial Management	C202CO1	To study and understand the importance of corporate financial decisions.
			C202CO2	To apply theories of capital structure in companies calculation of EPS and in decision making of best sources of capital structures for the companies.
			C202CO3	To analyse various dividend policies of companies and study its implications on the valuation of firms
			C202CO4	To apply various methods of capital budgeting for investment designs
			C202CO5	To analyse the influence of capital investment decisions on Valuation of firms
			C202CO6	To study the financial system In India ans understand its relevance in current scenario



II	Core	Operations Research	C203CO1	To know optimizing techniques
			C203CO2	To understand its use in decision making in business
			C203CO3	To Identify and develop operational research model from real time systems
			C203CO4	To appreciate the mathematical basis for business decision making
II	Core	Business Research Methods	C204CO1	To understand the importance of research and various methods that researcher used to investigate problems.
			C204CO2	Applying Modern Analytical tools for Business Management Decisions.
			C204CO3	To interpret the data to make meaningful decisions.
			C204CO4	To derive strategies from the finding of the research analysis.
II	Core	Human Resource Management	C205CO1	To facilitate learning of modern concepts, techniques and practices in the management of human resources and to expose the
			C205CO2	student to different functional areas of HRM to prepare them for an effective career in industry and services.
			C205CO3	Enhancing the effectiveness of decision-making regarding recruitment, training, development, and retention of human resources Creating opportunities for improving and sustaining organizational performance.
			C205CO4	Adapting and managing the organizational change and design various strategies for the organizational development.
II	Elective	Legal and Tax Aspects of Business	C206CO1	To learn about the important provisions of some of the important business laws
			C206CO2	To get exposure to important provisions of Indian Income Tax Act and Indirect taxes
II	Elective	Analysis of Financial Statements	C211CO1	Apply various tools available for financial statement analysis.
			C211CO2	Interpret critical findings in financial statements and assessing their impact on the financial position of an organization.
			C211CO3	Evaluate various factors and happenings in the economy which affect prices of different instruments.
II	Core	Entrepreneurship Management	C212CO1	To acquaint the students with both the theory and practice of Entrepreneurship,
			C212CO2	To expose the students to the finer nuances of the subject, and,
			C212CO3	To re-orient the outlook of students towards new business ventures and start ups and also to help them to look at these as a possible career option.



III	Core	International Business	C301C01	Identify and analyze major international business environment factors.
			C301C02	Formulate adaptation strategies and design implementation plans in international business contexts.
			C301C03	International factors affecting domestic concerns
			C301C04	Regional economic integration and economic and political integration
			C301C05	Institutions that shape the global marketplace
III	Core	Strategic Management	C302C01	Develop strategic thinking in changing business environment
			C302C02	Design the process of strategy formulation, Implementation and evaluation
			C302C03	Apply the strategic management process for decision making in the organization
III	Core	Summer Internship Project	C303C01	Application of the complete / maximum skill sets acquired during the entire curriculum in finding solutions for different / variety of business problems
			C303C02	Explore the current industrial environment & published literature, come up with innovative ideas and solutions
			C303C03	Analyse the primary or secondary data to find data driven solutions
			C303C04	Use and apply the latest set of tools and techniques in deriving the solutions
			C303C05	Create or develop sustainable business models in different business contexts.
III	Marketing	Sales Management	M304C01	Develop critical thinking skills, problem solving and situational leaderships among sales force
			M304C02	Apply the techniques of Sales Planning in order to maximise short term wealth and long term wealth
			M304C03	Analyse sales processes for different sectors, territory management processes
III	Marketing	Marketing Strategy	M305C01	Understand the scope of Strategies in Marketing and planning the same
			M305C02	Identify broad organisational market strategy alternatives
			M305C03	Describe the value of alternative portfolio models
			M305C04	Appreciate the factors that affect the level of competitive intensity within an industry
			M305C05	Understand the essential components of marketing strategy formulation
III	Marketing	Consumer Behaviour	M306C01	Analyse consumer behaviour at different stages Pre & Post purchase.



			M306CO2	Analyse social, psychological and other factors which influence consumer behaviour
III	Marketing	Services Marketing	M307CO1	Decision making on service marketing mix, identifying demand patterns, and analysing service assets
			M307CO2	Analysis of CRM to ensure customer satisfaction in services, customer complaints, service failure and service recovery process
			M307CO3	Create service blueprints to identify moments of truth in services
			M307CO4	Problem solving through root cause analysis using fish bone diagram
			M307CO5	Analysing new service business models
III	Marketing	Product & Brand Management	M308CO1	Analyze Product portfolio, product mix and SBU strategies.
			M308CO2	Decision making for PLC stages, line extension and category extensions
			M308CO3	Apply Branding concepts for Brand Portfolio development and Management.
III	Marketing	Digital Marketing	M312CO1	To evaluate different types of digital media, their strengths and the way customer interacts with the digital media.
			M312CO2	Create and analyse the campaigns on digital media
III	Finance	Financial Markets and Institutions	F304CO1	To understand different components of the Indian Financial system and their functions
			F304CO2	To comprehend various products issued through different financial institutions in the primary and secondary markets.
			F304CO3	To understand the fixed income market, the different instruments and concepts related to it.
			F304CO4	To understand and apply the basic concepts and fundamentals used in financial Markets .
			F304CO5	To learn all the intricacies of stock exchanges
			F304CO6	To read and understand money market and capital market s
III	Finance	Corporate Valuation and Mergers & Acquisitions	F305CO1	Analyse Valuation and developing the ability to estimate the values
			F305CO2	Analyse of the conceptual and strategic issues in M&A
III	Finance	Security Analysis and Portfolio Management	F306CO1	Analyse the factors affecting the prices of different assets and generating an optimum portfolio.
			F306CO2	Evaluate portfolios based on portfolio return-risk aspects & modern portfolio theory



			F306CO3	Application of analytical techniques to Predict price movements
III	Finance	Financial Regulations	F307CO1	Analyse the regulations and its framework involved in financial system.
			F307CO2	Evaluate intricacies of financial regulations.
III	Finance	Derivatives and Risk Management	F308CO1	Applying directional and non directional option strategies for risk management
			F308CO2	Analyse the pricing and valuation of derivatives using Binomial and Black Scholes model.
			F308CO3	Evaluate the risk management and market volatility using greeks in derivative market.
			F308CO4	Understand the process of daily and final clearing , settlement process of market
III	Finance	Financial Modeling	F316CO1	Design and construct useful and robust financial modeling applications
			F316CO2	Learn financial forecasting
			F316CO3	Use several of the support tools and techniques in spreadsheet programs
			F316CO4	Utilise sensitivity and scenario analysis
III	HR	Training and Development	H304CO1	Analysis of Training needs and create appropriate training programme
			H304CO2	Evaluate the effectiveness of training programme
			H304CO3	Imparting training by using technology
III	HR	Compensation and Benefits	H305CO1	To understand compensation and benefit practices in India and in various countries (USA, far east and European countries)
			H305CO2	To understand how to create IT friendly CTC structure
			H305CO3	To understand statutory payments and deductions
III	HR	Competency Based HRM and Performance Management	H306CO1	Design Job descriptions, responsibilities for various functions
			H306CO2	Apply techniques to build competency models
			H306CO3	Design performance management models

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III	HR	Labour Laws and Implications on Industrial Relations	H307CO1	Developing an understanding of prevailing Labour legislation and its relation to IR
			H307CO2	Developing an understanding on dispute resolution mechanisms,
			H307CO3	Understanding the constitutional provisions and Govt machinery for implementation of labour laws,
			H307CO4	Understanding history, provisions, case laws and amendments to the Acts
III	HR	HR Planning and Application of Technology in HR	H308CO1	Analysis of HR planning components, methods and techniques
			H308CO2	Create HR Planning for an Organisation
			H308CO3	Apply latest technology and tools in creating HR Planning
III	HR	HR Analytics	H312CO1	Basic understanding & Application of analytical Techniques in HR Functions
			H312CO2	Evaluation of different scenarios to assess HR Operations
			H312CO3	Develop ethical value systems in HR Operations
III	Operations	Supply Chain Management	O304CO1	To explore the major elements and concepts of supply chain
			O304CO2	Student should be able to measure and evaluate performance of supply chain
			O304CO3	Student should be able to design supply chain networks and should be able to handle issues and challenges in supply chain
			O304CO4	Design supply Channels for different products, Customers, Business
III	Operations	Operations Analytics	O305CO1	Develop analytical techniques for supply chain, demand analytics, retail analytics, waiting line analytics
			O305CO2	Develop performance metrics for various situations and cases
			O305CO3	Apply analytical techniques in complex real life situations
III	Operations	Service Operations Management	O306CO1	Analyse different Service processes
			O306CO2	Evaluate inventory management systems in services business
			O306CO3	Develop quantitative models for various service situations
III	Operations	Manufacturing Resource Planning & Control	O307CO1	Apply various tools and techniques for resource Planning & Control in operations



			O307CO2	Analyse different case studies in Operations Planning & Control for effective performance
			O307CO3	Design the Optimum operation layouts
			O307CO4	Understand the application of MRP & ERP systems
III	Operations	Material Management	O308CO1	Design process to deliver materials without damage
			O308CO2	Devise systems to maintain a high inventory turnover, reduce excess storage, and inventory losses.
			O308CO3	Design strategies to develop and maintain good supplier relationships
III	Operations	Business Process Re-engineering and Benchmarking	O310CO1	Analyse different operational processes for different functions
			O310CO2	Develop methods related to designing and managing operations
IV	Core	Project Management	C401CO1	To introduce students of Management to concepts of Project
			C401CO2	To apply and evaluate success parameters of cost, time and quality in project management
			C401CO3	To apply various techniques as cpm/pert/earned value analysis and projected financial statements
			C401CO4	To enable student to conceive an idea, evaluate it's feasibility and make it workable.
IV	Core	Winter Internship Project - General Management	C402CO1	Application of the complete / maximum skill sets acquired during the entire curriculum in finding solutions for different / variety of business problems
			C402CO2	Explore the current industrial environment & published literature, come up with innovative ideas and solutions
			C402CO3	Analyse the primary or secondary data to find data driven solutions
			C402CO4	Use and apply the latest set of tools and techniques in deriving the solutions
			C402CO5	Create or develop sustainable business models in different business contexts.
IV	Core	Winter Internship Project - Functional Specialization	C403CO1	Application of the complete / maximum skill sets acquired during the entire curriculum in finding solutions for different / variety of business problems
			C403CO2	Explore the current industrial environment & published literature, come up with innovative ideas and solutions
			C403CO3	Analyse the primary or secondary data to find data driven solutions
			C403CO4	Use and apply the latest set of tools and techniques in deriving the solutions
			C403CO5	Create or develop sustainable business models in different business contexts.



IV	Core	Winter Internship Project - Social Relevance	C404CO1	Application of the complete / maximum skill sets acquired during the entire curriculum in finding solutions for different / variety of business problems
			C404CO2	Explore the current industrial environment & published literature, come up with innovative ideas and solutions
			C404CO3	Analyse the primary or secondary data to find data driven solutions
			C404CO4	Use and apply the latest set of tools and techniques in deriving the solutions
			C404CO5	Create or develop sustainable business models in different business contexts.
IV	Marketing	Integrated Marketing Communication	M405CO1	Ability to analyse different IMC tool for their effectiveness
			M405CO2	Design advertising campaign, promotional campaign and direct marketing
			M405CO3	Decision making regarding Media Planning including all mass media and personal selling and mobile marketing
IV	Finance	Venture Capital and Private Equity	F407CO1	Understanding of Private Equity Process
			F407CO2	Understanding investment strategy
			F407CO3	Understanding valuation process
			F407CO4	Understanding due diligence factors and its importance,
			F407CO5	Understanding the role of SEBI and taxation process
			F407CO6	Understanding the exit process
IV	HR	OD & Change Management	H405CO1	To get clarity on various dimensions of change and development and their interconnections with businesses.
			H405CO2	To analyse organizations holistically using various system tools.
			H405CO3	To learn how to create powerful teams to collaborate and guide change.
			H405CO4	Develop realistic change management strategy.
IV	Operations	Operations Applications and Cases	O405CO1	To enable a student to understand the complex processes and operations of product & service industry
			O405CO2	To apply various techniques, tools & practices in different situations to design & execute system in best manner
			O405CO3	To develop a model as an extension from academic to practical complex real-life situation.

