

Academic Year 2020-21

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 develop domain knowledge on creating organization's mission, goals, and objectives for different contexts and considering different stakeholders.
				C101CO2	To evaluate multiple perspectives that impact business and life.
				C101CO3	To analyse different approaches and their consequences during crisis management
	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	Create models showing relationship between dependent and independent variables
				C103CO4	Infer the decision support provided by the analysis technique
	I	Core	Operations Management	C104CO1	To make Lerner understand basic concepts and principles of operations Management



			C104CO2	To understand quality aspects SQC and Inventory Principles in operations management
			C104CO3	Apply different techniques and methods to improve the processes
			C104CO4	To formulate the MRP, Aggregate planning and interpretate the results for decision making
			C104CO5	To nurture Critical thinking ability
I	Core	Managerial Economics	C105CO1	Analyse consumer behaviour by studying concepts of Utility, Demand, Elasticity and its impact on managerial decision making.
			C105CO2	Evaluate production related aspects with the help of PPC, Law of supply, Cost & Break-even analysis, Economies of scale by using various metrics and tools.
			C105CO3	Appraise the types of markets, pricing practices, its effect on business revenues and profits.
I	Core	Negotiations and Selling 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	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.
			C113CO2	How Data Management is important for effective decision making
I	Elective	Personal Grooming / Personal Effectiveness	C115CO1	To understand one's own personality and enhance the same
			C115CO2	To apply the techniques of verbal and non-verbal communication and implement the same at personal and professional level.
			C115CO3	To understand how to create powerful teams and work collaboratively
			C115CO4	To apply the strategies which would help in managing stress and making more productive.
II	Common	Marketing Management	C201CO1	Analytical understanding and Application of marketing concepts and practices
			C201CO2	Evaluating Marketing strategies of STPD, products, prices, promotion and distribution and consumer buying according to market environment
			C201CO3	Problem Solving for various business situations using marketing perspective through analysis and evaluation of cases



II	Common	Financial Management	C202CO1	Examining the role and importance of financial system of India.
			C202CO2	Analyse the financial statements of companies using ratios
			C202CO3	Analyse the influence of capital investment decisions on Valuation of firms
			C202CO4	Analyse various dividend policies of companies and study its implications on the valuation of firms
II	Common	Operations Research	C203CO1	To understand and apply optimization techniques for decision making in business
			C203CO2	To demonstrate analytical skills by using excel solver for various scenarios of management and business
			C203CO3	To identify and develop operational research model from real time systems
			C203CO4	To appreciate the mathematical basis for business decision making
II	Common	Business Research Methods	C204CO1	Understanding the importance of research and methods that researcher uses to investigate problem.
			C204CO2	Evaluate business research process, tools & applications
			C204CO3	Applying Analytical tools for Business Management Decisions.
			C204CO4	Preparing Questionnaire & Interpreting data to make meaningful decisions.
			C204CO5	Developing Research Report writing skills.
II	Common	Human Resource Management	C205CO1	To help the students to remember the strategic issues and HR strategies required to select and develop manpower resources.
			C205CO2	To apply the theoretical and practical aspects of human resource management in the organization.
			C205CO3	To develop the understanding of the concept of human resource management and to understand its relevance in organizations
II	Elective	Legal and Tax Aspects of Business	C206CO1	To understand the important provisions of some of the important business laws
			C206CO2	To determine and apply how to compute income tax and apply in practise by calculating taxes for varied class of employees
			C206CO3	To analyse various categories of business income and profession and calculate GST and apply in practise by filling GST forms
			C206CO4	To get exposure to important provisions of Indian Income Tax Act and Indirect taxes and decide portfolio



II	Elective	Ethos in Indian Management	C209CO1	DESCRIBE Indian culture and value systems and the impact of this on management thinking and action
			C209CO2	CLASSIFY and RECOGNIZE Karma-Dharma and discover its relevance in business setting
			C209CO3	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system
			C209CO4	EXHIBIT awareness of the thought leadership emanating from India and understand its relevance in modern times
II	Elective	Analysis of Financial Statements	C211CO1	Apply theoretical techniques and technological tools available for financial statement analysis.
			C211CO2	Interpret critical findings in financial statements and assess their impact on the financial position of an organization.
			C211CO3	Analyse various factors and happenings in the economy which affect prices of different instruments.
			C211CO4	Appraise the value of equity shares using basics of equity valuation tools.
II	Common	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
			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
II	Elective	Developing Teams and Effective Leadership	C214CO1	Assess how effective Teams work
			C214CO2	Contribute to Team Performance effectively and efficiently
			C214CO3	Appraise Performance of Individual Members of a Team
			C214CO4	Provide effective Leadership
			C214CO5	Create successful Teams and Successful organizations
			C214CO6	Resolve conflicts within Teams and Organizations
			C214CO7	Achieve Results as a Team Member and as a Team Leader
			C214CO8	Alter and Adapt Leadership styles in line with Digital Technologies
III	Core	International Business	C301CO1	To understand and analyze international business environment factors that impact International Business .
			C301CO2	To understand the adaptation strategies and to design implementation plans in international business context.



			C301CO3	To examine the International factors affecting domestic concerns.
			C301CO4	To impart knowledge of various Institutions that shape the global marketplace
III	Core	Strategic Management	C302CO1	Develop strategic thinking in changing business environment
			C302CO2	Design the process of strategy formulation, Implementation and evaluation
			C302CO3	Apply the strategic management process for decision making in the organization
III	Core	Summer Internship Project	C303CO1	Application of the complete / maximum skill sets acquired during the entire curriculum in finding solutions for different / variety of business problems
			C303CO2	Explore the current industrial environment & published literature, come up with innovative ideas and solutions
			C303CO3	Analyse the primary or secondary data to find data driven solutions
			C303CO4	Use and apply the latest set of tools and techniques in deriving the solutions
			C303CO5	Create or develop sustainable business models in different business contexts.
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	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	Marketing Strategy	M305CO1	Understand the scope of Strategies in Marketing and planning the same
			M305CO2	Identify broad organisational market strategy alternatives



			M305CO3	Describe the value of alternative portfolio models
			M305CO4	Appreciate the factors that affect the level of competitive intensity within an industry
			M305CO5	Understand the essential components of marketing strategy formulation
III	Marketing	Digital Marketing	M312CO1	To evaluate different types of digital media, their strengths and the way customer interacts with the digital media.
			M312CO2	To analyse emerging trends in digital marketing and assess the usage of digital marketing tools by the brands
			M312CO3	Create and analyse the campaigns on digital media
III	Marketing	Sales Management	M304CO1	Develop critical thinking skills, problem solving and situational leaderships among sales force
			M304CO2	Apply the techniques of Sales Planning in order to maximise short term wealth and long term wealth
			M304CO3	Analyse sales processes for different sectors, territory management processes
III	Marketing	Consumer Behaviour	M306CO1	Analyse consumer behaviour at different stages Pre & Post purchase.
			M306CO2	Analyse social, psychological and other factors which influence consumer behaviour
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	Develop proficiency in excel for Financial Models statements.
			F316CO2	Construct financial models for Valuations and scenario analysis
III	Finance	Corporate Valuation and Mergers & Acquisitions	F305CO1	Analyse different types of approaches & techniques to perform valuation
			F305CO2	Develop single stage or multi-stage valuation models based on absolute & relative valuation tools



			F305CO3	Analysis of the conceptual and strategic issues in M&A
III	Finance	Financial Markets and Institutions	F304CO1	To understand different components of the Indian Financial system and their functions.
			F304CO2	To comprehend and analyse returns from various products issued through different financial institutions in the primary and secondary markets and decide which are better for different income group
			F304CO3	To apply concept and theories of bond market and create portfolio with investment in Bond market and the different instruments and concepts related to it.
			F304CO4	To apply the basic concepts learned about fundamental analysis used in financial Markets for investment decisions.
			F304CO5	Analyse various types of mutual funds investments and returns for decisions about investment
III	Finance	Financial Regulations	F307CO1	Learning the concepts and regulations and its framework in the financial system
			F307CO2	To obtain Clarity and understanding the framework of various financial regulatory and statutory bodies.
			F307CO3	Understanding the issues relating to money laundering, international funding and influence of credit rating agencies against the backdrop of regulatory issues
III	Finance	Security Analysis and Portfolio Management	F306CO1	Evaluate Financial Assets and portfolios based on return & risk aspects.
			F306CO2	Apply tools of modern portfolio theory considered in building optimum portfolios
			F306CO3	Analyse performance of Financial Assets and portfolios in relation to the economic factors
			F306CO4	Application of technology in security analysis & portfolio management
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	Appreciate the importance of technology in HR and how it helps the business to grow
III	HR	Training and Development	H304CO1	Analysis of Training needs and create appropriate training programme
			H304CO2	Evaluate the effectiveness of training programme
			H304CO3	Apply the knowledge and impart training by using technology



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III	HR	HR Analytics	H312CO1	Understanding the Basics of HR Analytics
			H312CO2	Performing HR analytics using SPSS, Excel etc.
			H312CO3	Using HR Analytics for various functions of HR
			H312CO4	Different Analysis Strategies
			H312CO5	Ethics and Limitations while using HR Analytics
III	HR	Labour Laws and Implications on Industrial Relations	H307CO1	Developing an understanding of prevailing Labour legislation and analysing its relation to IR
			H307CO2	Developing an understanding of dispute resolution mechanisms and its application to real time disputes,
			H307CO3	Understanding the constitutional provisions and developing a knowledge of Govt machinery for implementation of labour laws,
			H307CO4	Understanding and analysing history, provisions of the Acts, related Case laws and different amendments to the Acts with rationale, therefor.
III	HR	Compensation and Benefits	H305CO1	To help students learn all about management of compensation and salary in organisations.
			H305CO2	Enhancing the understanding of the students on all aspects of management of salary and compensation packages in various types of organisations.
			H305CO3	Helping students understand concepts like, CTC, Fixed Pay, Variable Pay, ESOP's etc.
			H305CO4	Guiding students into preparing salary break-ups for given CTC's.
III	HR	Competency Based HRM and Performance Management	H306CO1	To understand both theoretical and application orientation input for competency and performance management
			H306CO2	To apply the concept of competency mapping for mapping various competencies
			H306CO3	To analyse how to integrate competency models with other HRM functions
			H306CO4	To evaluate the effective PM systems for today's organizations
			H306CO5	To develop various reward strategies for employees
III	Operations	Materials Management	O308CO1	To outline the process to deliver materials without damage
			O308CO2	To illustrate the systems to maintain a high inventory turnover, reduce excess storage, and inventory losses.
			O308CO3	To design strategies to develop and maintain good supplier relationships





III	Operations	Service Operations Management	O306CO1	To share their understanding of Services operations management.
			O306CO2	To learn to observe and see things beyond what is obvious.
			O306CO3	How Services business can help exploring possibilities of increasing profits.
			O306CO4	The art of coping up with services failures.
			O306CO5	To analyze real world examples and case studies through effective independent and collaborative work.
			O306CO6	The importance of inventory management in services business
			O306CO7	The benefits of outsourcing.
III	Operations	Business Process Re-engineering and Benchmarking	O310CO1	Evaluate different tools and techniques for business process reengineering
			O310CO2	Examine the business processes that are candidates for improvement
			O310CO3	Apply BPR strategy in Business process
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	Manufacturing Resource Planning & Control	O307CO1	To understand & analyze the importance of manufacturing resources planning and control to achieve continuous improvement in the better performance.
			O307CO2	To give knowledge of quantitative methods as well as various tools of resources planning like MRP1,MRP2 & ERP &
			O307CO3	To apply above methods for decision making in operations
III	Operations	Operations Analytics	O305CO1	To know different analytical techniques
			O305CO2	To apply techniques with cases
			O305CO3	To apply in fields of Management



IV	Core	Project Management	C401CO1	To learn concepts of network analysis and demand forecasting in projects
			C401CO2	To apply tools of project management
			C401CO3	To learn monitoring and control of projects, project closure
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 Communications	M405CO1	Ability to understand and analyse different IMC tool for their benefits and limitations
			M405CO2	Design advertising campaign, promotional campaign and direct marketing



			M405CO3	Apply various tools of IMC for brand's message development by Agency
			M405CO4	Decision making regarding Media Planning for all mass media, personal selling mobile and search engine marketing
IV	Finance	Commercial Banking	F407CO1	Understand various bank products including deposits, advances and other miscellaneous services.
			F407CO2	Evaluate risks involved in the banking operations and analyse importance of Treasury, Asset Liability Management (ALM) and capital adequacy requirements.
			F407CO3	Appraise the practice of KYC /AML norms, Banking Regulation Act, Negotiable Instruments Act and other banking related norms
			F407CO4	Assess financial performance of banks using technologies and tools based on Financial Statements, Ratios and NPA management
			F407CO5	Examine the banking environment in India including regulation by RBI, priority sector lending, rural banking, financial inclusion etc.
IV	HR	OD AND CHANGE MANAGEMENT	H405CO1	To understand various dimensions of change and develop their interconnections with businesses.
			H405CO2	To analyse organizations holistically using various OD Interventions.
			H405CO3	To understand how to create powerful teams to collaborate and guide change.
			H405CO4	To apply the realistic change management strategy.
IV	Operations	Operations Applications and Cases	O405CO1	Applications and analysis of cases to understand Operations processes in Industry.
			O405CO2	Applications of Tools and techniques for efficient decision making in today's industry.
			O405CO3	Developing various data models using latest IT enabled tools and understand their integration and application for business knowledge in service industry.

