

Academic Year 2023-24

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	Recall the fundamental terminologies and theories of management.
				C101CO2	Explain the concepts taught in the course of Perspective Management
				C101CO3	Apply management and leadership functions, career management, crisis and change management in different scenarios.
				C101CO4	Analyze leadership levels in organisational context and various relevant issues in management through cases.
				C101CO5	Evaluate different managerial styles in context of business scenarios.
				C101CO6	Create goals for personal success factors and develop vision and mission statements as an essential element of organisational success factors.
	I	Core	Financial Accounting	C102CO1	To define and list the basic concepts and fundamentals of financial accounting.
				C102CO2	To demonstrate comprehension of financial statements by using ratios, trend, and common size analysis to interpret them and make informed decisions.



			C102C03	To apply the intricacies of corporate financial statements to solve real-world problems.
			C102C04	To analyse financial reports of various companies to identify patterns and trends.
			C102C05	To critically evaluate the accuracy and completeness of financial reports, and justify the methods used to prepare the T-form/vertical form of balance sheet, income, and expenditure statements and depreciation Accounting.
			C102C06	To design a presentation on an accounting concept or topic that is innovative and engaging, and that effectively communicates the key points of the concept or topic
	Core	Business Statistics	C103C01	DEFINE the basic terminologies related to the concepts taught through the syllabus of Business Statistics
			C103C02	EXPLAIN the concepts related to Data Representation, Central Tendency, Dispersion, Skewness, kurtosis, Probability, Probability Distribution, Sampling Distribution, Estimation, Hypothesis, and the various Statistical Tests.
			C103C03	MAKE USE OF data to calculate the value of various statistical measures to solve a business problem
			C103C04	EXAMINE the value of statistical findings to analyse the various business problem
			C103C05	APPRAISE the results of statistical tests for taking a business decision
			C103C06	DEVELOP a business statistical report on factors affecting Customer Satisfaction in different business organization.
	Core	Operations Management	C104C01	RECALL basic concepts of operations management and cite its evolution
			C104C02	ASSOCIATE the concepts of operations management and connect with business scenarios
			C104C03	APPLY basic principles of operations management in production and operation functions



			C104C04	EXAMINE the problems related to operations management in day-to-day functioning
			C104C05	RECOMMEND tentative solutions to the problems related to operations management
			C104C06	PROPOSE out of the box ideas to tentatively support solutions
I	Core	Managerial Economics	C105CO1	RECALL basic terminologies related to Managerial Economics
			C105CO2	DISCUSS the concepts used in Managerial Economics
			C105CO3	MAKE USE OF various formulas and models pertaining to Consumer Behavior PPC, Supply Functions, Market Equilibrium, Economic Surplus, Production functions, Revenue, Cost & breakeven analysis, Types of Markets, Pricing Practices & Profitability
			C105CO4	EXAMINE the results of managerial economics related frameworks for making industry-relevant inferences
			C105CO5	ASSESS information related to PPC, Consumer behavior, Economic Surplus, Production Functions, Markets, Revenue Cost Breakeven Analysis for taking effective business decisions
			C105CO6	Create an 'Economy Analysis Report' of a country based on the learnings from managerial economics
I	Core	Negotiations and Selling Skills	C112CO1	RECALL the Basic Concepts of Selling and Negotiation Skills
			C112CO2	Demonstrate an understanding of the need and importance of negotiation and assess the type of negotiations used in varying situations
			C112CO3	MAKE USE of the techniques learned in business negotiation situations
			C112CO4	ANALYSE the use of different negotiation models, negotiation & selling skills, and traits of the salesperson in the business environment



			C112C05	EVALUATE various approaches required for selling to different stakeholders and customers in business situations
			C112C06	CREATE a sales presentation/ negotiation role play for a given selling/ negotiation situation
I	Core	IT Skills for Management and Technology Platform	C113CO1	Remember the shortcut ways to speed up the work.
			C113CO2	Basic understanding of IT Skills for Management and Technology Platform.
			C113CO3	Application of basic IT and computer techniques & tools in the business context
			C113CO4	Analyse/ connect the importance of Data Management for effective decision making.
			C113CO5	Evaluate the application of IT across industries.
			C113CO6	Develop culture of technology usage and Creating Websites, Spreadsheets, Databases, Presentations, Documents
I	Elective	Personal Grooming/Personal Effectiveness	C115CO1	Recall the concepts of attitude, verbal and non- verbal communication, team building thus resulting in self grooming
			C115CO2	Understand and write functional resume also apply essential skills for group discussions & Interviews by following etiquette of workplace behaviour
			C115CO3	Identify different stages of team building, need for time management and creators of stress, and techniques to manage the same.
			C115CO4	Examine self on various aspects of Personal Grooming
			C115CO5	Evaluate various communication and team building activities used for enhancing the capability of team/groups.



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			C115CO6	Design a career development plan for self to enhance a career.
ii	Core	Marketing Management	C201CO1	Recall various important concepts of marketing management.
			C201CO2	Understand the frameworks, processes and models of marketing management.
			C201CO3	Apply the concepts and factors related to STPD, buying behaviour and marketing mix across various business sector.
			C201CO4	Analyse the marketing environment and decisions in different business scenarios.
			C201CO5	Evaluate various product, pricing, promotion and distribution decisions for products and services.
			C201CO6	Propose product / service marketing mix recommendations in the respective industry on basis of experiential learning.
ii	Core	Financial Management	C202CO1	Recall basic terminologies in relation to financial system, sources of finance, Leverages, Ratio, capital structure, investment decisions, dividends, financial planning, inventory and working capital management.
			C202CO2	Explain the concepts & formulas pertaining to Financial Management, financial system and financial practices to understand its relevance in current scenario.
			C202CO3	Make use of different models, formulas and frameworks related to Ratio Analysis, Capital structure, Capital budgeting, Leverage Analysis, Working Capital and Dividend theories.
			C202CO4	Examine various financial statements of companies based on ratios, capital structure, capital budgeting, working capital management and dividend policies of companies and study its implications on the profits and valuation of firms
			C202CO5	Evaluate financial results and ratios to take managerial decisions related to financial planning, capital investments, dividend distribution, choice of capital structure and working capital decisions.
			C202CO6	Create an analytical report on capital structure, working capital management and dividend policy of a public listed company.



II	Core	Operations Research	C203C01	Recall the concepts of operations research and relate with business problems
			C203C02	Interpret business insights for optimization of business problems
			C203C03	Apply appropriate operations research tools in relevant business scenarios
			C203C04	Examine the business problems and prescribe probable solutions
			C203C05	Recommend alternate solutions to business problems
			C203C06	Propose appropriate models for core business functions resulting in effective business management
II	Core	Business Research Method	C204C01	DEFINE the basic concepts related to research, research problem, hypothesis, research design, attitude measurement, scaling, sampling, & data processing.
			C204C02	EXPLAIN the concepts taught through the syllabus of business research methods
			C204C03	MAKE USE OF processes pertaining to research design, data collection, questionnaire designing, sampling, data processing and hypothesis testing for finding solution to the business research problems.
			C204C04	EXAMINE the results of various statistical tests from an analytical perspective
			C204C05	APPRAISE the results of statistical tests for taking business decision.
			C204C06	DEVELOP a research report consisting of business research problem, research design, sample design, data collection, data analysis and conclusion.



II	Core	Human Resource Management	C205CO1	Recall the terminologies and basic concepts of Human resource Management.
			C205CO2	Relate the trends, techniques and practices in managing human resource in an organization
			C205CO3	Identify the issues and apply the knowledge to recruit, select, develop, appraise and motivate employees in an organization
			C205CO4	Analyse the business environment to solve HR problems by suggesting appropriate solution
			C205CO5	Evaluate the business situation and recommend appropriate solution
			C205CO6	Develop a positive work culture and HR policies in line with the trends in the industry
II	Core	Business Environment	C208CO1	Recall the key concepts of the Business Environment.
			C208CO2	Explain the Political, Economic, Sociological, and Legal Environmental scope of an organization.
			C208CO3	Make Use of contemporary examples to explain the impact of the macro-environment on business operations.
			C208CO4	Analyze issues and factors responsible for the internal and external business environment.
			C208CO5	Determine the internal strengths and weaknesses of specific businesses and their interrelationship with external macro factors.
			C208CO6	Create a report on the current business scenario (assigned topic) with respect to Business Environment dimensions.
II	Elective	Analysis of Financial Statements	C211CO1	DEFINE basic terminologies in relation to Analysis of Financial Statements.



			C211CO2	EXPLAIN the concepts & formulas required for Analysis of Financial Statements.
			C211CO3	MAKE USE OF various formulas and frameworks pertaining to Common Size, Comparative, Trend Analysis, CAGR, Ratio Analysis, EVA, MVA, Cash Flows, Time Value of Money, Financial Modelling and Equity Valuation.
			C211CO4	EXAMINE the various types of financial statements and data for making relevant inferences.
			C211CO5	INTERPRET financial information to take appropriate managerial decisions.
			C211CO6	DEVELOP a 'Financial Analysis Report' of a public listed company using Common Size statements, Basic Financial Modeling Tools, Cash Flow Analysis, Ratio Analysis, Business Analysis and Industry Analysis
II	Core	Entrepreneurship Management	C212CO1	RECALL Concepts of Entrepreneur, Entrepreneurship, and Enterprise
			C212CO2	UNDERSTANDING the linkage between creativity, innovation, and entrepreneurship.
			C212CO3	APPLY the entrepreneurial process for new venture development
			C212CO4	ANALYSE the mind socially sensitive and innovative approaches. entrepreneurial environment and legal framework.
			C212CO5	EVALUATE various types of entrepreneurship (social, opportunity, and women) and suitable routes to start a business
			C212CO6	CREATE a business plan based on the innovative ideas entrepreneurship.
II	Elective	Management Information Systems	C213CO1	Define Management Information System (MIS) terminology
			C213CO2	To understand the concepts such as data and information, Framework / structure and role of Information and Information Systems for business

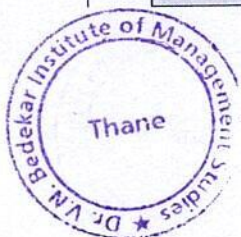




			C213C03	Apply information utility for decision making concepts across the different levels of Management
			C213C04	Analyse the Information System Development Process and Security/ Privacy of data and information
			C213C05	Evaluate the usefulness of Information Systems in decision making process for different functional areas of business
			C213C06	Create a process for System Development Life Cycle for MIS based on Make or Buy Decision.
III	Core	International Business	C301CO1	RECALL the basic concepts of operation of International Business.
			C301CO2	DEMONSTRATE an understanding of the need and importance of International Business by interpreting and stating main ideas of global business outlook and management.
			C301CO3	APPLY acquired knowledge to develop and reinforce a global business mindset and key International Business skills.
			C301CO4	ANALYSE the use of diversity of global economy, market, business practices, culture and traits of effective global Leadership styles in international business environment.
			C301CO5	EVALUATE various ideas required to provide better solutions to the challenges/conflicts faced by a business operating in a international settings.
			C301CO6	CREATE a Road map (Action plan with time frame) to build & reinforce skills for global business mind-set.
III	Core	Strategic Management	C302CO1	RECALL strategic management basic concepts
			C302CO2	UNDERSTAND the strategic management formulation, implementation, evaluation and control process.
			C302CO3	APPLY the strategic management frameworks to real-life business scenarios.



			C302C04	EXAMINE the applications of strategic management tools for changing the business environment
			C302C05	EVALUATE the strategic options available to organizations for better implementation and control
			C302C06	FORMULATE strategic solutions for real-life business problems.
III	Core	Summer Internship Project	C303CO1	Relate the knowledge acquired from curriculum in finding solutions for different business problems.
			C303CO2	Demonstrate understanding of facts and ideas about current industrial environment & published literature
			C303CO3	Solve problems by applying acquired knowledge, facts, techniques.
			C303CO4	Analyse the primary or secondary data to find data driven solutions.
			C303CO5	Estimate and Defend opinions by making judgments about analysed data.
			C303CO6	Develop alternative suitable solutions in different business contexts.
III	Marketing	Sales Management	M304CO1	RECALL the basic terminologies of Sales Management
			M304CO2	ILLUSTRATE Sales Organization, Selling Skills and Correlation of Sales Distribution for different market conditions.
			M304CO3	APPLY Sales Process, Territory planning, Sales Force motivation and control in different market scenarios
			M304CO4	ANALYZE different scenarios with reference to sales planning, forecasting, target setting and Sales Control



			M304CO5	EVALUATE Sales performance, forecasting results to facilitate decision-making in relevant Sales Management areas
			M304CO6	CREATE a detailed sales plan including relevant approaches to Sales Management
III	Marketing	Marketing Strategy	M305CO1	RECALL the Basic Concepts of Marketing Strategy
			M305CO2	DESCRIBE concepts of marketing strategy with reference to product, price, promotion, distribution and need for market research
			M305CO3	APPLY marketing strategy through integrating concepts across product life cycle, branding, pricing, distribution
			M305CO4	ANALYZE SWOT, Brand culture, Situation using 5C's, PEST and channel systems across various sectors
			M305CO5	ASSESSMENT of key Marketing Metrics for effective Marketing decisions
			M305CO6	CREATE Marketing plan to facilitate Marketing decisions
III	Marketing	Consumer Behaviour	M306CO1	Describe the factors influencing consumer behaviour
			M306CO2	Assimilate consumer behaviour theories, models, and conceptual knowledge
			M306CO3	Apply the knowledge of consumer behaviour to marketing, branding and strategy application
			M306CO4	Analyse business-relevant Strategic Consumer Insights for problem solving
			M306CO5	Evaluate consumer behaviour key learnings for marketing applications



			M306CO6	Prepare a project Report/ presentations based on consumer behaviour concept application to a real-life product/service to develop a deeper understanding and appreciation for Consumers
III	Marketing	Service Marketing	M307CO1	Define various key terminologies covered in the syllabus of service marketing.
			M307CO2	Explain concepts of Demand, Customer complaints, Service Quality, service recovery and CRM process in service marketing context.
			M307CO3	Apply concepts of service quality gaps, capacity constraints, customer satisfaction tools and service failure conditions for various sectors.
			M307CO4	Analyse consumer behaviour, demand capacity variations, productivity and quality gaps in different service industries.
			M307CO5	Evaluate service experience, quality gaps, marketing mix decisions, new practices and quality issues to facilitate decisionmaking in service organisations
			M307CO6	Plan strategies for Shifting Demand, service blueprints and new service developments in different scenarios.
III	Marketing	Product and Brand Management	M308CO1	Recall the concepts in the area of Product and Brand Management.
			M308CO2	Explain Product management roles, functions, product portfolio analysis tools, brand equity concept.
			M308CO3	Apply Branding concepts for Brand Portfolio development and Management.
			M308CO4	Analyze Product portfolio, product mix and SBU strategies.
			M308CO5	Decision making for PLC stages and branding decisions like line extension and category extensions.
			M308CO6	Plan New product development ideas through new product development process.



III	Marketing	Marketing Research and Analysis	M314CO1	DEFINE the basic concepts related to marketing research, marketing research processes, primary and secondary research, qualitative analysis
			M314CO2	EXPLAIN the concepts taught through the syllabus of Marketing Research & Analysis
			M314CO3	MAKE USE OF processes pertaining to marketing research process, data collection, questionnaire designing, sampling, data processing for finding solution to the marketing research problems.
			M314CO4	EXAMINE the results of various marketing research statistical tools from an analytical perspective
			M314CO5	APPRAISE the results of marketing research statistical tools for taking business decision.
			M314CO6	DEVELOP a marketing research report consisting of business research problem, data collection, data analysis and conclusion
III	Finance	Financial Markets and Institutions	F304CO1	Define basic terminologies in relation to financial markets , monetary policies economic indicators, Fundamental analysis Bond market equity market, and Forex market
			F304CO2	EXPLAIN the concepts pertaining to financial products, bond markets, forex market and stock exchanges
			F304CO3	Apply concept and theories of Debt, equity, forex and bond market in business context Use frameworks related to bond valuation, forex markets ,capital market theories, fundamental analysis, investment related to equity bond/mutual funds and decisions fixed income security analysis
			F304CO4	Analyse various types of mutual funds investments and returns for decisions about investment various types of financial results with respect to risk and return, of mutual funds,+equity fundamental analysis, yield calculations, duration, convexity, pricing of bonds, for making relevant inferences
			F304CO5	ASSESS financial data and information to
			F304CO6	Create portfolio with investment in Bond market, Thematic bonds, fundamental analysis used in financial Markets for investment decisions by considering various classes of assets MF/Equity/bonds/forex/gold/Bank Deposits



III	Finance	Corporate Valuation and M & A	F305CO1	DEFINE basic terminologies used in Corporate Valuation and Mergers & Acquisitions
			F305CO2	EXPLAIN the concepts & theoretical frameworks in relation to Corporate Valuation and Mergers & Acquisition
			F305CO3	MAKE USE OF Dividend Discount Models, Free Cash Flow models, relative valuation models to find the appropriate value of companies, carry out due diligence, measure synergy, application of alternative business restructuring strategies and pre-offer, post-offer defence mechanism.
			F305CO4	EXAMINE valuations arrived from DDM, FCF based models, valuations of Mergers & Acquisitions, appropriateness of the alternative business restructuring strategies and pre-offer, post-offer defence mechanism
			F305CO5	RECOMMEND 'Merger Acquisition Deals' and 'investment Avenues' based on appropriate evaluation of financial information
			F305CO6	DEVELOP a Valuation Report for a public listed company in the Indian stock market using both absolute valuation and relative valuation techniques.
III	Finance	Security Analysis and Portfolio Management	F306CO1	RECALL basic terminologies in relation to Security Analysis and Portfolio Management
			F306CO2	EXPLAIN the concepts & formulas pertaining to Security Analysis and Portfolio Management
			F306CO3	MAKE USE OF formulas and frameworks related to securities risk and return analysis, capital market theories, portfolio theory, investment decision theory, indexing and benchmarking, technical analysis and fixed income security analysis
			F306CO4	EXAMINE the various types of financial results with respect to risk and return, CAPM, Sharpe ratio, Treynor ratio, Jensen's Alpha, M-squared, technical analysis, Mutual Fund performances pricing of bonds, for making relevant inferences
			F306CO5	ASSESS financial information related to security analysis for investment decision making
			F306CO6	BUILD an Individual Investment Portfolio with learnings from Security Analysis and Portfolio Management
III	Finance	Financial Regulation	F307CO1	Recall the key concepts and principles of financial regulation, the functions and powers of Indian regulators and the fundamental aspects of FEMA, PMLA and FDI policies



			F307CO2	Explain the need and significance of financial regulation by different financial regulators in India, the impact of the global financial crisis on Indian financial regulation, and the framework for FDI and CRA
			F307CO3	Identify the effectiveness of regulatory measures for financial inclusion, the impact of regulations on different financial markets and the application of KYC guidelines.
			F307CO4	Analyse the impact of regulations on the financial system in India and examine the various provisions of FEMA, PMLA and FDI policies on the financial market
			F307CO5	Assess the effectiveness of various regulations by regulatory bodies and laws pertaining to FEMA, PMLA
			F307CO6	Develop new financial regulatory frameworks, financial regulatory tools and mechanisms or improve existing ones.
III	Finance	Financial Modeling	F316CO1	RECALL the basic terminologies related to financial modeling.
			F316CO2	UNDERSTAND concepts, frameworks, tools and techniques used in financial modeling.
			F316CO3	MAKE USE OF financial statements, revenue drivers, sensitivity and scenario analysis using advanced excel to solve managerial problems
			F316CO4	EXAMINE financial statements, segment revenue, geographic and product drivers to predict the future financial performance of companies.
			F316CO5	COMPARE the financial model with equity reports to assess its viability
			F316CO6	DEVELOP financial models of listed Indian companies for investment decision making.
III	Finance	Derivatives & Risk Management	F308CO1	To understand the concepts related to derivatives markets and gain in-depth knowledge of functioning of derivatives markets.
			F308CO2	To learn the derivatives pricing and application of strategies for financial risk management



			F308CO3	To acquaint learners with the trading, clearing and settlement mechanism in derivatives markets.
III	HR	Training & Development	H304CO1	Recall the key concepts of training and development for its application in business
			H304CO2	Explain the training process, models, theories, methods of training used for employees development in an organization.
			H304CO3	Identify & Apply the training needs of employees which would help in achieving the goals of an organization.
			H304CO4	Examine the impact of training on various organizational and HR aspects
			H304CO5	Evaluate the effectiveness of training process/ program conducted for employees keeping in mind the benchmarks.
			H304CO6	Design a training programme for various categories of employees addressing to the goals of an organization.
III	HR	Compensation & Benefits	H305CO1	Introduction to the philosophy of human resources
			H305CO2	Understanding on Compensation, Benefits and total Reward practices in organisations in India and other countries
			H305CO3	Understanding business context for reward strategies and preparing strategies.
			H305CO4	Understanding on Compensation Structure, Salary Offer, CTC structure, statutory benefits (PF, ESIC, Gratuity, Superannuation, Bonus), its relevance in Labour Laws and latest amendments to the Acts
			H305CO5	Understanding on Inflation, Consumer Price Index, Compensation Survey, benchmarking and Income Tax
			H305CO6	Learning various types of Variable Pay schemes





III	HR	Competency Based HRM & Performance Management	H306CO1	Recall the key terms associated with the concept of Competency based HRM and Performance Management
			H306CO2	Understand & Relate the concepts of competency model development, Assessment center tools & changing trend in the Performance Management with Industrial practices
			H306CO3	Apply the learnings from the Assessment center and Performance Appraisal activities in different business scenarios
			H306CO4	Analyse the industrial issues in Competency based HRM approach and ethical issues in Performance Management
			H306CO5	Evaluate practices in competency mapping, Reward based performance management & Performance Consulting with appropriate recommendations
			H306CO6	Design a performance management process and competency model in line with the goals of an organization
III	HR	Labour Law	H307CO1	management theories and solve business problem
			H307CO2	Improve analytical and critical thinking for decision making
			H307CO3	Ability to develop leadership skills
			H307CO4	Ability to understand business from various aspects
			H307CO5	To help achieve organization goals with effective team management skills
			H307CO6	To have innovative approaches to solve problems with out of the box ideas which help to develop entrepreneurial skills



III	HR	HR Planning and Application & Technology in HR	H308CO1	To learn and remember the concept of Human Resource Planning, its objectives, different approaches to HRP and HRP process
			H308CO2	Understand & foresee the impact of technology on work
			H308CO3	Apply HR planning components, methods and techniques which will be helpful to solve the problems
			H308CO4	Analyse global perspectives of HRM with respect to International HRM in terms of Global Human Resource Planning and Human Resource Management
			H308CO5	Evaluate the framework of organisation strategies with respect to Strategic HRM, Workforce Diversity, Recruitment and Selection
			H308CO6	Create HR Planning process in line with the goals of an organisation so that students can be equipped with the tools necessary to effectively meet the challenges of an ever-changing business climate
III	HR	HR Analytics	H312CO1	Remembering basis of HR Analytics, what is Analytics, Business Analytics and HR Analytics
			H312CO2	Understanding the importance of Information systems in HR and application for same by using techniques of Big Data and SPSS
			H312CO3	Apply knowledge of Analytics in Recruitment and Performance management of employees and other areas
			H312CO4	Analysing HR Analytics as an aid for Employee Engagement and HR interventions
			H312CO5	Evaluating Ethics and Limitations in using HR Analytics systems and concepts
			H312CO6	Creating HR Dashboard and Conducting Diversity analysis and predicting employee turnover using analytics
III	Operations	Operations Analytics	O305CO1	Relate the present Computing system implemented in large organizations for collection of operational data.



			O305CO2	Classify the types of Operational Analytics and their usages in today's businesses.
			O305CO3	Apply Advanced Excel for decision making in demand forecasting.
			O305CO4	Examine service analytics business focused problems using Excels Solver.
			O305CO5	Interpret Operation Analytics Solutions on Transportation, Inventory decisions and Queuing model problems.
			O305CO6	Create MIS and dashboards for data based decision making.
III	Operations	Service Operation Management	O306CO1	Recall the concepts of service operations management for solving business related problems.
			O306CO2	Explain service operations principles for decision making.
			O306CO3	Develop solutions for service operations business improvement.
			O306CO4	Analyse the data and classify the issue regarding challenges and opportunities.
			O306CO5	Assess the business environment and take a leading role in providing multiple opportunities.
			O306CO6	Generate innovative approaches with technology and plan growth of the service business.
III	Operations	Manufacturing Resource Planning and Control	O307CO1	Remember the basic concepts of production and operations management
			O307CO2	Understand various resources required for a manufacturing organization



			O307CO3	Apply the principles of matching available supply with market demand
			O307CO4	Analyse sales and marketing plan to prepare Aggregate production Plan
			O307CO5	Assess the feasibility of meeting the draft Master production Schedule
			O307CO6	Create the Materials Requirement Plan for feasibility tested for MPS
III	Operations	Supply Chain Management	O304CO1	Recall basic concepts of supply chain management for business improvement.
			O304CO2	Associate the concepts of supply chain management and connect with business scenarios.
			O304CO3	Apply basic principles of supply chain management for streamlining business processes.
			O304CO4	Analyse the performance of supply chain for all the stakeholders of the business.
			O304CO5	Evaluate supply chain networks and optimize solutions to have competitive edge in management.
			O304CO6	Design supply chain network for creating business value.
III	Operations	Material Management	O308CO1	RECALL basic terms and concepts associated with Materials Management.
			O308CO2	EXPLAIN the terms and concepts used in all aspects of materials management.
			O308CO3	EMPLOY principles of materials management to SOLVE materials management problems.



			O308CO4	EXAMINE various aspects of materials management and the relevant characteristics of the materials management process from a data-driven decision perspective.
			O308CO5	ASSESS various factors of Materials Planning, Purchasing & Stores Accounting for material management decisions.
			O308CO6	PROPOSE material management solutions to business scenarios.
III	Operations	Business Process Re-engineering and Benchmarking	O310CO1	RECALL the key terms associated with Business Process Reengineering & Benchmarking
			O310CO2	EXPLAIN the terms and concepts of Business Process Reengineering & Benchmarking.
			O310CO3	APPLY the process improvement techniques of BPRB for performance improvement.
			O310CO4	EXAMINE the parameters of performance of Business Processes to review the process
			O310CO5	EVALUATE the implementation of a BPR & its impact on process performance.
			O310CO6	DESIGN business processes for different phases of BPRB.
IV	Core	Project Management	C401CO1	Recall key concepts related to project management.
			C401CO2	Summarising various factors affecting feasibility study of the project.
			C401CO3	Relate various quantitative techniques used in project planning and scheduling.
			C401CO4	Illustrate various techniques as cpm/pert/earned value analysis and projected financial statements for risk management in projects.



			C401CO5	Evaluate the role of Project manager in delivering projects.
			C401CO6	Design project feasibility report for any industry.
IV	Core	Winter Internship Project - General Management	C402CO1	Recall basic terminologies related to learner's internship project
			C402CO2	Summarize the facts and information gathered in internship project
			C402CO3	Apply knowledge and techniques to an unfamiliar task in appropriate situation
			C402CO4	Analyze the findings to distinguish and organize the relevant information
			C402CO5	Evaluate the analyzed data to determine relevant solutions for the company
			C402CO6	Create Internship Report based on learnings and experiences gained as an intern.
IV	Core	Winter Internship Project - Functional Specialization	C403CO1	Recall basic terminologies related to learner's internship project
			C403CO2	Summarize the facts and information gathered in internship project
			C403CO3	Apply knowledge and techniques to an unfamiliar task in appropriate situation
			C403CO4	Analyze the findings to distinguish and organize the relevant information
			C403CO5	Evaluate the analyzed data to determine relevant solutions for the company



			C403CO6	Create Internship Report based on learnings and experiences gained as an intern.
IV	Core	Winter Internship Project - Social Relevance	C404CO1	Recall basic terminologies related to learner's internship project
			C404CO2	Summarize the facts and information gathered in internship project
			C404CO3	Apply knowledge and techniques to an unfamiliar task in appropriate situation
			C404CO4	Analyze the findings to distinguish and organize the relevant information
			C404CO5	Evaluate the analyzed data to determine relevant solutions for the company
			C404CO6	Create Internship Report based on learnings and experiences gained as an intern.
IV	Marketing	Trends in Marketing	M408CO1	RECALL the basic terminologies of Trends in Marketing
			M408CO2	UNDERSTANDING Big Data and Small Data, IOT and ICT
			M408CO3	APPLY Social Marketing, Experiential Marketing.
			M408CO4	ANALYZE Bottom of Pyramid Marketing, Collaborative Marketing and Globalisation Paradox, Luxury Goods Marketing.
			M408CO5	EVALUATE Recent Practices in Marketing, Ecommerce and Social Media Channels Marketing and Experiential Marketing
			M408CO6	CREATE a detailed utilisation plan of these various tools and concepts to understand the future challenges and solutions



IV	Finance	Commercial Banking	F405CO1	Recall the key features of the Indian banking structure, significant banking sector reforms, functions of the Reserve Bank of India (RBI), role of treasury in the banks.
			F405CO2	Understand the structure of Indian commercial banks, difference between fund-based and fee-based banking products, the functions of treasury in the banking industry and summarise capital adequacy norms.
			F405CO3	Apply knowledge of retail banking products and regulatory practices to ensure compliance with legal frameworks, prudential norms, and KYC guidelines.
			F405CO4	Analyze the implications of banking sector reforms, assess risks associated with retail banking products, appraisal process of loans and interpret financial statements of commercial banks.
			F405CO5	Evaluate the effectiveness of monetary policy tools, assess the impact of legal and regulatory frameworks on banks and customers and judge the financial health of commercial banks.
			F405CO6	Design strategies for enhancing customer experience of a bank and develop an innovative financial product tailored to specific customer segments.
IV	HR	OD and Change Management	H405CO1	Remember the concepts of Organizational Change, OD, components of Structure and Organizational Culture.
			H405CO2	Understand various dimensions of change and develop their interconnections with businesses to create powerful teams.
			H405CO3	Apply the appropriate change management strategy resulting in development of the organization
			H405CO4	Analyse organizations holistically using various approaches to OD.
			H405CO5	Evaluate the application of OD Interventions techniques for successful change.
			H405CO6	Create an environment for Knowledge management thus leading organizations to grow.





IV	Operations	Operations Applications and Cases	O405CO1	DESCRIBE the Key Concepts and Definitions associated with operations Applications.
			O405CO2	SUMMARIZE the features of various frameworks used in processes and operations of the product & service industry.
			O405CO3	APPLY various techniques, tools & practices in different situations for executing the system in the best manner.
			O405CO4	EXAMINE the concepts of operations using process analysis, MRP, Vendor selection, and vendor management for effective implementation.
			O405CO5	EXPLAIN how what-if analysis is used to have an optimum solution.
			O405CO6	SOLVE the real-time issues mentioned in Operations cases using the appropriate method.

