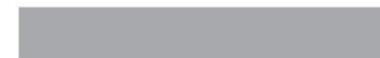
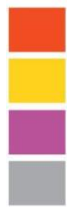


MBA Programme : Course Outcomes (Revised Pattern 2019)			
Academic Year: 2022-23			
2.6.1 Course Outcomes (CO's)			
Semester-I			
Course No & Code	Course Name	Course Outcome	
101-GC – 01	Managerial Accounting	CO101.1	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
		CO101.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
		CO101.3	PERFORM all the necessary calculations through the relevant numerical problems.
		CO101.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
		CO101.5	EVALUATE the financial impact of the decision.
		CO101.6	CREATE the Financial Statement of Sole Proprietor, Cost Sheet and Budgets
102-GC – 02	Organizational Behaviour	CO102.1	Describe complexities of individual and group behavior in the organizations.
		CO102.2	Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
		CO102.3	APPLY Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings
		CO102.4	ANALYZE human behavioural problems like conflict, low motivational levels, politics, attitudinal issues etc. and develop solutions to these problems.
		CO102.5	FORMULATE approaches to reorient individual, team, managerial and leadership behavior in order to achieve organizational goals.
		CO102.6	DEVELOP strategies for challenges faced during shaping organizational behavior, organizational culture and organizational change.





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Course No & Code	Course Name	Course Outcome	
103-GC – 03	Economic Analysis for Business Decisions	CO103.1	DEFINE the key terms.
		CO103.2	EXPLAIN the key concepts in economics, from a managerial perspective.
		CO103.3	IDENTIFY the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making.
		CO103.4	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
		CO103.5	EVALUATE critical thinking based on principles of micro-economics for informed business decision making.
		CO103.6	ELABORATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.
104-GC – 04	Business Research Methods	CO104.1	DEFINE various concepts & terms associated with scientific business research.
		CO104.2	EXPLAIN the terms and concepts used in all aspects of scientific business research.
		CO104.3	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
		CO104.4	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
		CO104.5	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
		CO104.6	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.



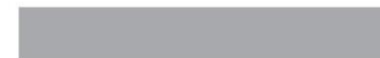


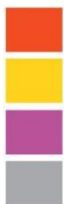
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Course No & Code	Course Name	Course Outcome	
105-GC – 05	Basics of Marketing	CO105.1	REPRODUCE the key marketing concepts, components and principles of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105.2	INTERPRET the basic concepts, principles and frameworks of marketing in the context of diverse business situations for explaining the relevant issues with regard to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105.3	APPLY the contemporary marketing theories, frameworks and tools to inform problem solving with respect to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105.4	EXAMINE the critical marketing issues for drawing inferences about the underlying causes and relationships concerning marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105.5	EVALUATE the alternative courses of actions to make judgments with regard to the solution for problems involving marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
		CO105.6	GENERATE alternative approaches to the emerging business challenges in the context of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.





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Course No & Code	Course Name	Course Outcome	
106-GC – 06	Digital Business	CO106.1	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
		CO106.2	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
		CO106.3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
		CO106.4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
		CO106.5	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
		CO106.6	DISCUSS the various applications of Digital Business in the present day world.
107-GE - UL - 01	Management Fundamentals	CO107.1	ENUMERATE various managerial competencies and approaches to management.
		CO107.2	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
		CO107.3	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
		CO107.4	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
		CO107.5	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
		CO107.6	FORMULATE and DISCUSS a basic controlling model in a real life business, start- up and not-for-profit organizational context.





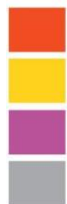
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Course No & Code	Course Name	Course Outcome	
108-GE - UL - 02	Indian Economy	CO108.1	DESCRIBE the present state of Indian Economy and LIST major economic policy issues in the current context.
		CO108.2	EXPLAIN the economic development strategy since Independence and DISCUSS the priorities in the current context.
		CO108.3	ILLUSTRATE the economic impact of Monetary policy and Fiscal Policy, Economic Reforms, Demographic Transition in India, Changing profile of GDP, Growth and Inequality and Trade Policy in the Indian context.
		CO108.4	EXAMINE the changing profile of human capital, employment, productivity and ILLUSTRATE the linkages with Soft Infrastructure, growth of Start-ups, GDP composition of India.
		CO108.5	DETERMINE the key priority areas, across various dimensions, for the Indian Economy in the context of current economic environment.
		CO108.6	BUILD a case for co-existence of MNCs, Indian Public Sector, Indian Private Sector, SMEs, MSMEs and Start Ups in the Indian Economy.
109-GE - UL - 03	Entrepreneurship Development	CO109.1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
		CO109.2	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
		CO109.3	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
		CO109.4	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
		CO109.5	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
		CO109.6	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.



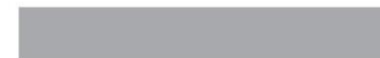


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Course No & Code	Course Name	Course Outcome	
113-GE - IL - 01	Verbal Communication Lab	CO113.1	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
		CO113.2	EXPRESS themselves effectively in routine and special real world business interactions.
		CO113.3	DEMONSTRATE appropriate use of body language.
		CO113.4	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
		CO113.5	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
		CO113.6	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.
114-GE - IL - 02	Enterprise Analysis - Desk Research	CO114.1	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
		CO114.2	SUMMARIZE the regional, national and global footprint of a real world business organization.
		CO114.3	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
		CO114.4	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
		CO114.5	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
		CO114.6	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).





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Course No & Code	Course Name	Course Outcome	
115-GE - IL - 03	Selling & Negotiations Skills Lab	CO115.1	DESCRIBE the various selling situations and selling types.
		CO115.2	OUTLINE the pre-sales work to be carried out by a professional salesperson.
		CO115.3	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
		CO115.4	FORMULATE a sales script for a real world sales call for a product/ service / e-product / e-service.
		CO115.5	DECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
		CO115.6	DEVELOP a sales proposal for a real world product/ service / e-product / e-service and for a real world selling situation.
Semester-II (GC+UL+IL)			
201-GC – 07	Marketing Management	CO201.1	DESCRIBE the key terms associated with the 4 Ps of marketing for a real world marketing offering.
		CO201.2	DEMONSTRATE the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
		CO201.3	APPLY marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e- Services.)
		CO201.4	EXAMINE marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services)
		CO201.5	EXPLAIN the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services)
		CO201.6	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)



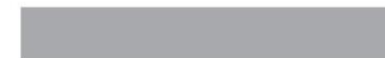


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Course No & Code	Course Name	Course Outcome	
202-GC – 08	Financial Management	CO202.1	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
		CO202.2	EXPLAIN in detail all theoretical concepts throughout the syllabus
		CO202.3	PERFORM all the required calculations through relevant numerical problems.
		CO202.4	ANALYZE the situation and comment on financial position of the firm, estimate working capital required, decide ideal capital structure, evaluate various project proposals
		CO202.5	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
		CO202.6	CREATE Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise), Comparative Proposals using Capital Budgeting Techniques
203-GC – 09	Human Resource Management	CO203.1	DESCRIBE the role of Human Resource Function in an Organization.
		CO203.2	DISCUSS the emerging trends and practices in HRM.
		CO203.3	ILLUSTRATE the different methods of HR Acquisition and retention.
		CO203.4	IDENTIFY the use of different appraisal and training methods in an organization.
		CO203.5	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
		CO203.6	DESIGN the HR manual and compensation policy of the organization.
204-GC – 10	Operations & Supply Chain Management	CO204.1	DEFINE basic terms and concepts related to Production, Operations, Services,
		CO204.2	EXPLAIN the process characteristics and their linkages with process-product
		CO204.3	DESCRIBE the various dimensions of production planning and control and
		CO204.4	CALCULATE inventory levels and order quantities and MAKE USE OF
		CO204.5	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the
		CO204.6	ELABORATE upon different operational issues in manufacturing and services





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Course No & Code	Course Name	Course Outcome	
208-GE - UL - 07	Geopolitics & World Economic System	CO208.1	ENUMERATE the various elements of global economic system.
		CO208.2	EXPLAIN the role of key trade organizations in the global economic system.
		CO208.3	IDENTIFY the crucial elements of international trade laws.
		CO208.4	ANALYSE the forces that work for and against globalization.
		CO208.5	ASSESS the impact of the elements of the Global Economic System on the India Economy.
209-GE - UL - 07	Startup & New Venture Management	CO209.1	DESCRIBE the strategic decisions involved in establishing a startup.
		CO209.2	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
		CO209.3	IDENTIFY the issues in developing a team to establish and grow a startup
		CO209.4	FORMULATE a go to market strategy for a startup.
		CO209.5	DESIGN a workable funding model for a proposed startup.
		CO209.6	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.
210-GE - UL - 08	Qualitative Research Method	CO210.1	ENUMERATE the key terms associated with Qualitative research approach.
		CO210.2	COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
		CO210.3	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
		CO210.4	ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
		CO210.5	EVALUATE the quality of Qualitative Research work
		CO210.6	COMBINE Qualitative and Quantitative research approaches in a real world research project.



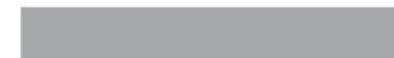


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Course No & Code	Course Name	Course Outcome
Semester-II (Marketing Specialisation)		
205 MKT-SC – MKT- 01	Marketing Research	CO205MKT.1 DESCRIBE the key concepts involved in the Marketing Research.
		CO205MKT.2 EXPLAIN various research designs, data sources, data collection methods, instruments, sampling methods and analytical tools used in Marketing Research.
		CO205MKT.3 APPLY the concepts of marketing research in solving real-life marketing problems.
		CO205MKT.4 ANALYSE data and draw appropriate Inferences to address real-life marketing issues.
		CO205MKT.5 DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
		CO205MKT.6 PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
206 MKT-SC – MKT- 02	Consumer Behavior	CO206MKT.1 RECALL the factors influencing Consumer’s purchase decision making process.
		CO206MKT.2 OUTLINE consumer and organizational buyer behavior process.
		CO206MKT.3 APPLY consumer behavior concepts to real world strategic marketing management decision making.
		CO206MKT.4 ANALYZE the consumer decision making process and the role of different determinants that affect the buying decision process.
		CO206MKT.5 EXPLAIN the new trends influencing buyer behavior and its effect on new age Indian Consumer.
		CO206MKT.6 DISCUSS the consumer and organizational buying behavior process for a variety of products (goods/services).



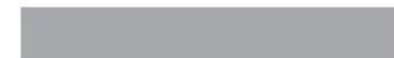


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Course No & Code	Course Name	Course Outcome	
220 MKT-SE – IL MKT- 04	Digital Marketing - I	CO220MKT.1	DEFINE various concepts related to Digital Marketing.
		CO220MKT.2	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
		CO220MKT.3	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
		CO220MKT.4	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
		CO220MKT.5	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
		CO220MKT.6	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.
221 MKT-SE – IL - MKT- 05	Marketing of Financial Services - I	CO221MKT.1	RECALL and DESCRIBE the key terminology of Financial Services.
		CO221MKT.2	DESCRIBE the various types of financial products and services.
		CO221MKT.3	DEVELOP FAQs for each kind of financial products and services from an investment advisor's perspective.
		CO221MKT.4	COMPARE and CONTRAST the various types of financial products and services and ILLUSTRATE their benefits and limitations.
		CO221MKT.5	EVALUATE the financial products and services from an investment perspective for various kinds of investors.
		CO221MKT.6	COLLECT the application forms for all kinds of investments and DISCUSS each of them.





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Course No & Code	Course Name	Course Outcome	
Semester-II (Finance Specialisation)			
205 FIN-SC – FIN - 01	Financial Markets and Banking Operations	CO205FIN.1	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
		CO205FIN.2	UNDERSTAND the concepts of financial markets, their working and importance.
		CO205FIN.3	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
		CO205FIN.4	ANALYZE the linkages in the Financial Markets.
		CO205FIN.5	EXPLAIN the various banking and accounting transactions.
		CO205FIN.6	DEVELOP necessary competencies expected of a finance professional.
206 FIN-SC – FIN - 02	Personal Financial Planning	CO206FIN.1	UNDERSTAND the need and aspects of personal financial planning
		CO206FIN.2	Describe the investment options available to an individual
		CO206FIN.3	IDENTIFY types of risk and means of managing it
		CO206FIN.4	DETERMINE the ways of personal tax planning
		CO206FIN.5	EXPLAIN retirement and estate planning for an individual and design a financial plan.
		CO206FIN.6	CREATE a financial plan for a variety of individuals.
217 FIN-SE – IL - FIN - 01	Securities Analysis & Portfolio Management	CO217FIN.1	REMEMBER various concepts taught in the syllabus.
		CO217FIN.2	EXPLAIN various theories of Investment Analysis and Portfolio Management.
		CO217FIN.3	CALCULATE risk and return on investment using various concepts covered in the syllabus.
		CO217FIN.4	ANALYZE and DISCOVER intrinsic value of a security.
		CO217FIN.5	DESIGN/ CREATE optimal portfolio.





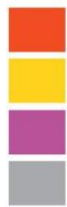
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Course No & Code	Course Name	Course Outcome	
219 FIN-SE – IL - FIN - 03	Direct Taxation	CO219FIN.1	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
		CO219FIN.2	EXPLAIN how tax planning can be done.
		CO219FIN.3	ILLUSTRATE how online filling of various forms and returns can be done.
		CO219FIN.4	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
		CO219FIN.5	ANALYZE and DISCOVER intrinsic value of a security.
		CO219FIN.6	DESIGN/ DEVELOP / CREATE tax saving plan.
Semester-II (HR Specialisation)			
205 HRM-SC – HRM – 01	Competency Based Human Resource Management System	CO205HRM.1	DEFINE the key terms related to performance management and competency development.
		CO205HRM.2	EXPLAIN various models of competency development.
		CO205HRM.3	PRACTICE competency mapping.
		CO205HRM.4	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
		CO205HRM.5	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
		CO205HRM.6	DEVELOP a customized competency model in accordance with the corporate requirements.



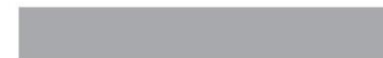


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Course No & Code	Course Name	Course Outcome	
206 HRM-SC – HRM – 02	Employee Relations and Labour Legislations	CO206HRM.1	SHOW awareness of important and critical issues in Employee Relations
		CO206HRM.2	INTERPRET and relate legislations governing employee relations.
		CO206HRM.3	DEMONSTRATE an understanding of legislations relating to working environment.
		CO206HRM.4	OUTLINE the role of government, society and trade union in ER.
		CO206HRM.5	EXPLAIN aspects of collective bargaining and grievance handling.
		CO206HRM.6	DISCUSS the relevant provisions of various Labour Legislations.
218 HRM-SE – IL HRM - 02	Lab in Recruitment and Selection	CO218HRM.1	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
		CO218HRM.2	COMPARE and CONTRAST various methods of Recruitment and Selection.
		CO218HRM.3	DEVELOP Job Specifications and Job descriptions in a variety of context
		CO218HRM.4	ANALYZE various Personality types.
		CO218HRM.5	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
		CO218HRM.6	COMPILE a list of questions for Recruitment and Selection interviews.
221 HRM-SE – IL - HRM - 05	HR Analytics	CO221HRM.1	ENUMERATE the key concepts related to the subject matter.
		CO221HRM.2	DEMONSTRATE experimentation and innovation.
		CO221HRM.3	USE thinking & decision making ability beyond the existing capabilities and present environment.
		CO221HRM.4	ANALYZE the behavioral Patterns of an individual & Map the competency- the audit Perspective.
		CO221HRM.5	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
		CO221HRM.6	FORMULATE the linkage between HR Analytics and Business Analytics.





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Course No & Code	Course Name	Course Outcome	
Semester-II (OSCM Specialisation)			
205 OSCM-SC – OSCM - 01	Service Operations Management – I	CO205OSCM. 1	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
		CO205OSCM 2	DESCRIBE the service design elements of variety of services.
		CO205OSCM 3	USE service blueprinting for mapping variety of real life service processes.
		CO205OSCM .4	ANALYSE alternative locations and sites for variety of service facilities.
		CO205OSCM .5	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
		CO205OSCM .6	CREATE flow process layouts for variety of services.
206 OSCM-SC – OSCM - 02	Supply Chain Management	CO206OSCM. 1	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
		CO206OSCM. 2	EXPLAIN the structure of modern day supply chains.
		CO206OSCM. 3	IDENTIFY the various flows in real world supply chains.
		CO206OSCM. 4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
		CO206OSCM. 5	EXPLAIN the key Operational Aspects in Supply Chain Management.
		CO206OSCM. 6	DISCUSS the relationship between Customer Value and Supply Chain Management.





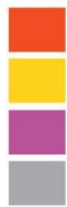
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Course No & Code	Course Name	Course Outcome	
217 OSCM-SE – IL - OSCM - 01	Planning & Control of Operations	CO217OSCM. 1	DESCRIBE the building blocks of Planning & Control of Operations.
		CO217OSCM. 2	EXPLAIN the need for aggregate planning and the steps in aggregate planning.
		CO217OSCM. 3	MAKE USE OF the various forecasting approaches in the context of operations planning process.
		CO217OSCM. 4	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
		CO217OSCM. 5	EXPLAIN the importance of scheduling in operations management.
		CO217OSCM. 6	CREATE a Bill of Materials.
219 OSCM-SE – IL - OSCM - 03	Inventory Management	CO219OSCM. 1	DEFINE the key terms associated with Inventory Management.
		CO219OSCM. 2	CLASSIFY various types of inventory, and inventory costs.
		CO219OSCM. 3	CALCULATE Economic Order Quantity and stock levels under various conditions.
		CO219OSCM. 4	COMPARE and CONTRAST various methods of inventory control.
		CO219OSCM. 5	ASSESS various factors influencing Make or Buy decisions.
		CO219OSCM. 6	SOLVE problems based on ABC classification of inventory.



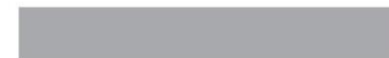


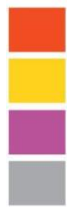
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Course No & Code	Course Name	Course Outcome	
Semester-II (BA Specialisation)			
205 BA-SC – BA - 01	Basic Business Analytics using R	CO205BA.1	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
		CO205BA.2	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
		CO205BA.3	DEVELOP a thought process to think like a data scientist/business analyst.
		CO205BA.4	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
		CO205BA.5	SELECT the right functions of R for the given analytics task.
		CO205BA.6	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
206 BA-SC – BA - 02	Data Mining	CO206BA.1	DEFINE the key terms associated with Data Mining
		CO206BA.2	EXPLAIN the various aspects of Data
		CO206BA.3	APPLY classification models
		CO206BA.4	ANALYSE using clustering models
		CO206BA.5	SELECT appropriate association analysis and anomaly detection tools.
		CO206BA.6	COMBINE various data mining tools and use them in live analytical projects in business scenarios.
217 BA-SE – IL - BA - 01	Marketing Analytics	CO217BA.1	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
		CO217BA.2	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
		CO217BA.3	IDENTIFY what customers' value in a product, and assess what they are willing to pay for it.
		CO217BA.4	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
		CO217BA.5	DETERMINE the most effective target markets.
		CO217BA.6	DESIGN a study that incorporates the key tools of Marketing Analytics.



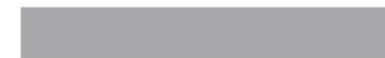


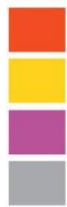
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Course No & Code	Course Name	Course Outcome	
219 BA-SE – IL - BA - 03	Workforce Analytics	CO219BA.1	ENUMERATE the use of Workforce Analytics.
		CO219BA.2	UNDERSTAND the process of creating and using HR analytics
		CO219BA.3	USE dashboards, pivot tables for data driven decision making in HR.
		CO219BA.4	ILLUSTRATE the use of various tools and frameworks for predictive analytics.
		CO219BA.5	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
		CO219BA.6	BUILD value for HR departments by showing clear links between HR and Business outcomes.
Semester - III (GC+UL)			
301-GC – 11	Strategic Management	CO301.1	DESCRIBE the basic terms and concepts in Strategic Management.
		CO301.2	EXPLAIN the various facets of Strategic Management in a real world context.
		CO301.3	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
		CO301.4	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
		CO301.5	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
		CO301.6	DEVELOP the capability to view the firm in its totality in the context of its environment.



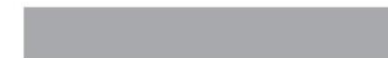


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Course No & Code	Course Name	Course Outcome	
302-GC – 12	Decision Science	CO302.1	DESCRIBE the concepts and models associated with Decision Science.
		CO302.2	UNDERSTAND the different decision-making tools required to achieve optimisation in business processes.
		CO302.3	APPLY appropriate decision-making approach and tools to be used in business environment.
		CO302.4	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
		CO302.5	EVALUATE the various facets of a business problem and develop problem solving ability
		CO302.6	DISCUSS & propose the various applications of decision tools in the present business scenario.
306-GE - UL - 13	International Business Economics	CO306.1	RECALL and DEFINE the economic aspects of international business.
		CO306.2	DEMONSTRATE the outcomes of globalising and liberalising trade environment, trade policy frameworks and macroeconomic linkages of the open economy.
		CO306.3	IDENTIFY the mechanisms and working of the foreign exchange markets.
		CO306.4	EXAMINE how a protectionist trade policy improves or diminishes the prospects of survival / growth of business.
		CO306.5	MEASURE the implications of International Financial Crisis and its repercussions on International Trade
		CO306.6	COMPOSE a matrix of various economic aspects of international business and their linkages with Indian Economy





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Course No & Code	Course Name	Course Outcome	
310-GE - UL - 17	Corporate Governance	CO310.1	ENUMERATE the global contemporary developments in Corporate
		CO310.2	EXPLAIN the importance of regulation, markets and information in corporate governance and CATEGORIZE the role of Board of Directors
		CO310.3	EXAMINE the provision of Corporate Governance for listed and unlisted firms
		CO310.4	ANALYSE the enterprise risk for formulating the Internal control policies.
		CO310.5	Evaluate the legal framework and global perspective of Corporate
		CO310.6	DISCUSS Cases related to Corporate Governance.
311-GE - UL - 18	Management of Non-profit organizations	CO311.1	DESCRIBE the basic concepts and frameworks in the field of Non-Profit Sector & Non-Profit Organization
		CO311.2	EXPLAIN the characteristics of Non-Profit organizations, summarizing the factors affecting development of Non-Profit organization.
		CO311.3	MAKE use of theoretical concepts, frameworks while registration process of Non-Profit Organization.
		CO311.4	EXAMINE the role of any public policies which helps NPO in decision making.
		CO311.5	EVALUATE the performance of Non- Profit organizations, the critical financial considerations of the Non - Profit organization.
Semester-III Marketing Specialisation			
304 MKT-SC – MKT- 03	Services Marketing	CO304 MKT.1	RECALL the key concepts in services marketing
		CO304 MKT.2	EXPLAIN the role of Extended Marketing Mix in Services
		CO304 MKT.3	DEMONSTRATE the new Paradigm and Perspectives in Marketing of services
		CO304 MKT.4	ANALYSE the significance of services marketing in the Indian and global economy
		CO304 MKT.5	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
		CO304 MKT.6	DEVELOP marketing mix for various services offering





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Course No & Code	Course Name	Course Outcome	
305 MKT-SC – MKT- 04	Sales & Distribution Management	CO305MKT.1	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
		CO305MKT.2	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
		CO305MKT.3	APPLY the concepts related to sales and distribution management.
		CO305MKT.4	ANALYZE the real-life issues related to design and implementation of Sales and Distribution Management Strategy.
		CO305MKT.5	EVALUATE suitability of alternative Sales and Distribution Management strategies of an organization.
		CO305MKT.6	DESIGN and implement Sales and Distribution Management Strategies for an organization.
312 MKT-SE – IL - MKT- 07	Business to Business Marketing	CO312 MKT.1	DEFINE the terms and concepts related to Business to Business marketing.
		CO312 MKT.2	EXPLAIN the terms and concepts used in business to business marketing
		CO312 MKT.3	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
		CO312 MKT.4	FORMULATE segmentation, targeting and positioning, consumer buying behavior and marketing mix in the context of Business to Business marketing
		CO312 MKT.5	DESIGN marketing mix elements considering business-to-business sales and service situations.
		CO312 MKT.6	DEVELOP marketing plan for business-to-business Marketing situations.



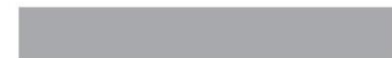


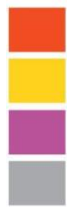
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Course No & Code	Course Name	Course Outcome	
313 MKT-SE – IL - MKT- 08	International Marketing	CO313MKT.1	DESCRIBE various terms and key concepts associated with international marketing.
		CO313MKT.2	EXPLAIN various key concepts used in all aspects of international marketing.
		CO313MKT.3	ILLUSTRATE all stages in international marketing management process.
		CO313MKT.4	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
		CO313MKT.5	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on Assessment of international marketing environment.
		CO313MKT.6	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.
314 MKT-SE – IL - MKT- 09	Digital Marketing-II	CO314MKT.1	DEFINE the key terms and concepts related with digital marketing
		CO314MKT.2	EXPLAIN various tools of digital marketing.
		CO314MKT.3	MAKE USE OF various tools of digital marketing.
		CO314MKT.4	CLASSIFY the different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention.
		CO314MKT.5	ASSESS the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations.
		CO314MKT.6	DEVELOP appropriate digital marketing campaign.





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Course No & Code	Course Name	Course Outcome	
Semester-III Finance Specialisation			
304 FIN-SC – FIN - 03	Advanced Financial Management	CO 304.1	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
		CO 304.2	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
		CO 304 .3	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
		CO 304.4	ANALYZE the options for making the right financial decisions of a firm
		CO 304.5	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
		CO304.6	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.
305 FIN-SC – FIN - 04	International Finance	CO305FIN.1	RECALL the basic concepts associated with international finance.
		CO305FIN.2	EXPLAIN the various the concepts related to Foreign Exchange Markets, transactions on the international foreign exchange market, Taxation Systems, International Receivables and cash management.
		CO305FIN.3	USE International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, International eceivables and cash management in International financial market.
		CO305FIN.4	ANALYZE the role of exchange rate and credit rating agencies, foreign exchange transactions, taxation system, Receivables and cash management in International financial market.
		CO305FIN.5	EVALUATE the International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, Receivables and cash management in International finance.
		CO305FIN.6	CREATE the investment/ business plan by adopting various international finance concepts





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Course No & Code	Course Name	Course Outcome	
315 FIN-SE – IL - FIN – 12	Indirect Taxation	CO315FIN.1	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
		CO315FIN.2	Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc
		CO315FIN.3	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services.
		CO315FIN.4	Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept.
		CO315FIN.5	Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in India & verify the tax levied on Goods and Services
		CO315FIN.6	Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filling can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.
318 FIN-SE – IL - FIN – 15	Digital Banking-II	CO318FIN.1	Remember various concepts and products in Digital Banking
		CO318FIN.2	Explain and understand the significance and development of Digital Banking
		CO318FIN.3	Compare and contrast the Branchless Banking and Traditional Banking
		CO318FIN.4	Analyze the payment system of digital banking from consumer's point of view
		CO318FIN.5	Evaluate Role of digital banking and emerging technologies in economic development





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Course No & Code	Course Name	Course Outcome	
321FIN-SE – IL - FIN – 18	Insurance Laws & Regulations	CO321FIN.1	RELATE to terminologies used in Insurance Law
		CO321FIN.2	EXPLAIN the role of insurance law in overall development of the country through risk management and insurance coverage.
		CO321FIN.3	IDENTIFY risk management plans , strategies and techniques in Life and General Insurance.
		CO321FIN.4	APPRAISE Regulatory Framework of Insurance Business in India & Corporate Governance Practices for Insurance Companies.
		CO321FIN.5	ASSESS the insurance policies in the light of risk valuation.
Semester-III Human Resource Specialisation			
304 HR-SC – HRM - 03	Strategic Human Resource Management	CO304HRM.1	REMEMBER the strategies adopted by HR and their implementation
		CO304HRM.2	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
		CO304HRM.3	Ability to ANALYZE HR as an investment to the company.
		CO304HRM.4	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
		CO304HRM.5	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.
305 HR-SC – HRM - 04	Human Resource Operations	CO305HRM.1	Describe the functioning of personnel department
		CO305HRM.2	Understand the communication of HR & Personnel department
		CO305HRM.3	Apply the knowledge of various provisions under laws related to social Security and Labour welfare
		CO305HRM.4	Examine various compensation structure and disciplinary policies
		CO305HRM.5	Evaluate applicability of provisions of laws related to social security and labour welfare across various sectors
		CO305HRM.6	Design a salary structure incorporating all components of payroll system





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Course No & Code	Course Name	Course Outcome	
314 HR-SE – IL - HRM - 09	HR Perspective in Merger & Acquisition	CO314HRM.1	LIST conceptual framework of Mergers & Acquisitions and organization integration
		CO314HRM.2	UNDERSTAND HR's role and due diligence process in Mergers & Acquisitions
		CO314HRM.3	MANAGE/ SOLVE HR issues arising out during Mergers & Acquisitions
		CO314HRM.4	ORGANIZE HR due diligence before M & A
		CO314HRM.5	SUPPORT process of change management in M & A
		CO314HRM.6	FORMULATE HR processes for restructuring compensation and benefits in Mergers & Acquisitions
318 HR-SE – IL - HRM - 13	Performance Management System	CO318HRM.1	DESCRIBE key components and applicability of theories of Performance Management System
		CO318HRM.2	DEMONSTRATE the communication skills required when managing achievement and underachievement.
		CO318HRM.3	IDENTIFY factors affecting Performance Measurement
		CO318HRM.4	ANALYZE various tools for performance assessment
		CO318HRM.5	COMPARE various organizational performance management systems and best practices.
		CO318HRM.6	DESIGN a performance management process for an organization.
319 HR-SE – IL - HRM - 134	Change Management & New Technologies in HRM	CO319HRM.1	DEFINE Change Management and its significance
		CO319HRM.2	UNDERSTANDING change management model and practices
		CO319HRM.3	APPLY Change Management in context to digital transformation
		CO319HRM.4	EXAMINE and DETERMINE various concepts in human resource information system
		CO319HRM.5	IMPLEMENT change management in the organization.



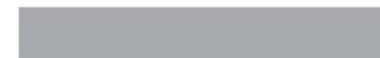


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Course No & Code	Course Name	Course Outcome	
Semester-III OSCM Specialisation			
305 OSCM-SC – OSCM - 03	Logistics Management	CO305OSCM. 1	DEFINE basic terms and concepts related to Logistics management.
		CO305OSCM. 2	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
		CO305OSCM. 3	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
		CO305OSCM. 4	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
		CO305OSCM. 5	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.
		CO305OSCM. 6	DISCUSS modern real world logistical systems using the various concepts in the syllabus.
304 OSCM-SC – OSCM - 04	Services Operations Management - II	CO304OSCM .1	DEFINE the key concepts in Services Operations Management.
		CO304OSCM .2	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
		CO304OSCM .3	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
		CO304OSCM .4	CATEGORIZE a service firm according to its stage of competitiveness.
		CO304OSCM .5	MODIFY the Service strategies of an organization for achieving the strategic service vision.
		CO304OSCM .6	SOLVE the relevant numerical in the scope of the subject.



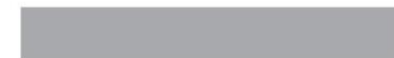


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Course No & Code	Course Name	Course Outcome	
312 OSCM-SE – IL - OSCM – 07	Manufacturing Resource Planning	CO312OSCM. 1	DEFINE basic terms and concepts related to MRP II.
		CO312OSCM. 2	DESCRIBE the integrated planning structure and functions incorporated within MRP.
		CO312OSCM. 3	ILLUSRATE the importance of MRP as a top-management planning tool
		CO312OSCM. 4	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
		CO312OSCM. 5	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
		CO312OSCM. 6	DISCUSS how MRP supports the company’s cost, quality, and delivery operating objectives.
316 OSCM-SE – IL - OSCM – 11	Operations and Services Strategy	CO316OSCM. 1	ENUMERATE the key components of operations strategy.
		CO316OSCM. 2	EXPLAIN the linkages between operations strategy and competitive advantage as the basis of competitive position through superior product development, cost, quality, features.
		CO316OSCM. 3	ILLUSTRATE the broader context of business strategy & fit between manufacturing and operations capabilities and the business strategy
		CO316OSCM. 4	EXAMINE the concepts of competitive leverage using manufacturing and operations, the fit of the various elements of manufacturing and operations, the impact of the competitive environment, and the structure of the value chain.
		CO316OSCM. 5	DESIGN the operations and service strategy.
		CO316OSCM. 6	FORMULATE an operations strategy (long-term plan) and link with operational decisions.





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Course No & Code	Course Name	Course Outcome	
317 OSCM-SE – IL - OSCM – 12	Six Sigma for Operations	CO317OSCM.1	DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma
		CO317OSCM.2	SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools.
		CO317OSCM.3	PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings
		CO317OSCM.4	APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures
		CO317OSCM.5	DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma)
		CO317OSCM.6	CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation
Semester-III BA Specialisation			
304 BA-SC – BA - 03	Advanced Statistical Methods using R	CO304BA.1	RECALL all basic statistical concepts and associated values, formulae.
		CO304BA.2	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
		CO304BA.3	APPLY time series analysis in prediction of various trends.
		CO304BA.4	DISCRIMINATE between various types of probability and probability distributions
		CO304BA.5	FORMULATE and TEST hypothesis using tools of R.
		CO304BA.6	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
305 BA-SC – BA - 04	Machine Learning & Cognitive intelligence using Python	CO305BA.1	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
		CO305BA.2	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
		CO305BA.3	DEVELOP a thought process to think like data scientist/business Analyst
		CO305BA.4	ANALYSE data using supervised and unsupervised Learning Techniques
		CO305BA.5	SELECT the right functions, arrays of Python for Machine Learning algorithms
		CO305BA.6	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.





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Course No & Code	Course Name	Course Outcome	
312 BA-SE – IL - BA – 06	Social Media, Web & Text Analytics	CO312BA.1	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
		CO312BA.2	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
		CO312BA.3	DEVELOP a thought process to harness the power of social media analytics to improve website or business
		CO312BA.4	ANALYSE Social Media Analytics and Web Analytics Tools
		CO312BA.5	SELECT the right metrics for Social Media Analytics and Web Analytics
		CO312BA.6	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios
313 BA-SE – IL - BA – 07	Industrial Internet of Things	CO313BA.1	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
		CO313BA.2	DISCUSS the value added by analytics in the operations function.
		CO313BA.3	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
		CO313BA.4	EXAMINE the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
		CO313BA.5	EXPLAIN the applications of analytics in operations.
		CO313BA.6	COMPILE the issues pertaining to the adoption of technologies that will shape industry
317 BA-SE – IL - BA – 11	E-Commerce Analytics-I	CO317BA.1	DESCRIBE the key concepts in e-commerce analytics.
		CO317BA.2	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
		CO317BA.3	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
		CO317BA.4	DISCOVER high-value insights via dashboards and visualization.
		CO317BA.5	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
		CO317BA.6	FORMULATE the right analytics driven strategy for ecommerce businesses.





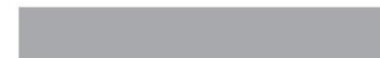
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Course No & Code	Course Name	Course Outcome	
Semester-III : IB Specialisation			
304 IB-SC – IB – 01	Import Export Documentation and Procedures	CO304IB.1	Describe The Process Of Import And Export In The Context Of Business
		CO304IB.2	Explain The Import And Export Transactions, Classification And Various Payment Terms
		CO304IB.3	Identify Various Types Of Documents Required For The Procedures Involved In Import And Export
		CO304IB.4	Examine Various Documentation Formats For The Import And Export Processes
		CO304IB.5	Explain Pre And Post Activities Of Import And Export Process
		CO304IB.6	Discuss On Various Aspects Of Trades, Documentation And Procedures For Import And Export
312 IB-SE – IB - 03	Cross Cultural Management and Global Leadership	CO312IB.1	Describe The Concept Of Culture And Significance Of Cross-Cultural Management
		CO312IB.2	Outline The Cultural Values And Differences With Dimensions Of Cultural Norms And Behaviors
		CO312IB.3	Identify Various Factors Affecting Culture And Decision-Making Models Across Cultures
		CO312IB.4	Examine Theories Of Leadership With Leadership Across Cultures
		CO312IB.5	Explain Culturally Intelligent Leadership In International Trade
		CO312IB.6	Discuss On Leading And Managing Multicultural Teams In International Context



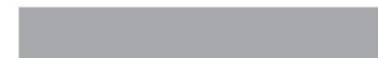


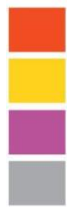
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Course No & Code	Course Name	Course Outcome	
Semester-III Rural Agri Business Management			
RABM 01-SC – RABM – 01	Agriculture and Indian Economy	RABM01.1	DEFINE the key terms in Indian Agriculture/Land Reforms/ economic holding.
		RABM01.2	EXPLAIN the key terms in The place of agriculture in the national economy/ The present position of Indian Agriculture with an advanced management perspective.
		RABM01.3	IDENTIFY the various issues in the Agriculture Industry in India. DEMONSTRATE their significance from the perspective of Indian farmer & Indian Economy & business decision making.
		RABM01.4	EXAMINE the inter-relationships between various facets of Agriculture & economy from the perspective of a farmer, Labour, firm, industry, market, competition and business cycles.
		RABM01.5	DEVELOP critical thinking based on changing pattern of ownership and operational holdings in India, Farms size, Productivity/ Profitability and farm efficiency
		RABM01.6	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.
RABM 03-SE – RABM – 03	Rural Credit and Finance	RABM03.1	RECALL the Role of Credit in Agriculture & Role of Agriculture in Economic Development
		RABM03.2	UNDERSTAND the concept and special features of co-operative banking, Structure of the co-operative credit system in India
		RABM03.3	Apply the theories of Agricultural finance with concept of credit
		RABM03.4	ANALYZE Players and Approaches in Microfinance & Rural Finance.
		RABM03.5	EXPLAIN the triangle of microfinance and the role of BDS in rural finance.
		RABM03.6	Develop a plan to create awareness about different rural finance schemes





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Course No & Code	Course Name	Course Outcome	
Semester-III Pharma & Health Care Management			
PHCM 01-SC – PHCM- 01	Fundamentals of Pharma and Healthcare Management	PHCM01.1	DESCRIBE concept of Pharma and healthcare management and FIND out the different role and responsibilities of managers.
		PHCM01.2	UNDERSTAND the different managerial functions of managers
		PHCM01.3	IDENTIFY right the motivation for right stakeholder in the healthcare sector for effective delivery of service.
		PHCM01.4	ANALYZE modern Pharma and Healthcare models
		PHCM01.5	EXPLAIN government initiatives to provide healthcare facilities in each part of country
		PHCM01.6	CONSTRUCT model to provide effective service in healthcare management
PHCM 03-SE – PHCM- 03	Strategic Planning & Healthcare Management	PHCM03.1	DEFINE strategy and DESCRIBE various types of Strategic planning
		PHCM03.2	EXPLAIN why Vision Mission needs to consider for strategy formulation
		PHCM03.3	USE strategic planning to solve the management problem in healthcare management
		PHCM03.4	ANALYZE various management problem where it is required to take strategic actions.
		PHCM03.5	COMPARE various strategic formulations and the select right strategy
		PHCM03.6	Understand the problem and DEVELOP strategy to solve it.
Semester-III Tourism & Hospitality Management			
THM 01-SC – THM – 01	Fundamentals of Hospitality Management	THM01.1	DESCRIBE different types of hotels & travel agents
		THM01.2	UNDERSTAND the basic functioning of star hotels, major operational, Departments, government rules & regulations
		THM01.3	USE of flow charts & diagrams of various Hospitality Sectors to know the hierarchy of the organization
		THM01.4	EXAMINE current changes taking place in the Hotel & Tourism Industry
		THM01.5	EVALUATE the changes required to improve traditional methods to suit the current market trends.
		THM01.6	DEVELOP Smart techniques adaptable to the present market scenario for better customer satisfaction





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Course No & Code	Course Name	Course Outcome	
THM 03-SE – THM - 03	Event Management	THM03.1	DESCRIBE the fundamentals of event management & different types of Events
		THM03.2	EXPLAIN the concepts of Events & guest requirements to plan an event
		THM03.3	DESIGN & Budget an event from various perspectives
		THM03.4	EXAMINE possible shortfalls on an event & create necessary back up systems to avoid failures
		THM03.5	COMPARE Success of an event in comparison to the set objectives
		THM03.6	COMPOSE New concepts of the event with innovative ideas to leave a lasting impression in the guest's mind along with achieving organizational growth.
Semester-IV (GC+UL)			
401-GC – 14	Enterprise Performance Management IV	CO401.1	Enumerate the different parameters & facets of management control of an enterprise.
		CO401.2	Illustrate the various techniques of enterprise performance management for varied sectors.
		CO401.3	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
		CO401.4	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
		CO401.5	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.





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Course No & Code	Course Name	Course Outcome	
402-GC – 15	Indian Ethos & Business Ethics	CO402.1	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
		CO402.2	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures.
		CO402.3	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place.
		CO402.4	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
		CO402.5	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
		CO402.6	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.
405-Global Strategic Management	Global Strategic Management	CO405.1	Define the concept and key terms associated with the global strategic management.
		CO405.2	Describe in detail global strategic alliance, merger and acquisitions.
		CO405.3	Demonstrate various global organisation models in global strategic management context.
		CO405.4	Examine various entry and business-level strategies from global strategic management prospective.
		CO405.5	Explain globalization, innovation, and sustainability and challenges to strategic management.
		CO405.6	Design global strategies and understand their relative merits and demerits.





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Course No & Code	Course Name	Course Outcome	
408-GE - UL - 22	Corporate Social Responsibility & Sustainability	CO408.1	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013, when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR, CSR in India ,CSR In global Context, Implementation .
		CO408.2	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
		CO408.3	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
		CO408.4	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
		CO408.5	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
		CO408.6	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.
Semester-IV Marketing Management			
403 MKT-SC – MKT- 05	Marketing 4.0	CO403MKT.1	DESCRIBE the various concepts associated with Marketing 4.0.
		CO403MKT.2	EXPLAIN the importance of various concepts in Marketing 4.0. like prompted Advocacy ,5A's, Four Major Industry Archetypes, and content marketing leading to Brand Affinity.
		CO403MKT.3	APPLY the concepts of digital marketing by Using Digital Anthropology to connected customers , which will drive up the productivity , by Integrating the Best of Online and Offline Channels in the digital world.
		CO403MKT.4	ANALYSE the online and offline interactions between the companies and customers to be the effective marketers.
		CO403MKT.5	EVALUATE how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
		CO403MKT.6	CREATING WOW! Moments with customer engagement by using Marketing 4.0.



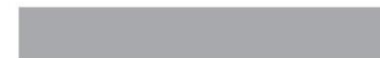


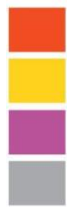
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Course No & Code	Course Name	Course Outcome	
404 MKT-SC – MKT- 06	Marketing Strategy	CO404MKT.1	DESCRIBE various concepts of marketing strategies
		CO404MKT.2	EXPLAIN various marketing strategies to handle marketing circumstances
		CO404MKT.3	APPLY the concepts of marketing strategy to solve real-life business problems.
		CO404MKT.4	DISCOVER the suitable competitive advantage useful to design market specific and organization specific marketing strategies.
		CO404MKT.5	EXPLAIN alternative ways to measure the outcome of market strategies.
		CO404MKT.6	DESIGN marketing strategies to lead the organization towards sustainable growth.
		CO 412 MKT.1	DEFINE and RECALL concepts associated with retail marketing
		CO412 MKT.2	UNDERSTAND the various retail Formats, merchandise management and recent trends
412 MKT-SE – IL MKT- 16	Retail Marketing	CO412 MKT.3	APPLY the best practices for retail store management along with USE of social media in retailing
		CO412 MKT.4	ANALYSE and COMPARE the contemporary issues in Retailing and E-tailing
		CO412 MKT.5	EVALUATE the store location based on the determinants and effectiveness of Retail marketing mix
		CO412 MKT.6	DESIGN effective CRM programs suitable for each retail format





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Course No & Code	Course Name	Course Outcome	
414 MKT-SE – IL - MKT- 18	Marketing to Emerging Markets & Bottom of Pyramid	CO414MKT.1	RECALL Concepts, characteristics, strategies, size and composition of <u>emerging Markets and BOP markets</u>
		CO414MKT.2	SUMMERISE challenges and opportunities of BOP & Emerging markets and effect of different business environments on BOP & emerging markets
		CO414MKT.3	IDENTIFY Marketing Implications in terms of strategy, policy & <u>practice of marketing for BOP and Emerging markets.</u>
		CO414MKT.4	COMPARE BRICKS, Next 11 and countries in emerging markets, developed markets and BOP markets.
		CO414MKT.5	ASSESS Demographic & economic scenario and Comparative Advantage of emerging market countries for a given scenario.
		CO414MKT.6	Develop marketing strategies for BOP and emerging market in context of real world marketing offerings.
Semester-IV Financial Management			
403 FIN-SC – FIN - 05	Financial Laws	CO403 .1	Define and Describe the basic concepts related to Financial Laws
		CO403. 2	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
		CO403. 3	Make use of contextual financial laws applicable to organisations.
		CO403. 4	Infer the application of financial laws to organisations
		CO403. 5	Appraise and perceive the benefits of applicable laws to the organisations.
		CO403. 6	CREATE debt restructuring portfolio/ proposal.
404 FIN-SC – FIN - 06	Current Trends & Cases in Finance	CO404FIN.1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
		CO404FIN.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
		CO404FIN.3	APPLY the various theories and models of financial management in the case.
		CO404FIN.4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
		CO404FIN.5	EVALUATE the financial impact of the alternative on the given case.
		CO404FIN.6	CREATE financial models based on theories and concepts studied



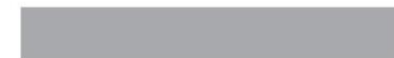


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Course No & Code	Course Name	Course Outcome	
412 FIN-SE – IL - FIN – 24	Strategic Cost Management	CO412FIN.1	Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost
		CO412FIN.2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
		CO412FIN.3	ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
		CO412FIN.4	ANALYSE the situation and decide the key cost factors / elements involved in the decision making
		CO412FIN.5	FORMULATE new models and techniques for managing the cost strategically in any business organization.
		CO412FIN.6	FORMULATE new models for managing the cost strategically for business organization.
413 FIN-SE – IL - FIN – 25	Rural & Micro Finance	CO413FIN.1	DEFINE the key concepts of Microfinance and other terms associated with it.
		CO413FIN.2	EXPLAIN and UNDERSTAND the relevance of Microfinance and how its work towards rural development & growth.
		CO413FIN.3	IDENTIFY Micro Finance Models and their contribution towards, economic growth, poverty elimination , women empowerment and gender equality.
		CO413FIN.4	ANALYZE the linkage between MFIs and Rural development
		CO413FIN.5	EVALUATE the significance and funding Microfinance Institutions & Self-Help Group.
		CO413FIN.6	FORMULATE and DISCUSS Cases related to MF (Models) &Rural development, Women Empowerment and Gender Equality.





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Course No & Code	Course Name	Course Outcome	
Semester-IV Human Resource Management			
403 HR-SC – HRM - 05	Organizational Diagnosis & Development	CO403HRM.1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
		CO403HRM.2	UNDERSTAND concept of OD and ‘intervention’.
		CO403HRM.3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
		CO403HRM.4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
		CO403HRM.5	IDENTIFY AND MAP an intervention to organisational need
		CO403HRM.6	DESIGN the role of the consultant for an organisational issue
404 HR-SC – HRM - 06	Current Trends & Cases in Human Resource Management	CO404HRM.1	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
		CO404HRM.2	SUMMARIZE the impact of Current HR trends on HR Functions
		CO404HRM.3	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
		CO404HRM.4	EXAMINE the changing role of HR Priorities
		CO404HRM.5	ELABORATE upon the various types of current HR Trends
		CO404HRM.6	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.





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Course No & Code	Course Name	Course Outcome	
413 HR-SE – IL - HRM - 19	Employee Engagement and Ownership	CO413HRM.1	IDENTIFY the basic concepts of Employee Engagement and Employee Ownership.
		CO413HRM.2	UNDERSTANDING the various factors, models and metrics involved in Employee engagement.
		CO413HRM.3	DETERMINATION of various Employee Engagement Activities and types of Employee Ownership practiced in all scales of companies at various sectors.
		CO413HRM.4	IMPLEMENTATION of Engagement strategies and BUILDING Engagement Culture in companies.
		CO413HRM.5	EVALUATION of Employee engagement and Employee Ownership and its impact on the performance of businesses
		CO413HRM.6	APPLICATION of Employee engagement practices and Employee Ownership at various sectors of industry.
414 HR-SE – IL - HRM - 20	Leadership and Succession Planning	CO414HRM.1	IDENTIFY the basic concepts of leadership and succession planning.
		CO415HRM.2	UNDERSTANDING the modern theories and styles of leadership.
		CO415HRM.3	IMPLEMENTING the appropriate succession plan through leadership development
		CO415HRM.4	ANALYSING and EVALUATING the existing human capital.
		CO415HRM.5	BUILDING appropriate Succession Plan required in an organization.



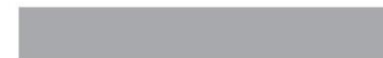


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Course No & Code	Course Name	Course Outcome	
Semester-IV OSCM Specialisation			
403 OSCM-SC – OSCM - 05	E Supply Chains and Logistics	CO403OSCM .1	DESCRIBE the structure of modern days Logistics.
		CO403OSCM .2	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
		CO403OSCM .3	IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of documentations.
		CO403OSCM .4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
		CO403OSCM .5	EXPLAIN the key Operational Aspects of E Procurement.
		CO403OSCM .6	DEVELOP a framework for e-logistics
404 OSCM-SC – OSCM - 06	Industry 4.0	CO404OSCM .1	DEFINE industrial revolutions and its different aspects.
		CO404OSCM .2	EXPLAIN the role of technology pillars of Industry 4.0.
		CO404OSCM .3	DEMONSTRATE the use of data in effective decision making.
		CO404OSCM .4	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
		CO404OSCM .5	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
		CO404OSCM .6	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB



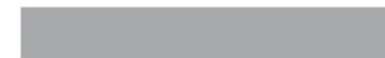


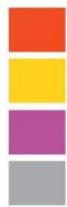
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Course No & Code	Course Name	Course Outcome	
410 OSCM-SE – IL - OSCM – 15	Enterprise Resource Planning	CO409OSCM. 1	DESCRIBE the key concepts of ERP systems for manufacturing or service organizations.
		CO409OSCM. 2	EXPLAIN the scope of common ERP Systems modules.
		CO409OSCM. 3	DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
		CO409OSCM. 4	EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations.
		CO409OSCM. 5	JUSTIFY selection of an appropriate ERP transition strategy.
		CO409OSCM. 6	FORMULATE best selection and implementation strategy in a real setting.
414 OSCM-SE – IL - OSCM – 19	Purchasing & Supplier Relationship Management	CO414OSCM. 1	DESCRIBE the Purchasing Process and its importance in organizations.
		CO414OSCM. 2	Students will understand the impact of purchasing on competitive success and profitability of modern-day organizations.
		CO414OSCM. 3	MAKE USE OF the various Negotiation technique in the context of Purchasing process.
		CO414OSCM. 4	ILLUSTRATE how Supplier evaluation and selection is done in organizations and its relationship with corporate Strategy.
		CO414OSCM. 5	EXPLAIN the importance of Performance Measurement & Evaluation in operations management.
		CO414 OSCM.6	BUILD A purchasing strategy for a real world situation.





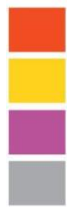
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Course No & Code	Course Name	Course Outcome	
Semester-IV BA Specialisation			
403 BA-SC – BA - 05	Economics of Network Industries	CO403BA .1	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
		CO403BA .2	DESCRIBE the characteristics of the markets for network products.
		CO403BA .3	ILLUSRTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods and bundling
		CO403BA .4	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
		CO403BA .5	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
		CO403BA .6	DISCUSS the economics of Internet advertising, and the business model of zero pricing.
404 BA-SC – BA - 06	Artificial Intelligence in Business Applications	CO404BA .1	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
		CO404BA .2	UNDERSTAND AI's fundamental concepts and methods.
		CO404BA .3	APPLY various machine learning algorithms on structured data to develop machine learning models.
		CO404BA .4	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
		CO404BA .5	SELECT logical and functional process to develop the model
		CO404BA .6	CREATE SOLUTIONS for various business problems using AI techniques.





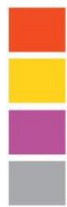
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Course No & Code	Course Name	Course Outcome	
409 BA-SE – IL - BA - 13	E Commerce Analytics - II	CO409BA.1	DESCRIBE the key concepts in e-commerce analytics.
		CO409BA.2	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
		CO409BA.3	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
		CO409BA.4	DISCOVER high-value insights via dashboards and visualization.
		CO409BA.5	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
		CO409BA.6	FORMULATE the right analytics driven strategy for ecommerce businesses.
410 BA-SE – IL - BA - 14	Healthcare Analytics	CO410BA.1	DESCRIBE the key terms in healthcare data analytics
		CO410BA.2	EXPLAIN the fundamental concepts in Health Care Analytics
		CO410BA.3	ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data
		CO410BA.4	EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data
		CO410BA.5	EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.
		CO410BA.6	ADAPT healthcare data analytics for improving the health and well-being of people.





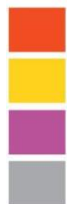
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Course No & Code	Course Name	Course Outcome	
Semester-IV : IB Specialisation			
404 IB-SC – IB - 02	Global Trade and Logistics Management	CO404IB.1	Describe The Economic Significance Of Trade Along With The Logistics Processes
		CO404IB.2	Explain International Trade Theories And Applications In Business
		CO404IB.3	Identify Various Environmental Factors Associated With International Business
		CO404IB.4	Examine Various Modes And Practices Of International Logistics
		CO404IB.5	Explain The Activities Involved In Entire Logistics Processs In International Business
		CO404IB.6	Develop The Appropriate Sstrategy Of Operations For Global Trade And Logistics
409 IB-SE – IB- 05	Global Competitiveness, Value Chains and Alliances	CO409IB.1	Describe The Concept Of Globalisation And Global Competitiveness In International Business
		CO409IB.2	Explain The Efficacy Of The Foreign Collaborations And Joint Ventures In International Business
		CO409IB.3	Identify Various Elements Of Value Chain Involved In Import And Export Business
		CO409IB.4	Examine Various Factors Of International Supply Chain Design And Global Procurement And Distribution
		CO409IB.5	Evaluate The Global Competitiveness Index For International Business
		CO409IB.6	Discuss On Role And Significance Of Strategic Alliances In International Business Context



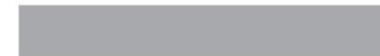


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Course No & Code	Course Name	Course Outcome	
Semester-IV Rural Agri Business Management			
RABM 02-SC – RABM – 02	ICT for Agriculture Management	RABM02.1	RECALL the basic terminologies related to ICT
		RABM02.2	UNDERSTAND the use of ICT with different aspects & various issues & challenges for ICT information services
		RABM02.3	Apply the GIS Applications in micro resource mapping
		RABM02.4	ANALYZE the different tools and techniques used under ICT in Agriculture Management
		RABM02.5	EVALUATE the common ICT platforms for information services
		RABM02.6	CHOOSE the right ICT as per the requirement of agriculture activity
RABM 05- SE– RABM – 05	Agri – Entrepreneurship	RABM05.1	DEFINE the term rural entrepreneurship and ENUMERATE factors that support women’s participation in rural entrepreneurship
		RABM05.2	UNDERSTAND the Process of entrepreneurship, aims, and barriers
		RABM05.3	APPLY different ICT in Rural entrepreneurship development.
		RABM05.4	Analyze the importance of IT in rural India and role of entrepreneur in rural development.
		RABM05.5	EVALUATE the rural capabilities, Endowment of Skill sets and Natural resources in rural India
		RABM05.6	Design the business plan, factors considering rural development & Rural BPO
Semester-IV Pharma & Health Care Management			
PHCM 02-SC – PHCM- 02	Pharma and healthcare regulatory environment in India	PHCM02.1	IDENTIFY various environmental factors affecting on Pharma and Healthcare industry
		PHCM02.2	UNDERSTAND various laws applicable to Pharma and Healthcare industry
		PHCM02.3	Understand the situation and identify right legal way to solve the problem.
		PHCM02.4	ANALYSE steps involved in Intellectual Property Rights registrations
		PHCM02.5	CHOOSE the right type of IPR as per the content and work available to protect.
		PHCM02.6	Elaborate the different laws developed by constitutions to support and protect Pharma and Healthcare sector





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Course No & Code	Course Name	Course Outcome	
PHCM 06-SE – PHCM- 06	Entrepreneurship in Pharma and Healthcare	PHCM06.1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs feature and ENUMERATE the Factors influencing Entrepreneurship Growth.
		PHCM06.2	DISCUSS the various theories of entrepreneurship.
		PHCM06.3	CONSTRUCT a framework for a typical EDP for the Pharma industry
		PHCM06.4	EXAMINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
		PHCM06.5	COMPOSE an inventory of possible entrepreneurial opportunities in contemporary local, regional and national the context for Pharma and Healthcare sector.
		PHCM06.6	BUILD a business plan for an entrepreneurial pharma of healthcare venture.
Semester-IV Tourism & Hospitality Management			
THM 02-SC – THM - 02	Tourism & Travel Management	THM02.1	DEFINE the various components of the Tourism Industry & Types of Tourism
		THM02.2	UNDERSTAND basic operations of a Travel Agency & tour conduction
		THM02.3	EXECUTE theoretical knowledge to design various tour packages & work on costing for the packages
		THM02.4	Analyze changing trends in Travel & Transport industry- Domestic & International
		THM02.5	INTERPRET the impacts of Tourism Industry globally & practicing of Eco- Tourism
		THM02.6	BUILD new concepts of Eco-Tourism according to customer requirements





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Course No & Code	Course Name	Course Outcome	
THM 05-SE – THM - 05	Strategic Hospitality Management	THM05.1	DEFINE Concept & process of Strategic thinking Major Players of Hospitality & Travel Industry
		THM05.2	DISCUSS Strategic management for various organizations factors influencing strategy formulations
		THM05.3	IMPLEMENT strategies for Hotels & Travel Agents with the help of structured designs & flow charts
		THM05.4	ANALYSE Suitable strategies for different Hospitality sectors with consideration to micro & macro environments
		THM05.5	EVALUATE Current market scenario & suggest strategies that can be utilized for the benefits of the company
		THM05.6	DEVELOP Strategies for standalone units, a chain of hotels, small and large travel agents International strategies for small & big players

Abbreviation	Course Type	Credits
GC	Generic Core	3
SC	Subject Core	3
GE-UL	Generic Elective University Level	2
GE-IL	Generic Elective Institute Level	2
SE	Subject Elective	2

