

CAMP EDUCATION SOCIETY's
Rasiklal M. Dhariwal Institute of Management
Pradhikaran, Nigdi, Pune- 411044
MBA Program -- Course Outcome (CO)

| Course Code & Name | Course Outcome Particular | Course Outcome |
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| 101 – 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 problem |
| | 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 |
| 102 - Organizational Behaviour | CO102.1 | DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior. |
| | CO102.2 | EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization. |
| | CO102.3 | MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings. |
| | CO102.4 | DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large. |
| | CO102.5 | FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals. |
| | CO102.6 | ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change. |
| 103 – Economic Analysis for Business Decisions | CO103.1 | DEFINE the key terms in micro-economics. |
| | CO103.2 | EXPLAIN the key terms in micro-economics, from a managerial perspective. |
| | CO103.3 | IDENTIFY the various issues in an economics context and DEMONSTRATE 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 | DEVELOP critical thinking based on principles of micro-economics for informed business decision making. |

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| | CO103.6 | 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 |
| 104 - 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. |
| 105 – Basics of Marketing | CO105.1 | RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing. |
| | CO105.2 | DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the ‘tool kit’ of every organizational leader and manager. |
| | CO105.3 | APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios. |
| | CO105.4 | EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services). |
| | CO105.5 | EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples. |
| | CO105.6 | DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.). |

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| 106 – 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. |
| 201 – Marketing Management | CO201.1 | DESCRIBE the key terms associated with the 4 Ps of marketing. |
| | CO201.2 | COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.) |
| | CO201.3 | DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e services.) |
| | CO201.4 | EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.) |
| | CO201.5 | EXPLAIN the role of various communication mix elements for a 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.) |
| 202 – 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 |

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| | CO202.5 | EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm |
| 203 – Human Resource Management | CO203.1 | DESCRIBE the role of Human Resource Function in an Organization. |
| | CO203.2 | ENUMERATE the emerging trends and practices in HRM. |
| | CO203.3 | ILLUSTRATE the different methods of HR Acquisition and retention. |
| | CO203.4 | DEMONSTRATE the use of different appraisal and training methods in an Organization. |
| | CO203.5 | OUTLINE the compensation strategies of an organization |
| | CO203.6 | INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations |
| 204 – Operations & Supply Chain Management | CO204.1 | DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management. |
| | CO204.2 | EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context. |
| | CO204.3 | DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting. |
| | CO204.4 | CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods. |
| | CO204.5 | OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context. |
| | CO204.6 | ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized. |
| 107 – 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. |

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| | CO107.6 | FORMULATE and DISCUSS a basic controlling model in a real life business, start up and not-for-profit organizational context |
| 108 – 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 – 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. |
| 209 - Start Up and 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 |

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| | 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. |
| 211 – Business, Government & Society | CO211.1 | DESCRIBE the economic roles of government in the Indian context. |
| | CO211.2 | EXPLAIN the macroeconomic crises around the world. |
| | CO211.3 | ILLUSTRATE the interlinkages between economic growth , poverty and inequality |
| | CO211.4 | EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context. |
| | CO211.5 | ASSESS the forces for and against Globalization and the socio-economic impact of Globalization |
| | CO211.6 | DISCUSS the interplay between technology, business and society. |
| 212 - Business Process Reengineering | CO212.1 | DEFINE the key terms associated with Business Process Reengineering. |
| | CO212.2 | EXPLAIN the various supporting and opposing forces to Business Process Reengineering in simple business situations. |
| | CO212.3 | APPLY modeling tools for simple business processes. |
| | CO212.4 | FORMULATE a working plan to establish a Business Process Reengineering team. |
| | CO212.5 | EVALUATE the success of a BPR initiative in relation to the impact on organizational KPIs. |
| | CO212.6 | IMAGINE ways to improve business or non-business processes. |
| 113 - 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. |
| 116 - MS Excel | CO116.1 | SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data. |

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| | CO116.2 | SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets. |
| | CO116.3 | USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match). |
| | CO116.4 | ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel. |
| | CO116.5 | DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions. |
| | CO116.6 | CREATE standard Excel Templates for routine business data management and analysis activities. |
| 117 - Business Systems and Procedures | CO117.1 | TABULATE the key elements of a typical business system and related work flow procedures. |
| | CO117.2 | EXPLAIN a business system and related procedures. |
| | CO117.3 | PREDICT the fail points / bottle necks in a typical business process. |
| | CO117.4 | REAK DOWN a business system into simpler components and explain the inter relationships. |
| | CO117.5 | DEVELOP a process based thinking approach. |
| | CO117.6 | CREATE standard operating procedures and flow charts / other visual representations for typical business systems and processes. |
| 213 - Written Analysis and Communication Lab | CO213.1 | DESCRIBE stages in a typical communication cycle and the barriers to effective communication |
| | CO213.2 | SUMMARIZE long essays and reports into précis and executive summaries. |
| | CO213.3 | USE Dictionary and Thesaurus to draft and edit a variety of business written communication. |
| | CO213.4 | EXAMINE sample internal communications in a business environment for potential refinements. |
| | CO213.5 | COMPOSE variety of letters, notices, memos and circulars. |
| 205MKT: Marketing Research | CO205MKT.1 | IDENTIFY and DESCRIBE the key steps involved in the marketing research process. |
| | CO205MKT.2 | COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses. |
| | CO205MKT.3 | DEMONSTRATE an understanding of the ethical framework that market research needs to operate within. |
| | CO205MKT.4 | ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue. |
| | CO205MKT.5 | DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal |

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| | 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. |
| 206MKT: Consumer Behavior | CO206MKT.1 | ENUMERATE social and psychological factors and their influence his/her behavior as a consumer. |
| | CO206MKT.2 | EXPLAIN fundamental concepts associated with consumer and organizational buying behavior. |
| | CO206MKT.3 | APPLY consumer behavior concepts to real world strategic marketing management decision making. |
| | CO206MKT.4 | ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process. |
| | CO206MKT.5 | EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services) |
| | CO206MKT.6 | DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer. |
| 217MKT: Integrated Marketing Communications | CO217MKT.1 | DESCRIBE the IMC mix and the IMC planning process. |
| | CO217MKT.2 | EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise. |
| | CO217MKT.3 | CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan |
| | CO217MKT.4 | ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands. |
| | CO217MKT.5 | DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product |
| | CO217MKT.6 | DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands. |
| 220MKT: 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. |

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| | 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. |
| 205FIN: 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 | ANALYZE the linkages in the Financial Markets |
| | CO205FIN.6 | DEVELOP necessary competencies expected of a finance professional. |
| 206FIN: 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. |
| 217FIN: 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. |
| 218FIN: Futures & Options | CO218FIN.1 | DESCRIBE the basic concepts related to Derivatives, Types of Derivative products and Risk Management |
| | CO218FIN.2 | EXPLAIN in detail the terminology used in the Futures and Options segment of finance domain |
| | CO218FIN.3 | UNDERSTAND and DIFFERENTIATE between Options and Futures pricing and apply the understanding in the simulated virtual trading platform. |
| | CO218FIN.4 | ANALYZE and offer optimum solutions in the cases of risk management through hedging with futures and options. |
| | CO218FIN.5 | EVALUATE the various derivative strategies for their application in different situations. |
| 222FIN: Banking Laws & Regulations | CO222FIN.1 | REMEMBER various concepts taught in the syllabus. |
| | CO222FIN.2 | EXPLAIN the Regulatory Framework in the Indian Banking system |

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| | CO222FIN.3 | DESCRIBE the various legal aspects which need to be followed during daily banking operations. |
| | CO222FIN.4 | DISCUSS the various laws related to banking |
| | CO222FIN.5 | APPLY the various commercial laws for the smooth functioning of banking operations. |
| 205HRM: 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. |
| 206HRM: 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. |
| 218HRM: 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. |
| 221HRM: 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. |

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| | CO221HRM.6 | FORMULATE the linkage between HR Analytics and Business Analytics. |
| 205OSCM: 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. |
| 206OSCM: 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. |
| 217OSCM: 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. |
| 218OSCM: Productivity Management | CO218OSCM.1 | DEFINE various types of productivity and measures of productivity. |
| | CO218OSCM.2 | DEMONSTRATE the linkages between various measures of productivity. |
| | CO218OSCM.3 | APPLY Value Analysis and Value Engineering principles to simple situations related to operations management. |
| | CO218OSCM.4 | APPLY various types of charts and diagrams to carry out work study and method study. |

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| | CO218OSCM.5 | DETERMINE the Standard Time using Techniques of Work Measurement. |
| | CO218OSCM.6 | ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing. |
| 205BA: 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. |
| 206BA: 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. |
| 219BA: Workforce Analytics | CO2019BA.1 | ENUMERATE the use of Workforce Analytics. |
| | CO2019BA.2 | UNDERSTAND the process of creating and using HR analytics |
| | CO2019BA.3 | USE dashboards, pivot tables for data driven decision making in HR |
| | CO2019BA.4 | BUILD value for HR departments by showing clear links between HR and Business outcomes. |
| | CO2019BA.5 | DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR. |
| | CO2019BA.6 | BUILD value for HR departments by showing clear links between HR and Business outcomes. |
| 220BA: Tableau | CO221BA.1 | DEFINE Tableau terminology and SHOW how to Connect to your data, Edit and save a data source. |
| | CO221BA.2 | ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts. |
| | CO221BA.3 | MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values. |
| | CO221BA.4 | INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins. |

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| | CO221BA.5 | CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations. |
| | CO221BA.6 | BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding. |
| 301– 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. |
| 302– 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. |
| 401 – Enterprise Performance Management | 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. |
| 402 – 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 |

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| | 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 |
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| 307– International Business Environment | CO 307 .1 | Recall and Describe the key concepts of international Business Environment |
| | CO 307 .2 | Understand the relevance of Multinational Corporations (MNCs) in global trade |
| | CO 307 .3 | Demonstrate the significance of FDI and FPI in respect of developing economy |
| | CO 307 .4 | Analyze the issues related to Labor, Environmental and Global Value chain |
| | CO 307 .5 | Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment. |
| 308 – Project Management | CO 308 .1 | DEFINE the key terms and concepts in project management. |
| | CO 308 .2 | EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project's life cycle |
| | CO 308 .3 | ILLUSTRATE the importance of PM in most industries and businesses |
| | CO 308 .4 | EXAMINE the importance of Leadership specifically in heterogeneous and virtual teams as well as governance and approaches to conflict resolutions |
| | CO 308 .5 | DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management |
| 310– Corporate Governance | CO310.1 | RECOGNIZE and REMEMBER the scope of Corporate Governance. |
| | CO310.2 | UNDERSTAND the role of Board of Directors and Committees in Good Corporate Governance and key mechanism. |

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| | CO310.3 | APPLICATION of empirical methods of Corporate Governance and its impact on the Firms. |
| | CO310.4 | Analyze the legal framework of Corporate Governance and formulate Internal control policies. |
| | CO310.5 | Evaluate the legal framework and global perspective of Corporate Governance. |
| | CO310.6 | FORMULATE and DISCUSS Cases related to CG (Models), their SUCCESS & FAILURES. |
| 405 – 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. |
| 408 – Corporate Social Responsibility & Sustainability | CO408.1 | Enumerate the different concepts, legislative provisions, environmental aspects, best practices, complexity, scope, reports, social framework etc. related to CSR, business ethics & sustainability development. |
| | CO408.2 | Compare different CSR theories, cases, dimensions of Sustainability and demonstrate a multi stake holder perspective in viewing CSR, Business ethics & Sustainability issues etc. |
| | CO408.3 | Apply the different models, theories, approaches, cases etc. for implementation & monitoring of CSR activities & Sustainability and its impact on corporate culture & society at large. |
| | CO408.4 | Analyze the different reports, cases, various legal issues relating to CSR, different sustainability reports and various national and global initiatives related to CSR, Business ethics & Sustainability. |
| | CO408.5 | Evaluate the level of commitment of different organizations to CSR, Business ethics in attaining Sustainability development & show its competitive advantages |
| | CO408.6 | Create & Implement a CSR policy in attaining Sustainability development and its impact on various stakeholders. |
| 304 MKT : Services Marketing | CO304 MKT.1 | RECALL the key concepts in services marketing |
| | CO304 MKT.2 | EXPLAIN the role of Extended Marketing Mix in Services |

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| | 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 |
| 305 MKT : 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 scenarios of sales and distribution management. |
| | CO305MKT.5 | EVALUATE the existing sales and distribution strategies and approaches. |
| | CO305MKT.6 | DEVELOP generate and evaluate sales and distribution strategies. |
| 312 MKT: 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 marketin |
| | CO312 MKT.3 | IDENTIFY challenges and opportunities in Business-to-Business Marketing. |
| | CO312 MKT.4 | FORMULATE segmentation, targeting and positioning, consumer buying behaviour 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. |
| 313 MKT: International Marketing | CO313MKT.1 | ENUMERATE various terms and key concepts associated with international marketing. |
| | CO313MKT.2 | EXPLAIN various key concepts used in all aspects of international marketing. |
| | CO313MKT.3 | APPLY 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. |

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| | 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: Digital Marketing II | CO 314MKT.1 | DEFINE the key terms and concepts related with digital marketing |
| | CO 314MKT.2 | EXPLAIN various tools of digital marketing. |
| | CO 314MKT.3 | MAKE USE OF various tools of digital marketing. |
| | CO 314MKT.4 | CLASSIFY the different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention |
| | CO 314MKT.5 | ASSESS the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations. |
| | CO 314MKT.6 | DEVELOP appropriate digital marketing campaign. |
| 317 : Marketing of High Technology Products | CO317.1 | DESCRIBE the characteristics of High Technology Products and key concepts associated with Marketing of High-Tech Products. |
| | CO317.2 | EXPLAIN key concepts associated with Marketing of High-Tech Products. |
| | CO317.3 | APPLY marketing plans and decisions in specific situations in High-Tech Markets. |
| | CO317.4 | EXAMINE the suitability of Marketing Mix Strategies/Plans in the light of marketing environment for high Tech products. |
| | CO317.5 | EVALUATE alternative Marketing Mix Strategies/Plans for High-Tech Products. |
| | CO317.6 | DEVELOP Marketing Mix Strategies/Plans for High-Tech Products. |
| 403 MKT: Marketing 4.0 | CO403MKT.1 | DESCRIBE the various concepts associated with Marketing 4.0 |
| | CO403MKT.2 | EXPLAIN the importance of 5A's in Marketing 4.0. |
| | CO403MKT.3 | DEMONSTRATE the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy |
| | CO403MKT.4 | DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers. |

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| | CO403MKT.5 | ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services. |
| | CO403MKT.6 | DEVELOP strategies to create WOW! Moments with customer engagement |
| 404 MKT: Marketing Strategy | CO404MKT.1 | DISCOVER perspectives of market strategy. |
| | CO404MKT.2 | UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation. |
| | CO404MKT.3 | BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication |
| | CO404MKT.4 | ANALYSE a company's current situation through applying internal and external analyses. |
| | CO404MKT.5 | EXPLAIN alternative ways to measure the outcome of market strategies. |
| | CO404MKT.6 | CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products. |
| 409 MKT-Customer Relationship Management | CO 409MKT.1 | DEFINE and DESCRIBE basic concepts and theories related to CRM. |
| | CO 409MKT.2 | UNDERSTAND and EXPLAIN key concepts and theories associated with CRM. |
| | CO 409MKT.3 | APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets. |
| | CO 409MKT.4 | CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM. |
| | CO 409MKT.5 | EVALUATE suitability and effectiveness of CRM strategies in specific marketing situation. |
| | CO 409MKT.6 | DEVELOP CRM strategies/plans for various B2B and B2C markets. |
| 414 MKT - Marketing to Emerging Markets & Bottom of the Pyramid | CO414MKT.1 | DESCRIBE the various practices and perspectives, concepts and characteristics of emerging Markets and BOP markets, its size & composition. |
| | CO414MKT.2 | EXPLAIN Characteristics, challenges and opportunities of Emerging Markets, BOP markets and need of segmentation of BOP markets. |
| | CO414MKT.3 | APPLY principles, BOP Protocol and Criticism of Marketing to BOP, to develop marketing decision-making skills for products and services in BOP markets. |
| | CO414MKT.4 | COMPARE AND CONTRAST between emerging markets, developed markets and BOP markets |
| | CO414MKT.5 | EVALUATE Demographic & economic scenario and Comparative Advantage of emerging market countries and next 11. |

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| | CO414MKT.6 | DEVELOP Marketing strategy to Emerging Markets and elaborate four elements of BOP strategy to relate it with the BRICS Market in the context of real-world marketing offering. |
| 304 FIN– 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 |
| | CO 304.6 | DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course. |
| 305 FIN – International Finance | CO305FIN.1 | Enumerate the key terms associated with International Finance. |
| | CO305FIN.2 | Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level. |
| | CO305FIN.3 | Illustrate the role of international monetary systems & intermediaries in Global financial market. |
| | CO305FIN.4 | Inspect the various parameters of global financial market and interpret best possible international investment opportunities. |
| | CO305FIN.5 | Determine the various strategies to start investment or business at the international level by considering various factors of international finance. |
| | CO305FIN.6 | Formulate the investment plan or business plan by adapting international finance environment. |
| 312 FIN – Behavioral Finance | CO312FIN.1 | Enumerate the key terms associate with behavior finance, investment in financial markets & Corporate finance. |
| | CO312FIN.2 | Illustrate the various theories associated with behavior finance and parameters of investing in financial market. |
| | CO312FIN.3 | Identify persistent or systematic behavioural factors that influence investors and investment decisions. |
| | CO312FIN.4 | Analyse the various behavioural finance factors related to corporate & individual investors. |
| | CO312FIN.5 | Interpret various investment strategies of effective investment in the financial market on the basis of various theories and factors of behavioural finance. |
| | CO312FIN.6 | Plan the systematic approach of corporate and investors towards investment for stable growth on the basis of behavioural finance. |

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| 313 FIN: Technical Analysis of Financial Markets | CO102.1 | Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus. |
| | CO102.2 | Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus. |
| | CO102.3 | Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus. |
| | CO102.4 | ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions |
| | CO102.5 | FORMULATE an ideal portfolio of investments with a combination of wide number of securities |
| 318 Fin–Digital Banking | CO318 Fin.1 | Remember various concepts and products in Digital Banking |
| | CO318 Fin.2 | Explain and understand the significance and development of Digital Banking |
| | CO318 Fin.3 | Compare and contrast the Branchless Banking and Traditional Banking |
| | CO318 Fin.4 | Analyze the payment system of digital banking from consumer's point of view |
| | CO318 Fin.5 | Evaluate Role of digital banking and emerging technologies in economic development |
| 403 FIN: 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. |
| 404 FIN 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. |
| 409 FIN- Fixed Income Securities | CO409FIN.1 | Describing the basic concepts of Fixed Income Securities |

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| | CO409FIN.2 | Understanding the various types of securities traded in the fixed income market and the concepts related to the risk and returns of the Fixed income securities |
| | CO409FIN.3 | Applying the knowledge of fixed income securities for diversifying the portfolio of investments |
| | CO409FIN.4 | Predictive analysis of the economic outlook through yield curve analysis |
| | CO409FIN.5 | devise the various investment strategies based on portfolio returns. |
| 410 FIN – Business Valuation | CO410.1 | RECALL concepts of value and valuation |
| | CO410.2 | EXPLAIN valuation process of business firms |
| | CO410.3 | CALCULATE business value using different techniques |
| | CO410.4 | EXAMINE special factors to be considered in business valuation |
| | CO410.5 | ASSESS the value of the firm in the light of business environment and regulatory aspects |
| 304HRM- Strategic Human Resource Management | CO304HRM.1 | REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context. |
| | 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 UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies. |
| | 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. |
| 305HRM : HR Operations | CO315HRM.1 | DESCRIBE structure of personnel department, its policies and maintenance of employee files & records |
| | CO315HRM.2 | LEARN drafting of communications for disciplinary actions |
| | CO315HRM.3 | DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc. |
| | CO315HRM.4 | DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc. |
| | CO315HRM.5 | CALCULATE computation of Workmen compensation, Bonus and Gratuity |
| | CO315HRM.6 | FILE returns under various labour laws and prepare salary structure |
| 317 HRM : Compensation and Reward Management | CO317HRM.1 | DESCRIBE concept of compensation and cost |
| | CO317HRM.2 | UNDERSTAND compensation and reward management process |
| | CO317HRM.3 | COMPARE issues related to compensation and survey of wages & salary administration in various industries |

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| | CO317HRM.4 | EXPERIMENT to calculate various types of monetary and profit sharing incentives |
| | CO317HRM.5 | CALCULATE income tax as per the current slabs for the employees under different salary brackets |
| | CO317HRM.6 | FORMULATE salary structure incorporating tax saving components. |
| 318 HRM : Performance Management System | CO318HRM.1 | DESCRIBE key components and applicability of theories of Performance Management System |
| | CO318HRM.2 | DESCRIBE key components and applicability of theories of Performance Management System |
| | CO318HRM.3 | DESCRIBE key components and applicability of theories of Performance Management System |
| | CO318HRM.4 | ANALYZE various tools for performance assessment |
| | CO318HRM.5 | COMPARE various organizational performance management systems and best practices. |
| | CO318HRM.6 | COMPARE various organizational performance management systems and best practices. |
| 403 HRM - Organizational Diagnosis & Development | CO404.1 | DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development. |
| | CO404.2 | UNDERSTAND concept of OD and 'intervention |
| | CO404.3 | MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings. |
| | CO404.4 | ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD. |
| | CO404.5 | IDENTIFY AND MAP an intervention to organisational need |
| | CO404.6 | DESIGN the role of the consultant for an organisational issue |
| 404 HRM: 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. |
| 410HRM : Designing HR Policies | CO.410HRM.1 | IDENTIFY important points to be incorporated in HR Manual |
| | CO.410HRM.2 | UNDERSTAND policy requirement for Recruitment & Selection proces |
| | CO.410HRM.3 | PREPARE policies on employee benefits for an organization of your choice |

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| | CO.410HRM.4 | ILLUSTRATE steps involved in better employee relations & grievance handling |
| | CO.410HRM.5 | CONSTRUCT various HR policies for an organization of your choice |
| 414HRM : Leadership and Succession Planning | CO.414HRM.1 | IDENTIFY the basic concepts of leadership and succession planning. |
| | CO.414HRM.2 | UNDERSTANDING the modern theories and styles of leadership. |
| | CO.414HRM.3 | IMPLEMENTING the appropriate succession plan through leadership development |
| | CO.414HRM.4 | ANALYSING and EVALUATING the existing human capital. |
| | CO.414HRM.5 | BUILDING appropriate Succession Plan required in an organization. |
| 304 OSCM- 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. |
| 305 OSCM - 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. |
| 315 OSCM- Toyota Production System | CO315OSCM.1 | DESCRIBE 14 principles of the Toyota Way. |
| | CO315OSCM.2 | RELATE the TPS with other business situations. |

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| | CO315OSCM.3 | IMPLEMENT TPS principles to a real-life situation. |
| | CO315OSCM.4 | EXAMINE the application of TPS principles in a service or manufacturing unit/ organization. |
| | CO315OSCM.5 | DESIGN a process for executing Improvement Initiatives at workplace. |
| | CO315OSCM.6 | BUILD an organization culture to foster continuous improvement. |
| 317 OSCM- 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 |
| 403 OSCM- 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- 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 |

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| | CO404OSCM .6 | DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB |
| 409 OSCM- 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. |
| 410 OSCM- World Class Manufacturing | CO410OSCM.1 | DEFINE the basic terms associated with Manufacturing Excellence and World Class Manufacturing |
| | CO410OSCM.2 | SUMMARIZE the features of various frameworks used for World Class Manufacturing |
| | CO410OSCM.3 | IDENTIFY the challenges to manufacturing industry in the information age |
| | CO410OSCM.4 | ANALYZE the usage of Information management tools, Material processing and handling tools. |
| | CO410OSCM.5 | EVALUATE the country's preparedness for World Class Manufacturing |
| | CO410OSCM.6 | ESTIMATE the performance of manufacturing firms with the measurement system to determine the readiness for World Class Manufacturing |
| 304 BA- 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 - 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 |

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| | 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. |
| 312 BA- 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 |
| 314BA: Supply Chain Analytics | CO314BA.1 | DESCRIBE the importance of the basics of Supply Chain Analytics and Optimization |
| | CO314BA.2 | EXPLAIN the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain |
| | CO314BA.3 | ILLUSTRATE the basics of Modeling through R Language. |
| | CO314BA.4 | EXAMINE the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy. |
| | CO314BA.5 | DETERMINE the right tools for addressing various issues in Supply Chain Analytics. |
| | CO314BA.6 | COMBINE the various approaches to Supply Chain Analytics for improvements in the supply chain system |
| 317 BA- 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. |

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| | 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. |
| 403 BA- 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- 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. |
| 409 BA- 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. |

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| | 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. |
| 410BA: 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. |