

Course Outcomes : Master of Computer Application (MCA) 2020-21

A. Program Educational Objectives (PEOs)

PEO1	To provide opportunities for acquiring in-depth knowledge of fundamental concepts and IT enabled skills for venerable development.
PEO2	To develop an ability to identify, critically analyze and formulate a computing problem.
PEO3	To promote use of open source technology and encourage for innovative software development.
PEO4	To emphasize on awareness of changing trends and career avenues in computer applications and management through various student driven activities.
PEO5	To inculcate human values, professional ethics, research orientation and social responsibilities.

B. Program Outcomes (POs)

By the culmination of this program, the post graduate acquires the ability

PO1	To get acquainted with IT and management enabled skills.
PO2	To develop software applications to resolve comprehensive problems using systematic analysis and design approach.
PO3	To integrate and apply the contemporary IT practices.
PO4	To imbibe learning abilities, skill development and awareness of social concerns.
PO5	To demonstrate team work with the ability of leadership, analytical reasoning for solving time critical problems.
PO6	To imbibe the strong human values for responsible professional in IT.

C. Course Outcomes (COs)

Semester-I (2020 2 years pattern)	
IT11	Java Programming
CO 1	Understand Basic Concepts of OOPs, Java, Inheritance, Package. (Understand)
CO 2	Understand Exception handling, arrays and Strings and multi-threading in Java (Understand.)
CO 3	Understand collection framework (Understand)
CO 4	Develop GUI using Abstract Windows Toolkit (AWT) and event handling (Apply)
CO 5	Develop Web application using JSP and Servlet, JDBC (Apply)
IT12	Data Structure and Algorithms
CO 1	Demonstrate linear data structures linked list, stack and queue (apply)
CO 2	Implement tree, graph, hash table and heap data structures (apply)
CO 3	Apply brute force and backtracking techniques (apply)
CO 4	Demonstrate greedy and divide-conquer approaches (apply)
CO 5	Implement dynamic programming technique (apply)

Revised



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IT13	Object Oriented Software Engineering
CO 1	Distinguish different process model for a software development. (Understand)
CO 2	Design software requirements specification solution for a given problem definitions of a software system. (Analyze)
CO 3	Apply software engineering analysis/design knowledge to suggest solutions for simulated problems (Analyze)
CO 4	Design user interface layout for different types of applications (Apply)
CO 5	Recognize and describe current trends in software engineering (Understand)
IT14	Operating Systems Concepts
CO 1	Understand structure of OS, process management and synchronization. (Understand)
CO 2	Understand multicore and multiprocessing OS. (Understand)
CO 3	Explain Realtime and embedded OS (Understand)
CO 4	Understand Windows and Linux OS fundamentals and administration. (Understand)
CO 5	Solve shell scripting problems (Apply)
IT15	Network Technologies
CO 1	Understand the basic concepts of Computer Network, and principle of layering (Understand)
CO 2	Apply the error detection and correction techniques used in data transmission (Apply)
CO 3	Apply IP addressing schemes and sub netting (Apply)
CO 4	Understand the concept of routing protocols, Application layer protocols and Network Security (Understand)
CO 5	Apply the socket programming basics to create a simple chat application
IT-11L	IT-11L Practicals
CO 1	Demonstrate Collection framework (Apply)
CO 2	Develop GUI using awt and swing (Apply)
CO 3	Develop Web application using JSP and Servlet, JDBC (Apply)
CO 4	Apply Data Structure to solve problems using JavaScript (Apply)
	ITC11 Mini Project
CO 1	Create working project using tools and techniques learnt in this semester (Create)

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CO 1	Understand Demonstrate the concepts of python and modular programming. (Understand)
CO 2	Apply the concepts of concurrency control in python (Apply)
CO 3	Solve the real-life problems using object-oriented concepts and python libraries (Apply)
CO 4	Demonstrate the concept of IO, Exception Handling, database (Apply)
CO 5	Analyze the given dataset and apply the data analysis concepts and data visualization. (Analyze)
IT-22	Software Project Management
CO 1	Understand the process of Software Project Management Framework and Apply estimation techniques. (Apply)
CO 2	Learn the philosophy, principles and lifecycle of an agile project. (Understand)
CO 3	Demonstrate Agile Teams and Tools and Apply agile project constraints and trade-offs for estimating project size and schedule (Apply)
CO 4	Explain Project Tracking and Interpretation of Progress Report (Understand)
CO 5	Analyze Problem statement and evaluate User Stories (Analyze)
MT-21	Optimization Techniques
CO1	CO1: Understand the role and principles of optimization techniques in business world (Understand)
CO2	CO2: Demonstrate specific optimization technique for effective decision making (Apply)
CO3	CO3: Apply the optimization techniques in business environments (Apply)
CO4	CO4: Illustrate and infer for the business scenario (Analyze)
CO5	CO5: Analyze the optimization techniques in strategic planning for optimal gain. (Analyze)
IT-23	Advanced Internet Technologies
CO 1	Outline the basic concepts of Advance Internet Technologies (Understand)
CO 2	Design appropriate user interfaces and implements webpage based on given problem Statement (Apply)
CO 3	Implement concepts and methods of NodeJS (Apply)
CO 4	Implement concepts and methods of Angular (Apply)
CO 5	Build Dynamic web pages using server-side PHP programming with Database Connectivity (Apply)
IT-24	Advanced DBMS
CO 1	CO1: Describe the core concepts of DBMS and various databases used in real applications (Understand)
CO 2	CO2. Design relational database using E-R model and normalization (Apply)

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CO 3	CO3: Demonstrate XML database and nonprocedural structural query languages for data access (Apply)
CO 4	CO4: Explain concepts of Parallel, Distributed and Object-Oriented Databases and their applications (Understand)
CO 5	CO5: Apply transaction management, recovery management, backup and security – privacy concepts for database applications (Apply)
IT21L	Practicals
CO 1	implement python programming concepts for solving real life problems. (Apply)
CO 2	Implement Advanced Internet Technologies (Apply)
ITC21	ITC21 Mini Project
CO 1	Create working project using tools and techniques learnt in this semester (Create)
Semester-III (2019-22) 3 years pattern	
IT-31	Java Programming
CO 1	Understand Basic Concepts of Java and multi-threading. -Understand
CO 2	Demonstrate Collection framework -Apply
CO 3	Develop GUI using AWT and Swing -Apply
CO 4	Develop Java Applications using Socket, RMI –Apply
CO 5	Develop Web application using JSP and Servlet, JDBC with MVC -Apply
IT-32	Data Warehouse and Data Mining
CO 1	Learn and understand techniques of preprocessing various kinds of data -Understand
CO 2	Understand Data warehouse concepts. - Understand
CO 3	Apply association Mining Techniques on large Data Sets - Apply
CO 4	Apply classification and clustering Techniques on large Data Sets. - Analyze
CO 5	Understand other approaches of Data mining techniques. - Understand
IT-33	Software Testing and Quality Assurance
CO 1	Understand the role of software quality assurance in contributing to the efficient delivery of software solutions –Understand
CO 2	Demonstrate specific software tests with well-defined objectives and targets – Apply
CO 3	Apply the software testing techniques in commercial environments –Apply
CO 4	Construct test strategies and plans for software testing –Analyze
CO 5	Understand the usage of software testing tools for test effectiveness, efficiency and coverage – Understand
IT-34	Cloud Computing

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CO 1	Describe the concepts of Cloud Computing and its Service Models & Deployment Models – Understand
CO 2	Classify the types of Virtualization – Understand.
CO 3	Describe the Cloud Management and relate Cloud to SOA – Understand.
CO 4	Interpret Moving applications to Cloud – Apply.
CO 5	Demonstrate practical implementation of Cloud computing – Apply.
MT31	Probability & Combinatorics
CO 1	Apply counting principles to solve the problems –Apply –Apply
CO 2	Apply various mathematical tools to solve problems –Apply
CO 3	Understand and apply basic probability principles
CO 4	Demonstrate the concept of univariate and bivariate random variable – Apply
CO 5	Understand and illustrate the probability distributions.-Analyze
IT-31L	Practical based on Java Programming
CO 1	Create Web application using JSP and Servlet, JDBC with MVC
Semester-IV (2019-22) 3 years pattern	
IT-41	Python Programming
CO 1	Understand concepts of python.-Understand
CO 2	Demonstrate the concepts modular programming -Apply
CO 3	Apply the concepts of concurrency control in python -Apply
CO 4	Solve the real life problems using object oriented concepts and python libraries - Apply
CO 5	Demonstrate the concept of IO, Exception Handling, database --Apply
BM-41	Information System and Security Audit
CO 1	Interpret the threats and vulnerabilities from IT system of business software applications. - Apply
CO 2	Understand Information Security Management System (ISMS) for IT system of business -Understand
CO 3	Apply information security policies and standards for business IT System-Apply
CO 4	Discuss various IS controls for Business Continuity and Disaster Recovery of business IT system. -Understand
CO 5	Describe information security audit and understand information security IT governance framework. – Understand
MT-41	Optimization Techniques
CO 1	Describe the procedural and object oriented paradigm with concepts of streams, classes, functions, data and objects

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CO 2	Understand dynamic memory management techniques using pointers, constructors, destructors, etc
CO 3	Describe the concept of function overloading, operator overloading, virtual functions and polymorphism.
CO 4	Classify inheritance with the understanding of early and late binding, usage of exception handling, generic programming.
CO 5	Demonstrate the use of various OOPs concepts with the help of programs.
IT-42	Essentials of Architectural Framework
CO 1	Understand Basics Fundamentals of Architecture and Framework. (Understand)
CO 2	Understand appropriate Architecture Framework design. (Understand)
CO 3	Select appropriate technical and industry specific frameworks. (Understand)
CO 4	Apply the software development process (Apply)
CO 5	Apply the quality of Architecture (Apply)
IT-43	Knowledge Representation and Artificial Intelligence
CO 1	Develop a basic understanding of AI building blocks presented in intelligent agents-Develop.
CO 2	Choose an appropriate problem solving method and knowledge representation technique – Choose.
CO 3	Apply the different Propositional Logic concepts for knowledge representation-Apply.
CO 4	Analyze and understand the models for reasoning with uncertainty and different planning and learning approaches in the field of Artificial Intelligence – Analyze and understand.
CO 5	Demonstrate awareness and a fundamental understanding of various applications of AI – Demonstrate.
IT-41L	Practical based on Python Programming
CO 1	Implement Python programs with conditionals and loops (Apply)
CO 2	Develop Python programs step-wise by defining functions and calling them. (Apply)
CO 3	Apply Python lists, tuples, dictionaries for representing compound data. (Apply)
CO4	Apply file handling function in Python. (Apply)
CO5	Apply NumPy, pandas, matplotlib modules. (Apply)
	Semester-V (2015-18) 3 years pattern
ITC51	Software Project Management
CO 1	Understand the process of Software Project Management Framework and Apply estimation techniques. (Apply)
CO 2	Learn the philosophy, principles and lifecycle of an agile project. (Understand)

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CO 3	Demonstrate Agile Teams and Tools and Apply agile project constraints and trade-offs for estimating project size and schedule (Apply)
CO 4	Explain Project Tracking and Interpretation of Progress Report (Understand)
CO 5	Analyze Problem statement and evaluate User Stories (Analyze)
ITC5IP	Project *
CO 1	Understand the real-world problem (Understand)
CO 2	Express the need of the project through feasibility analysis and literature review (Understand)
CO 3	Determine the project plan using appropriate methodology. (Apply)
CO 4	Implement the project design pertaining to the problem. (Apply)
CO 5	Demonstrate communication and team-work skills (Apply)
CO 6	Build and test the solution. (Create)
SSC51	Soft Skills - Group Discussion*
CO 1	Understand the key skills and behaviours required to facilitate a group discussion
CO 2	Prepare effectively before facilitating a meeting
CO 3	Consider some of the difficult behaviours that can occur in meetings
CO 4	Think of some possible strategies for dealing with these.
T1-IT51	ASP .Net using C#
CO 1	To understand basics of C# and Web Development.
CO 2	To understand and analyze new web developing techniques.
CO 3	To apply and implement web applications using ASP .Net
T1-IT52	Service Oriented Architecture
CO 1	To understand service oriented analysis techniques.
CO 2	To understand and analyze service design.
CO 3	To understand, analyze and apply Web Service specification standards.
T1-IT53	Big Data Analytics
CO 1	Understand the key issues in big data management and its associated applications in intelligent business and scientific computing
CO 2	Acquire fundamental enabling techniques and scalable algorithms like Hadoop, Map Reduce and NO SQL in big data analytics
CO 3	Interpret business models and scientific computing paradigms, and apply software tools for big data analytics
T1-IT54	Mobile Application Development
CO 1	Apply essential Android Programming concepts.

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CO 2	Develop various Android applications related to layouts & rich uses interactive interfaces
CO 3	Develop Android applications related to mobile related server-less database like SQLITE
T1-IT51L	Mini Project using ASP .Net
CO 1	To understand basics of C# and Web Development.
CO 2	To understand and analyze new web developing techniques.
CO 3	To implement web applications using ASP .Net
T1-IT54L	Mini Project Using Mobile Application Development
CO 1	Install and configure Android application development tools.
CO 2	Design and develop user Interfaces for the Android platform.
CO 3	Save state information across important operating system events.
CO 4	Apply Java programming concepts to Android application development.
Semester-VI (2015-18) 3 years pattern	
ITC61	Open Subject & LAB: MIS
CO 1	Study and evaluate existing manual and automated business processes
CO 2	Plan, coordinate, monitor, and control IS development projects
CO 3	Identify opportunities for re-engineering and/or automation
ITC61L	Open Subject LAB
CO1	Install and implement open source ERPs
ITC61P	Project
CO1	Create working project using tools and techniques learnt during the program (Create)

Adhishankar



Master of Business Administration (MBA) 2020-21	
A. Program Outcomes (pos)	
	1. Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
	2. Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
	3. Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.
	4. Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.
	5. Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
	6. Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
	7. Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
	8. Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
	9. Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
	10. Lifelong Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.
B. Program Educational Objectives (peos)	
	1. Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.
	2. Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multidisciplinary, multi-cultural teams, and have an appreciation

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	for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.
	3. Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
	4. Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in lifelong learning.
	5. Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.
	C. Course Outcomes (cos)
	Semester I
101	Managerial Accounting
CO 1	Explain the fundamental analysis of Management Accounting, Cost Accounting and Financial Accounting
CO 2	Explain the application of management accounting and the various tools used
CO 3	Make inter-firm and inter-period comparison, of financial statements
CO 4	Prepare different budgets for the business
CO 5	Understand cost sheet and different costing techniques
CO 6	Prepare financial statements of proprietary firm.
102	Organizational Behaviour
CO 1	DESCRIBE the key concepts of organizational behavior.
CO 2	UNDERSTAND theories about how managers should behave to motivate and control employees.
CO 3	ARTICULATE aspects of organizational culture and interpret cultural diversity.
CO 4	BUILD people and leadership skills essential for managerial success.
CO 5	ANALYSE causes of conflict and OUTLINE conflict management strategies that managers can use to resolve organizational conflict effectively.
CO 6	EXPLAIN group and teams dynamics leading to organizational effectiveness.
103	Economic Analysis for Business Decisions
CO 1	Define the key terms in micro-economics.
CO 2	Expalin the key terms in micro-economics, from a managerial perspective.
CO 3	Identify the various issues in an economics context and Deminstrate their significance from the perspective of business decision making.

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CO 4	Examine the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO 5	Develop critical thinking based on principles of micro-economics for informed business decision making.
CO 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
CO 1	Enumerate and define various concepts & terms associated with scientific business research.
CO 2	Explain the various types of measurement scales & attitude scaling techniques and their application in the context of business research.
CO 3	Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling and sample size determination to contemporary business research problems.
CO 4	Analyse and graphically present quantitative data and derive actionable inferences from the same from a decision making perspective.
CO 5	Construct different types of testable hypotheses and interpret the statistical test outcomes.
CO 6	Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design.
105	Basics of Marketing
CO 1	DEFINE the various concepts, terms in marketing and the various company orientations towards the market place.
CO 2	CLASSIFY the various components of the marketing environment of a firm and explain the same in detail.
CO 3	APPLY principles of segmentation, targeting and positioning to real world marketing offering (commodities, goods, services, e-products/e-services.)
CO 4	BREAKDOWN the consumer buying behavior journey into various components and DISTINGUISH between various buying roles for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 5	DEVELOP and EXPLAIN the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 6	ELABORATE on the various types of Product Life Cycles and RELATE them with the marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).
106	Digital Business



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CO 1	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO 2	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO 3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO 4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO 5	CLASSIFY the prevalent digital business models into various groups and OUTLINE their benefits and limitations.
CO 6	EXPLAIN the various applications of Digital Business in the present day world.
107	Management Fundamentals
CO 1	Enumerate various managerial competencies and approaches to management.
CO 2	Explain the role and need of Planning, Organizing, Decision Making and Controlling.
CO 3	Make use of the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO 4	Compare and Contrast various organizational structures of variety of business and not-for-profit entities in a real world context.
CO 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.
CO 6	Formulate & Discuss a basic controlling model in a real life business, startup and not-for-profit organizational context.
109	Entrepreneurship Development
CO 1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO 2	DISCUSS the various theories of entrepreneurship.
CO 3	CONSTRUCT a framework for a typical EDP.
CO 4	OUTLINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
CO 5	COMPOSE an inventory of possible entrepreneurial opportunities in contemporary local, regional and national context.
CO 6	CREATE a business plan for an entrepreneurial venture.
111	Legal Aspects of Business
CO 1	DESCRIBE the key terms involved in each Act.
CO 2	SUMMARIZE the key legal provisions of each Act.
CO 3	ILLUSTRATE the use of the Acts in common business situations.

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CO 4	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
CO 5	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations
114	Enterprise Analysis & Desk Research
CO 1	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO 2	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO 3	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO 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.
CO 5	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information
CO 6	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).
115	Selling & Negotiation Skills Lab
CO 1	DESCRIBE the various selling situations and selling types.
CO 2	OUTLINE the pre-sales work to be carried out by a professional salesperson.
CO 3	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
CO 4	FORMULATE a sales script for a real world sales call for a product/ service / e-product / e-service.
CO 5	DECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
CO 6	DEVELOP a sales proposal for a real world product/ service / e-product / e-service and for a real world selling situation.
	Semester II
201	Marketing Management
CO 1	Describe the key terms associated with the 4 Ps of marketing.
CO 2	Compare and Contrast various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 3	Demonstrate an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.)
CO 4	Exmine the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)

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CO 5	Explain the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO 6	Design a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
202	Financial Management
CO 1	Explain the concept of fundamental financial concepts, especially time value of money.
CO 2	Apply capital budgeting projects using traditional methods.
CO 3	Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances
CO 4	Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances
CO 5	Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting
203	Human Resource Management
CO 1	DESCRIBE the role of Human Resource Function in an Organization.
CO 2	ENUMERATE the emerging trends and practices in HRM.
CO 3	ILLUSTRATE the different methods of HR Acquisition and retention.
CO 4	DEMONSTRATE the use of different appraisal and training methods in an Organization.
CO 5	OUTLINE the compensation strategies of an organization
CO 6	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
204	Operations and Supply Chain Management
CO 1	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO 2	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO 3	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO 4	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO 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.
CO 6	ELABORATE upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.

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207	Contemporary Frameworks in Management
CO 1	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
CO 2	DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
CO 3	APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.
CO 4	EXAMINE the fundamental causes of organizational politics and team failure.
CO 5	EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.
209	Start Up and New Venture Management
CO 1	DESCRIBE the strategic decisions involved in establishing a startup.
CO 2	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO 3	IDENTIFY the issues in developing a team to establish and grow a startup.
CO 4	FORMULATE a go to market strategy for a startup.
CO 5	DESIGN a workable funding model for a proposed startup.
CO 6	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.
211	Business, Government & Society
CO 1	DESCRIBE the economic roles of government in the Indian context.
CO 2	EXPLAIN the macroeconomic crises around the world.
CO 3	ILLUSTRATE the interlinkages between economic growth , poverty and inequality.
CO 4	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
CO 5	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
CO 6	DISCUSS the interplay between technology, business and society.
214	Industry Analysis & Desk Research
CO 1	DESCRIBE the key characteristics of the players in an industry.
CO 2	SUMMARIZE the management ethos and philosophy of the players in the industry.
CO 3	DEMONSTRATE an understanding of the regulatory forces acting on the industry.
CO 4	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
CO 5	ASSESS the impact of recent developments on the industry and its key players.
CO 6	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).

Adeshwari



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Marketing Specialization	
205 Mkt	Marketing Research
CO 1	Identify and Describe the key steps involved in the marketing research process.
CO 2	Compare and Contrast various research designs, data sources, data collection instruments, sampling methods and analytical tools and Summarize their strengths & weaknesses.
CO 3	Demonstrate an understanding of the ethical framework that market research needs to operate within.
CO 4	Analyse quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO 5	Design a market research proposal for a real life marketing research problem and Evaluate a market research proposal.
CO 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	Consumer Behaviour
CO 1	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
CO 2	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
CO 3	APPLY consumer behavior concepts to real world strategic marketing management decision making.
CO 4	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
CO 5	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
CO 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.
218 Mkt	Product and Brand Management
CO 1	DEFINE the key concepts and DESCRIBE the elements of a product strategy.
CO 2	EXPLAIN the process and methods of brand management, including how to establish brand identity and build brand equity.
CO 3	IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO 4	EXAMINE the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets and in the digital space.

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CO 5	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO 6	COLLECT brand audit data using appropriate tools and PROPOSE strategic recommendations for Reinforcing / Revitalizing / Rejuvenating failed Brands for real life consumer, business products and services in various markets and in the digital space.
219 Mkt	Personal Selling Lab.
CO 1	List the key terms in selling and Describe the qualities of Winning Sales Professionals
CO 2	Explain the theories and concepts that are central to personal selling.
CO 3	Apply the interpersonal and team skills necessary in successful relationship selling.
CO 4	Illustrate the use of various sales techniques needed to achieve a profitable sale in a real world scenario for a real world product/ service / e-product / e-service.
CO 5	Develop a customer plan that identifies all elements of personal selling, essential to creating successful sales in a real world scenario for a real world product/ service / e-product / e-service.
CO 6	Create sales presentation for a real world product/ service / e-product / e-service and for variety of selling situations.
	Finance Specialization
205 Fin.	Financial Markets and Banking Operations
CO 1	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO 2	UNDERSTAND the concepts of financial markets, their working and importance.
CO 3	ILLUSTRATE the working and contribution of Banks and nbfc's to the Indian Economy.
CO 4	ANALYZE the linkages in the Financial Markets.
CO 5	EXPLAIN the various banking and accounting transactions.
CO 6	DEVELOP necessary competencies expected of a finance professional.
206 Fin.	Personal Financial Planning
CO 1	Evaluate client financial statements using ratios and growth rates and by comparing them to relevant norms
CO 2	Apply financial principles to demonstrate sound, practical decision-making in personal financial situations
CO 3	Ability to plan and budget effectively.
CO 4	Prepare financial plan of an individual.
CO 5	Analyse the different investment alternatives
CO 6	Design personal financial plan

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219 Fin.	Direct Taxation
CO 1	UNDERSTAND various basic concepts/ terminologies related Direct Taxation.
CO 2	EXPLAIN how tax planning can be done.
CO 3	ILLUSTRATE how online filing of various forms and returns can be done.
CO 4	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
CO 5	ANALYZE and DISCOVER intrinsic value of a security.
CO 6	DESIGN/ DEVELOP / CREATE tax saving plan.
222 Fin.	Banking Laws & Regulations
CO 1	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
CO 2	DISCUSS the various laws related to banking.
CO 3	APPLY the various commercial laws for the smooth functioning of banking operations.
	HR Specialization
205 HR	Competency based Human Resource Management
CO 1	DEFINE the key terms related to performance management and competency development.
CO 2	EXPLAIN various models of competency development.
CO 3	PRACTICE competency mapping.
CO 4	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO 5	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO 6	DEVELOP a customized competency model in accordance with the corporate requirements.
206 HR	Employee Relations & Labour Legislation
CO 1	SHOW awareness of important and critical issues in Employee Relations.
CO 2	INTERPRET and relate legislations governing employee relations.
CO 3	DEMONSTRATE an understanding of legislations relating to working environment.
CO 4	OUTLINE the role of government, society and trade union in ER.
CO 5	EXPLAIN aspects of collective bargaining and grievance handling.
CO 6	DISCUSS the relevant provisions of various Labour Legislations.
217 HR	Labour Welfare
CO 1	ENUMERATE the key concepts of the subject matter.

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Master of Business Administration (MBA) 2020-21	
CO 2	DESCRIBE the key aspects of the labour policy regulation in the country.
CO 3	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO 4	EXAMINE the traditional concept of labour welfare in the industry.
CO 5	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO 6	ELABORATE upon the perspective of labour problems and remedial measures in the country.
221 HR	HR Analytics
CO 1	ENUMERATE the key concepts related to the subject matter
CO 2	DEMONSTRATE experimentation and innovation.
CO 3	USE thinking & decision making ability beyond the existing capabilities and present environment.
CO 4	ANALYSE the behavioral Patterns of an individual & Map the competency- the audit Perspective.
CO 5	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
CO 6	FORMULATE the linkage between HR Analytics and Business Analytics.
	Semester III
301	Strategic Management
CO 1	DESCRIBE the basic terms and concepts in Strategic Management.
CO 2	EXPLAIN the various facets of Strategic Management in a real world context.
CO 3	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO 4	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO 5	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO 6	DEVELOP the capability to view the firm in its totality in the context of its environment.
302	Decision Science
CO 1	Understand role of quantitative techniques in managerial decision making.
CO 2	Understand process of decision problem formulation.
CO 3	Understand applications of various quantitative techniques in managerial settings.
CO 4	Analyze managerial and business problems.
CO 5	Formulate and discuss project management problems.
307-IBE	International Business Environment



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CO 1	Recall and Describe the key concepts of international Business Environment.
CO 2	Understand the relevance of Multinational Corporations (mncs) in global trade.
CO 3	Demonstrate the significance of FDI and FPI in respect of developing economy.
CO 4	Analyze the issues related to Labor, Environmental and Global Value chain.
CO 5	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.
308-PM	Project Management
CO 1	DEFINE the key terms and concepts in project management
CO 2	EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project's life cycle
CO 3	ILLUSTRATE the importance of PM in most industries and businesses
CO 4	EXAMINE the importance of Leadership specifically in heterogenous and virtual teams as well as governance and approaches to conflict resolutions
CO 5	DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management
310-CG	Corporate Governance
CO 1	RECOGNIZE and REMEMBER the scope of Corporate Governance.
CO 2	UNDERSTAND the role of Board of Directors and Committees in Good Corporate Governance and key mechanism.
CO 3	APPLICATION of empirical methods of Corporate Governance and its impact on the Firms.
CO 4	Analyze the legal framework of Corporate Governance and formulate Internal control policies.
CO 5	Evaluate the legal framework and global perspective of Corporate Governance.
CO 6	FORMULATE and DISCUSS Cases related to CG (Models), their SUCCESS & FAILURES.
	Financial Management
304-AFM	Advanced Financial Management
CO 1	Understand the use of financial management frameworks and integrated business analysis towards organizational strategy.
CO 2	Develop effective financial strategies across all business verticals.
CO 3	Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure
CO 4	Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate
CO 5	Analyse the complexities associated with management of cost of funds in the capital Structure

Arshad Ali



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305-IF	International Finance
CO 1	Enumerate the key terms associated with International Finance.
CO 2	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
CO 3	Illustrate the role of international monetary systems & intermediaries in Global financial market.
CO 4	Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
CO 5	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
CO 6	Formulate the investment plan or business plan by adapting international finance environment.
312-BF	Behavioral Finance
CO 1	Enumerate the key terms associate with behavior finance, investment in financial markets & Corporate finance.
CO 2	Illustrate the various theories associated with behavior finance and parameters of investing in financial market.
CO 3	Identify persistent or systematic behavioural factors that influence investors and investment decisions.
CO 4	Analyse the various behavioural finance factors related to corporate & individual investors.
CO 5	Interpret various investment strategies of effective investment in the financial market on the basis of various theories and factors of behavioural finance.
CO 6	Plan the systematic approach of corporate and investors towards investment for stable growth on the basis of behavioural finance.
313-TAFM	Technical Analysis of FM
CO 1	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
CO 2	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
CO 3	Identify Risk Management issues related to market positions
CO 4	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities
CO 5	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions

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CO 6	FORMULATE an ideal portfolio of investments with a combination of wide number of securities
320-PFTF	Project Finance & Trade Finance
CO 1	DESCRIBE the concepts of Project Finance and Trade Finance.
CO 2	SUMMARIZE the key aspects in context with Project Finance and Trade Finance.
CO 3	IDENTIFY the applicability of Project Finance and Trade Finance in modern business era.
CO 4	EXAMINE the risks involved in Project Finance and Trade Finance.
CO 5	EVALUATE the proposal of securing finance by considering the capital structure and documentation involved
	Marketing Management
304-SM	Services Marketing
CO 1	RECALL the key concepts in services marketing.
CO 2	EXPLAIN the role of Extended Marketing Mix in Services.
CO 3	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services.
CO 4	ANALYSE the significance of services marketing in the Indian and global economy.
CO 5	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment.
CO 6	DEVELOP marketing mix for various services offering.
305-SDM	Sales & Distribution Management
CO 1	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
CO 2	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO 3	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO 4	ANALYZE the real life scenarios of sales and distribution management.
CO 5	EVALUATE the existing sales and distribution strategies and approaches.
CO 6	DEVELOP generate and evaluate sales and distribution strategies
312-BBM	Business to Business Marketing
CO 1	DEFINE the terms and concepts related to Business to Business marketing.
CO 2	EXPLAIN the terms and concepts used in business to business marketing.
CO 3	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
CO 4	FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing.

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CO 5	DESIGN marketing mix elements considering business-to-business sales and service situations.
CO 6	DEVELOP marketing plan for business-to-business Marketing situations.
313-IM	International Marketing
CO 1	ENUMERATE various terms and key concepts associated with international marketing.
CO 2	EXPLAIN various key concepts used in all aspects of international marketing
CO 3	APPLY all stages in international marketing management process.
CO 4	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective
CO 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.
CO 6	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.
315-MFS-II	Marketing of Financial Services - II
CO 1	RECALL the key concepts of the Indian Banking system.
CO 2	EXPLAIN the fundamental changes in banking and financial markets as financial institutions.
CO 3	DEMONSTRATE the skills and knowledge required to understand and Need based pitching of the financial Products to the targeted customers.
CO 4	OUTLINE the growth & service offerings of wealth management in global & Indian context.
CO 5	ASSESS the customer touch-points and customer-buying journey for financial services.
CO 6	CREATE the marketing strategy for financial products.
	Human Resource Management
305-HRO	HR Operations
CO 1	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records.
CO 2	LEARN drafting of communications for disciplinary actions.
CO 3	DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc.
CO 4	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts.
CO 5	CALCULATE computation of Workmen compensation, Bonus and Gratuity.

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CO 6	FILE returns under various labour laws and prepare salary structure.
317-CRM	Compensation & Reward Management
CO 1	DESCRIBE concept of compensation and cost
CO 2	UNDERSTAND compensation and reward management process
CO 3	COMPARE issues related to compensation and survey of wages & salary administration in various industries
CO 4	EXPERIMENT to calculate various types of monetary and profit sharing incentives
CO 5	CALCULATE income tax as per the current slabs for the employees under different salary brackets
CO 6	FORMULATE salary structure incorporating tax saving components.
318-PMS	Performance Management System
CO 1	DESCRIBE key components and applicability of theories of Performance Management System
CO 2	DEMONSTRATE the communication skills required when managing achievement and underachievement.
CO 3	IDENTIFY factors affecting Performance Measurement
CO 4	ANALYZE various tools for performance assessment
CO 5	COMPARE various organizational performance management systems and best practices.
CO 6	DESIGN a performance management process for an organization.
	Operations and Supply Chain Management
305-LM	Logistics Management
CO 1	DEFINE basic terms and concepts related to Logistics management
CO 2	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
CO 3	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
CO 4	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
CO 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.
CO 6	DISCUSS modern real world logistical systems using the various concepts in the syllabus.
315-TPS	Toyota Production System

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CO 1	DESCRIBE 14 principles of the Toyota Way.
CO 2	RELATE the TPS with other business situations.
CO 3	IMPLEMENT TPS principles to a real-life situation.
CO 4	EXAMINE the application of TPS principles in a service or manufacturing unit/ organization.
CO 5	DESIGN a process for executing Improvement Initiatives at workplace
CO 6	BUILD an organization culture to foster continuous improvement
317-SSO	Six Sigma for Operations
CO 1	DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma
CO 2	SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools
CO 3	PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings
CO 4	APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures
CO 5	DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma)
CO 6	CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation
	International Buseness Management
01-IEDP	Import Export Documentation & Procedure
CO 1	DESCRIBE THE PROCESS OF IMPORT AND EXPORT IN THE CONTEXT OF BUSINESS
CO 2	EXPLAIN THE IMPORT AND EXPORT TRANSACTIONS, CLASSIFICATION AND VARIOUS PAYMENT TERMS
CO 3	IDENTIFY VARIOUS TYPES OF DOCUMENTS REQUIRED FOR THE PROCEDURES INVOLVED IN IMPORT AND EXPORT
CO 4	EXAMINE VARIOUS DOCUMENTATION FORMATS FOR THE IMPORT AND EXPORT PROCESSES
CO 5	EXPLAIN PRE AND POST ACTIVITIES OF IMPORT AND EXPORT PROCESS
CO 6	DISCUSS ON VARIOUS ASPECTS OF TRADES, DOCUMENTATION AND PROCEDURES FOR IMPORT AND EXPORT
03-CCMGL	Cross Cultural Management and Global Leadership
CO 1	DESCRIBE THE CONCEPT OF CULTURE AND SIGNIFICANCE OF CROSS-CULTURAL MANAGEMENT
CO 2	OUTLINE THE CULTURAL VALUES AND DIFFERENCES WITH DIMENSIONS OF CULTURAL NORMS AND BEHAVIORS

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CO 3	IDENTIFY VARIOUS FACTORS AFFECTING CULTURE AND DECISION-MAKING MODELS ACROSS CULTURES
CO 4	EXAMINE THEORIES OF LEADERSHIP WITH LEADERSHIP ACROSS CULTURES
CO 5	EXPLAIN CULTURALLY INTELLIGENT LEADERSHIP IN INTERNATIONAL TRADE
CO 6	DISCUSS ON LEADING AND MANAGING MULTICULTURAL TEAMS IN INTERNATIONAL CONTEXT
	Buseness Analytics
03-ASMR	Advance statistical method using R
CO 1	RECALL all basic statistical concepts and associated values, formulae.
CO 2	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
CO 3	APPLY time series analysis in prediction of various trends.
CO 4	DISCRIMINATE between various types of probability and probability distributions.
CO 5	FORMULATE and TEST hypothesis using tools of R.
CO 6	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.
305 MLCIP	Machine Learning & Cognitive intelligence using Python
CO 1	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
CO 2	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
CO 3	DEVELOP a thought process to think like data scientist/business Analyst
CO 4	ANALYSE data using supervised and unsupervised Learning Techniques
CO 5	SELECT the right functions, arrays of Python for Machine Learning algorithms.
CO 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-SMWTA	Social Media, Web & Text Analytics
CO 1	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
CO 2	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
CO 3	DEVELOP a thought process to harness the power of social media analytics to improve website or business
CO 4	ANALYSE Social Media Analytics and Web Analytics Tools

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CO 5	SELECT the right metrics for Social Media Analytics and Web Analytics
CO 6	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios
	Tourism & Hospitality Management
01-FHM	Fundamentals of Hospitality Management
CO 1	DESCRIBE different types of hotels & travel agents.
CO 2	UNDERSTAND the basic functioning of star hotels, major operational, Departments, government rules & regulations.
CO 3	USE of flow charts & diagrams of various Hospitality Sectors to know the hierarchy of the organization.
CO 4	EXAMINE current changes taking place in the Hotel & Tourism Industry.
CO 5	EVALUATE the changes required to improve traditional methods to suit the current market trends.
CO 6	DEVELOP Smart techniques adaptable to the present market scenario for better customer satisfaction.
04-TPD	Tourism Planning & Development
CO 1	DISCUSS Structures, Processes, Policies of Tours- Domestic & International Rules & regulations for operating a travel agency.
CO 2	UNDERSTAND Forex & Documentations for Operations.
CO 3	APPLY Knowledge to design attractive tours for clients.
CO 4	ANALYZE Environmental impact & advantages of Eco-Tourism to promote sustainable tourism globally.
CO 5	DETERMINE Environmental issues & adverse effects observed of Tourist destinations.
CO 6	DESIGN backup systems to face crisis & emergencies Formulate Tourism policies for safe & secured travel of passengers.
	Rural & Agri -Business Management
01-AIE	Agriculture & Indian economy
CO 1	DEFINE the key terms in Indian Agriculture/Land Reforms/ economic holding.
CO 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.
CO 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.
CO 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.

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CO 5	DEVELOP critical thinking based on changing pattern of ownership and operational holdings in India, Farms size, Productivity/ Profitability and farm efficiency.
CO 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.
03-RCF	Rural Credit and Finance
CO 1	RECALL the Role of Credit in Agriculture & Role of Agriculture in Economic Development.
CO 2	UNDERSTAND the concept and special features of co-operative banking, Structure of the co-operative credit system in India.
CO 3	Apply the theories of Agricultural finance with concept of credit.
CO 4	ANALYZE Players and Approaches in Microfinance & Rural Finance.
CO 5	EXPLAIN the triangle of microfinance and the role of BDS in rural finance.
CO 6	Develop a plan to create awareness about different rural finance schemes.
04-RM-I	Rural Marketing - I
CO 1	RECALL and REPRODUCE the various concepts, principles, frameworks, and terms related to the function and role of marketing in Rural areas.
CO 2	DISCUSS the Rural versus Urban Marketing concept and ILLUSTRATE the role that marketing plays in the 'tool kit' of a Rural Marketer.
CO 3	APPLY the models of consumer behavior in the rural market.
CO 4	EXAMINE and LIST different aspects of segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, in the context of rural marketing.
CO 5	EVALUATE the challenges of Rural marketing research with different approaches and tools.
CO 6	CREATE a new consumer behavior model on the rural consumer with the help of cases with rural marketing experiences.
	Pharma & Health Care Management
01-FPHM	Fundamental of pharma and healthcare management
CO 1	DESCRIBE concept of Pharma and healthcare management and FIND out the different role and responsibilities of managers.
CO 2	UNDERSTAND the different managerial functions of managers
CO 3	IDENTIFY right the motivation for right stakeholder in the healthcare sector for effective delivery of service.
CO 4	ANALYZE modern Pharma and Healthcare models
CO 5	EXPLAIN government initiatives to provide healthcare facilities in each part of country
CO 6	CONSTRUCT model to provide effective service in healthcare management

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03-SPHM	Strategic Planning & Healthcare Management
CO 1	DEFINE strategy and DESCRIBE various types of Strategic planning
CO 2	EXPLAIN why Vision Mission needs to consider for strategy formulation
CO 3	USE strategic planning to solve the management problem in healthcare management
CO 4	ANALYSE various management problem where it is required to take strategic actions.
CO 5	COMPARE various strategic formulations and the select right strategy
CO 6	Understand the problem and DEVELOP strategy to solve it.
	Semester IV
401	Enterprise Performance Management
CO 1	Enumerate the different parameters & facets of management control of an enterprise.
CO 2	Illustrate the various techniques of enterprise performance management for varied sectors.
CO 3	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO 4	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO 5	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
CO 6	
402	Indian Ethos & Business Ethics
CO 1	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics.
CO 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.
CO 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.
CO 4	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system.
CO 5	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
CO 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

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CO 1	Define the concept and key terms associated with the global strategic management.
CO 2	Describe in detail global strategic alliance, merger and acquisitions.
CO 3	Demonstrate various global organisation models in global strategic management context.
CO 4	Examine various entry and business-level strategies from global strategic management prospective.
CO 5	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO 6	Design global strategies and understand their relative merits and demerits.
408	Corporate Social Responsibility & Sustainability
CO 1	Enumerate the different concepts, legislative provisions, environmental aspects, best practices, complexity, scope, reports, social framework etc. Related to CSR, business ethics & sustainability development.
CO 2	Compare different CSR theories, cases, dimensions of Sustainability and demonstrate a multi stake holder perspective in viewing CSR, Business ethics & Sustainability issues etc.
CO 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.
CO 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.
CO 5	Evaluate the level of commitment of different organizations to CSR, Business ethics in attaining Sustainability development & show its competitive advantages.
CO 6	Create & Implement a CSR policy in attaining Sustainability development and its impact on various stakeholders.
	Financial Management
403 Fin.	Financial Laws
CO 1	Define and Describe the basic concepts related to Financial Laws.
CO 2	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO 3	Make use of contextual financial laws applicable to organisations.
CO 4	Infer the application of financial laws to organisations.
CO 5	Appraise and perceive the benefits of applicable laws to the organisations.
404 Fin.	Current Trends & Cases in Finance
CO 1	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
CO 2	EXPLAIN in detail, all the theoretical concepts taught through the syllabus

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CO 3	APPLY the various theories and models of financial management in the case.
CO 4	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO 5	EVALUATE the financial impact of the alternative on the given case.
410 Fin.	Business Valuation
CO 1	RECALL concepts of value and valuation
CO 2	EXPLAIN valuation process of business firms
CO 3	CALCULATE business value using different techniques
CO 4	EXAMINE special factors to be considered in business valuation
CO 5	ASSESS the value of the firm in the light of business environment and regulatory aspects
411 Fin.	Risk Management
CO 1	Describe various concept associated with risk management and financial risk management.
CO 2	Exemplify the financial risk management processes, frameworks.
CO 3	Determine the various building blocks of risk management system and strategies.
CO 4	Formulate the strategies to overcome with currency risk, credit risk, interest rate risk, legal risk, asset liability risk, liquidity risk etc.
	Marketing Management
403 Mkt.	Marketing 4.0
CO 1	DESCRIBE the various concepts associated with Marketing 4.0.
CO 2	EXPLAIN the importance of 5A's in Marketing 4.0.
CO 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.
CO 4	DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers.
CO 5	ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
CO 6	DEVELOP strategies to create WOW! Moments with customer engagement.
404 Mkt.	Marketing Strategy
CO 1	DISCOVER perspectives of market strategy
CO 2	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.

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CO 3	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
CO 4	ANALYSE a company's current situation through applying internal and external analyses.
CO 5	EXPLAIN alternative ways to measure the outcome of market strategies.
CO 6	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.
410 Mkt.	Rural & Agriculture Marketing
CO 1	UNDERSTAND the rural consumer buying Behaviour, Rural Marketing Mix, COMPARE Rural and Urban market on different terms, Environment, and Consumer, Industrial and Agriculture Market.
CO 2	APPLY knowledge and skills of Rural Marketing to design marketing Mix strategies.
CO 3	ILLUSTRATE the Rural product, Pricing and Distribution Strategies with modern approach and challenges faced in rural Market and emerging Models in Rural Market.
CO 4	EVALUATE the use of ICT in Agriculture Marketing with use of various models in domestic and international Market.
CO 5	BUILD a model for Marketing of Agricultural products by using marketing mix tools.
412 Mkt.	Retail Marketing
CO 1	DEFINE various concepts associated with retail marketing
CO 2	EXPLAIN the terms and concepts used in Retail Marketing
CO 3	ILLUSTRATE value creation & competitive advantage in Retail Marketing.
CO 4	ANALYSE the contemporary issues affecting Retail marketing decisions
CO 5	EVALUATE the effectiveness of Retail marketing mix used by different Retail formats
CO 6	FORMULATE effective retail marketing strategy
	Human Resource Management
403 HRM	Organizational Diagnosis & Development
CO 1	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO 2	UNDERSTAND concept of OD and 'intervention'.
CO 3	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO 4	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO 5	IDENTIFY AND MAP an intervention to organisational need
CO 6	DESIGN the role of the consultant for an organisational issue

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404 HRM	Current Trends & Cases in Human Resource Management
CO 1	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
CO 2	SUMMARIZE the impact of Current HR trends on HR Functions.
CO 3	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends.
CO 4	EXAMINE the changing role of HR Priorities.
CO 5	ELABORATE upon the various types of current HR Trends.
CO 6	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.
409 HRM	Labour Legislation
CO 1	UNDERSTAND the legislation related to various labor and social laws.
CO 2	STUDY labor legislation and effective implementation of them through case laws.
CO 3	REVIEW AND UNDERSTAND different labor legislations and its amendments.
410 HRM	Designing HR Policies
CO 1	IDENTIFY important points to be incorporated in HR Manual
CO 2	UNDERSTAND policy requirement for Recruitment & Selection process
CO 3	PREPARE policies on employee benefits for an organization of your choice
CO 4	ILLUSTRATE steps involved in better employee relations & grievance handling
CO 5	CONSTRUCT various HR policies for an organization of your choice
	Operations and Supply Chain Management
403 OSCM	E Supply Chains & Logistics
CO 1	DESCRIBE the structure of modern days Logistics.
CO 2	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO 3	IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of documentations.
CO 4	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
CO 5	EXPLAIN the key Operational Aspects of E Procurement.
CO 6	DEVELOP a framework for e-logistics
411 OSCM	Supply Chain Strategy
CO 1	DEFINE basic terms and concepts related to Strategy, Supply Chain

Adeshwari B



Master of Business Administration (MBA) 2020-21	
CO 2	EXPLAIN the SC Components and Processes
CO 3	ILLUSTRATE the importance of SC strategies on competitive advantage.
CO 4	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages of strategies with real time issues using Information Technology.
CO 5	EVALUATE and EXPLAIN impact of strategic decisions on SC
CO 6	FORMULATE and DISCUSS a model for SCM strategies
	International Business Management
02 IB	Global Trade and Logistics Management
CO 1	DESCRIBE THE ECONOMIC SIGNIFICANCE OF TRADE ALONG WITH THE LOGISTICS PROCESSES
CO 2	EXPLAIN INTERNATIONAL TRADE THEORIES AND APPLICATIONS IN BUSINESS
CO 3	IDENTIFY VARIOUS ENVIRONMENTAL FACTORS ASSOCIATED WITH INTERNATIONAL BUSINESS
CO 4	EXAMINE VARIOUS MODES AND PRACTICES OF INTERNATIONAL LOGISTICS
CO 5	EXPLAIN THE ACTIVITIES INVOLVED IN ENTIRE LOGISTICS PROCESSES IN INTERNATIONAL BUSINESS
CO 6	DEVELOP THE APPROPRIATE STRATEGY OF OPERATIONS FOR GLOBAL TRADE AND LOGISTICS
05 IB	Global Competitiveness, Value Chains and Alliances
CO 1	DESCRIBE THE CONCEPT OF GLOBALISATION AND GLOBAL COMPETITIVENESS IN INTERNATIONAL BUSINESS
CO 2	EXPLAIN THE EFFICACY OF THE FOREIGN COLLABORATIONS AND JOINT VENTURES IN INTERNATIONAL BUSINESS
CO 3	IDENTIFY VARIOUS ELEMENTS OF VALUE CHAIN INVOLVED IN IMPORT AND EXPORT BUSINESS
CO 4	EXAMINE VARIOUS FACTORS OF INTERNATIONAL SUPPLY CHAIN DESIGN AND GLOBAL PROCUREMENT AND DISTRIBUTION
CO 5	EVALUATE THE GLOBAL COMPETITIVENESS INDEX FOR INTERNATIONAL BUSINESS
CO 6	DISCUSS ON ROLE AND SIGNIFICANCE OF STRATEGIC ALLIANCES IN INTERNATIONAL BUSINESS CONTEXT
	Business Analytics
06 BA	Artificial Intelligence in Business Applications
CO 1	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem.
CO 2	UNDERSTAND AI's fundamental concepts and methods.

Deekshant B



Master of Business Administration (MBA) 2020-21	
CO 3	APPLY various machine learning algorithms on structured data to develop machine learning models.
CO 4	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
CO 5	SELECT logical and functional process to develop the model.
16 BA	Scala and Spark
CO 1	DESCRIBE the ecosystem associated with SCALA and SPARK.
CO 2	ILLUSTRATE the use of SPARK and SCALA.
CO 3	USE the core RDD and dataframe apis to perform analytics on datasets with Scala.
CO 4	EXAMINE how and when it differs from familiar programming models.
CO 5	READ data from persistent storage and load it into Apache Spark.
CO 6	MANIPULATE data with Spark and Scala.
	Tourism & Hospitality Management
02 THM	Tourism & Travel Management
CO 1	DEFINE the various components of the Tourism Industry & Types of Tourism.
CO 2	UNDERSTAND basic operations of a Travel Agency & tour conduction
CO 3	EXECUTE theoretical knowledge to design various tour packages & work on costing for the packages.
CO 4	INTERPRET the impacts of Tourism Industry globally & practicing of ecotourism.
CO 5	BUILD new concepts of Eco-Tourism according to customer requirements.
	05 THM
	Strategic Hospitality Management
CO 1	DEFINE Concept & process of Strategic thinking Major Players of Hospitality & Travel Industry.
CO 2	DISCUSS Strategic management for various organizations factors influencing strategy formulations.
CO 3	IMPLEMENT strategies for Hotels & Travel Agents with the help of structured designs & flow charts.
CO 4	ANALYSE Suitable strategies for different Hospitality sectors with consideration to micro & macro environments.
CO 5	EVALUATE Current market scenario & suggest strategies that can be utilized for the benefits of the company.
CO 6	DEVELOP Strategies for standalone units, a chain of hotels, small and large travel agents International strategies for small & big players.
	Rural & Agri -Business Management
02 RABM	ICT for Agriculture Management
CO 1	RECALL the basic terminologies related to ICT.

Deshaank B



Master of Business Administration (MBA) 2020-21	
CO 2	UNDERSTAND the use of ICT with different aspects & various issues & challenges for ICT information services.
CO 3	Apply the GIS Applications in micro resource mapping.
CO 4	EVALUATE the common ICT platforms for information services.
CO 5	CHOOSE the right ICT as per the requirement of agriculture activity.
05 RABM	Agri - Entrepreneurship
CO 1	DEFINE the term rural entrepreneurship and ENUMERATE factors that support women's participation in rural entrepreneurship.
CO 2	UNDERSTAND the Process of entrepreneurship, aims, and barriers.
CO 3	APPLY different ICT in Rural entrepreneurship development.
CO 4	Analyze the importance of IT in rural India and role of entrepreneur in rural development.
CO 5	Design the business plan, factors considering rural development & Rural BPO.
	Pharma & Health Care Management
02 PHCM	Pharma and healthcare regulatory environment in India
CO 1	IDENTIFY various environmental factors affecting on Pharma and Healthcare industry
CO 2	UNDERSTAND various laws applicable to Pharma and Healthcare industry
CO 3	Understand the situation and identify right legal way to solve the problem.
CO 4	ANALYSE steps involved in Intellectual Property Rights registrations
CO 5	CHOOSE the right type of IPR as per the content and work available to protect.
CO 6	Elaborate the different laws developed by constitutions to support and protect Pharma and Healthcare sector
06 PHCM	Entrepreneurship in Pharma and Healthcare
CO 1	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs feature and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO 2	DISCUSS the various theories of entrepreneurship.
CO 3	CONSTRUCT a framework for a typical EDP for the Pharma industry
CO 4	EXAMINE the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
CO 5	COMPOSE an inventory of possible entrepreneurial opportunities in contemporary local, regional and national the context for Pharma and Healthcare sector.
CO 6	BUILD a business plan for an entrepreneurial pharma of healthcare venture.

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