

Sl no	Course code	Subject	CO	COURSE OUTCOME
1	C101	Managerial Economics	C101.1	Explain the importance of basic managerial economics concepts.
			C101.2	Demonstrate how to do demand and supply work in competitive business environment for decision making.
			C101.3	Apply the concepts of production and cost for profit maximization in current business scenario.
			C101.4	Explain the difference among different market structures and their application to different business organization.
			C101.5	Determine suitable pricing strategies in modern mixed economy.
			C101.6	Analyze different economic forces at work in society.
2	C102	Marketing Management	C102.1	Describe basic and changing concepts of marketing management.
			C102.2	Identify different approaches towards both organizational and household consumers
			C102.3	Describe contemporary dimensions of marketing
			C102.4	Explain nature of product in the market
			C102.5	Identify the strategies by using which a product is being introduced to market.
			C102.6	Explain the methods through which product is promoting in the market
3	C103	Organizational Behaviour	C103.1	Students will able to identify the comprehensive understanding of the concept of Organizational Behaviour and Relationship with individual behaviour
			C103.2	Students will have an generalized knowledge about the behaviour of individuals in terms of personality, perception, attitude in organisations
			C103.3	Assimilate and evaluate the importance of group roles and group tasks

			C103.4	To outline the definition, Concept & theories of Motive & Motivation
			C103.5	Appraise various theories of leadership and motivation used in organizations
			C103.6	Explain the Concept of Leadership, Styles of Leadership & its approaches
4	C104	Management Principles	C104.1	To prepare students to understand and implement contemporary management practices in solving real life problems,
			C104.2	To explain the students to understand professional challenges which managers basically faces in various organisations and the techniques to overcome them .
			C104.3	To prepare students to understand and implement basic managerial practices.
			C104.4	To relate managerial aspects with present scenario
			C104.5	To devise and interpret strategies to tackle contemporary managerial problems
5	C105	Decision Science	C105.1	Define the concepts of measures of central tendency, dispersion and apply the concepts in taking business decisions
			C105.2	Explain the concepts of correlation and regression along with application and importance of correlation, regression in business decision making process
			C105.3	Apply the concepts of linear programming model in business decision making process
			C105.4	Define and formulate the transportation model along with the application in decision making process.
			C105.5	Identify and apply the queuing model, markov chains and simulation techniques in management functional areas.
			C105.6	Demonstrate the application of decision theory and game theory in real life decision making process.

6	C106	Business Communication	C106.1	Develop the implication-based understanding of Paraphrasing, deciphering instructions, interpreting guidelines, discussion boards & Referencing Styles.
			C106.2	Demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
			C106.3	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
			C106.4	To draft effective business correspondence with brevity and clarity.
			C106.5	To stimulate their Critical thinking by designing and developing clean and lucid writing skills. To demonstrate his verbal and non-verbal communication ability through presentations.
7	C107	Financial Accounting and Analysis	C107.1	Define students with accounting principles and acquaint them with accounting mechanisms, process and systems so as to develop their skills of preparing financial statements
			C107.2	Develop their ability to read annual reports and develop their skills to interpret financial statements.
			C107.3	Describe the students with different financial accounting concepts affecting stakeholder
			C107.4	Foster analytical and critical thinking abilities for data based decision making.
			C107.5	Develop the analytical skills in accounting equation, preparation of trial balance and suspense account, normal loss in consignment.
8	C108	Business Law	C108.1	Explain the concepts in business laws with respect to different contracts used in business organization.
			C108.2	Explain the Breach of contracts and remedial.
			C108.3	Explain the business laws related to Sale of Goods.

			C108.4	Describe the rights of consumer along with the redressable machinery in relation to a business coming within the purview of consumer protection act.
			C108.5	Explain the different categories of company and the process of incorporation and commencement of the business using Indian Companies Act 2013.
			C108.6	Understand the process of preparation of legal documents regarding the incorporation of a company which also includes appointment of Directors resolutions and process of winding up
9	C109	Business Environment and Ethics	C109.1	The students can able to describe the types of the business environment and their importance
			C101.2	The students can prepare themselves to face environmental as well as social issues and can manage the issues.
			C101.3	The students can prepare themselves to face environmental as well as social issues and can manage the issues.
			C101.4	The students can able to analyze the social issues and appraise the impact on the business functions and operations.
			C101.5	The students can able to comply with various ethical issues relating to any business activities and can take effective decisions.
			C101.6	The students can create discrimination between ethical and unethical perspectives relating to the various disciplines of business-like HR, Finance, and Marketing.
10	C201	Corporate Finance	C201.1	The student will able to Describe the scope and functions of finance.
			C201.2	Able to Estimate the sources of fund.
			C201.3	Able to Prepare capital Budgeting decision.
			C201.4	Able to give the answer of the Question related to Dividend decision.

			C201.5	Able to Tell the concept of working capital
			C201.6	Able to Estimate and manage the cash.
11	C202	Indian Financial Systems and Services	C202.1	To define the concept of finance and financial system in Indian context and apply the knowledge in real business world.
			C202.2	To define the concept of bank, classify the different types, state the functions of banks in Indian context to relate them with the needs of modern management.
			C202.3	To discuss the recent banking trends and describe the reforms that has taken place to develop themselves by engaging in continuous learning.
			C202.4	To interpret the concept of insurance and identify the different types of insurance products existing in today's market, to identify the business opportunities.
			C202.5	concepts of money market and capital market and explain the primary, secondary markets to foster analytical and critical thinking
			C202.6	To distinguish between the varying features of the mutual fund companies, the venture capital funds, leasing and hire purchase units to relate them in today's financial market and to plan for right decisions.
12	C203	Human Recourse Management	C203.1	To discuss the concept of HRM and make the students understand the integrated role of HRM in the modern business environment.
			C203.2	Examine the strategies to create efficient workforce like Job design, HRP, Performance Appraisal, T & D.
			C203.3	To understand the design of Wage and Salary Administration and improve their Competency Level
			C203.4	To develop positive Attitude among the people to work with Integrity and Social
			C203.5	Identify the HR issues and find solutions to create a sustainable Business Environment
			C203.6	To assess the ability in handling Employee issues and evaluate the new trends in HRM

13	C204	Business Research	C204.1	Describe basic concepts related to research and its application
			C204.2	Describe and explain different methods for collecting data, editing data, processing data
			C204.3	Describe different techniques for examining data
			C204.4	Apply different methods for data analysis
			C204.5	Summarize and interpret the results and explain the outcomes.
			C204.6	Prepare research report and conclude with proper explanation which will justify the result of the research problem
14	C205	Operations Management	C205.1	Describe the concepts, principles, problems, and practices of Operations Management.
			C205.2	Discuss the importance of work study aggregate planning and in an effective operations strategy in an organization.
			C205.3	Explain the various production and operations design decisions relating to location and layout and how they relate to the overall strategies of organizations.
			C205.4	Apply the knowledge of inventory and application of EOQ.
			C205.5	Prepare the students by theoretical as well as practical concepts relating to project management and sampling techniques.
			C205.6	Explain the tools and techniques in scheduling and managing projects
15	C206	International Business	C206.1	To describe the concepts in international business and compare it with domestic trade.
			C206.2	To review the global business environment in terms of political, economic and cultural aspects.
			C206.3	To analyze various theories and strategies adopted by successful firms for their global expansions.

			C206.4	To discuss about various organisations and concepts regulating global trade.
			C206.5	To explain various dimensions of global strategic management.
			C206.6	To discuss and design effective marketing strategies for global market.
16	C207	Fundamentals of IT and ERP	C207.1	Describe basic concepts related to research and its application
			C207.2	Describe and explain different methods for collecting data, editing data, processing data
			C207.3	Describe different techniques for examining data
			C207.4	Apply different methods for data analysis
			C207.5	Summarize and interpret the results and explain the outcomes
			C207.6	Prepare research report and conclude with proper explanation which will justify the result of the research problem
17	C208	Corporate Strategy	C208.1	Define the concept of strategic management and its results through environmental Analysis.
			C208.2	To Demonstrate an understanding of, and ability to assess the complexities of strategic decision making
			C208.3	To describe the practical and integrative model of strategic management process that defines basic activities in strategic management
			C208.4	Formulate realistic strategies which is suitable for the business activity
			C208.5	Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences
			C208.6	Designing Strategic Control system and matching structure to strategy implementation with different techniques and cases.

18	C209	Entrepreneurship Development	C209.1	To discuss with the students about the need of an Entrepreneur for the society and to take up entrepreneurship as a career .
			C209.2	To demonstrate about the entrepreneurial environment with critical and analytical approach for setting up small scale enterprises.
			C209.3	To analyse the central and state incentives regarding business incubation and startup ventures and its promotional incentives.
			C209.4	To illustrate the role of innovation and creativity by nurturing a passion for novelty.
			C209.5	To prepare for a challenging sustainable ecosystem .
19	C301	Consumer Behaviour	C301.1	Describe theoretical concepts related to the human thinking process towards purchase of different product
			C301.2	Describe the process through which a consumer makes a purchase decision and develop skills to map with consumer mind set.
			C301.3	Identifying individual determinant's impact on consumer decision making process
			C301.4	Explain impact of group determinant on consumer decision making
			C301.5	Explain the dynamic nature of consumer behaviour at present scenario
			C301.6	Analyze emerging issues related to consumer buying behavior in competitive business world.
20	C302	Sales Distribution Management	C302.1	Define the subject taught
			C302.2	Help select people for the assignment
			C302.3	Apply to the scope of the work of sales managers
			C302.4	Identify and analyze complexity involve of distribution system.
			C302.5	Give idea about alternative methods of distribution.

			C302.6	Appraise about logistic importance in distribution system
21	C303	Digital Marketing	C303.1	To describe the evolution of digital world and explain the importance of digital marketing in contemporary business environment.
			C303.2	To identify, analyze and solve global issues in the field of digital marketing.
			C303.3	To name and give examples of advanced tools used for online advertising.
			C303.4	To apply the ethical and legal practices while accessing internet and using online digital platforms for digital marketing purposes.
			C303.5	To develop an understanding of consumers' perception in digital marketplace and design strategies accordingly.
			C303.6	To discuss and show the use of Google Analytics and And Words in contemporary digital marketing campaigns.
22	C304	Services Marketing	C304.1	To define services, recognize the different features of services as compared to goods and describe the nature, scope, and significance of service marketing to be confident about the management theories and practices.
			C304.2	Describe the concept of Service Marketing, the marketing mix elements, analyze the marketing mix in terms of services and able to explain the service blueprint to be able to foster analytical skill regarding decision making.
			C304.3	To analyze the service quality issues and models, outline the gaps between the consumer expectations and actual services offered, to lead themselves in the achievement of organizational goals.
			C304.4	To explain the unique challenges of service marketing, including the elements of branding, packaging, service delivery channels, channel conflicts and resolution and convert them into opportunities to implement those for betterment of society.

			C304.5	To create customer relationship and value marketing, design service quality measurements to build customer loyalty, retain profitable customers and execute strategies to compete in today's business
			C304.6	To differentiate the marketing of different kinds of services, state the challenges, the research, and innovations in service sector to compare and comprehend trends and ethics in services marketing.
23	C305	Security Analysis and Portfolio Management	C305.1	The students can define the risk-return analysis of any investment proposal.
			C305.2	The students can interpret the risk-return results of any investment proposal.
			C305.3	The students can able to apply the investment models for security pricing.
			C305.4	The students can select the best investment proposal by following various models of investment
			C305.5	The students can able to appraise the investment based on different analyses.
			C305.6	The students can able to develop various investment strategies.
24	C306	Financial Derivatives	C306.1	The students can able to describe the meaning, features, types, history, and development of the derivatives market in India.
			C306.2	The students can explain the factors affecting the derivatives market and the meaning, and features of forward contracts.
			C306.3	The students can interpret the performance of future contracts and price volatility.
			C306.4	The students can vividly analyse the market behavior of future contracts and their price movements.
			C306.5	The students can able to construct a different strategy to participate and trade in the options market.
			C306.6	The students can appraise the option and swap contracts and can make effective investment strategies.

25	C307	Advanced Management Accounting	C307.1	Explain the students to know the concepts relating to management and costs involved in finance.
			C307.2	Demonstrate the students about the methods and techniques relating to short term and long term decision making.
			C307.3	Applying the knowledge of management tools for budgeting.
			C307.4	Help the students in applying knowledge of management theories and practices to solve business problems.
			C307.5	Making the students demonstrate the theoretical as well as practical concepts to create confidence and positive thinking within them to accept any type of business risk as a challenge.
			C307.6	Demonstrate an understanding of and an ability to apply advanced manufacturing cost accounting techniques.
26	C308	Project Appraisal and Financing	C308.1	Give the knowledge regarding projects and how to identify and formulate projects.
			C308.2	Give the knowledge of identifying the costs and appraisals of project
			C308.3	State the risks associated with projects
			C308.4	Develop different ways of financing the project
			C308.5	Ability to analyze and communicate global, and ethical aspects of business.
			C308.6	Develop the strategies employed in managing risk. Practice project management decisions and control.
27	C309	Manpower Planning	C309.1	To understand the concept of Manpower Planning and use of forecasting techniques for the process.
			C309.2	Learn the process to apply technology in all the functions of HR.
			C309.3	Discuss different statistical tools and techniques to analyze the workforce diversity and contribute towards enhancement of skills to cope with the competitive business environment.

			C309.4	Evaluate the strategic tools and techniques for Managing the manpower with ease.
			C309.5	Use of tools and techniques to assess the competency level of the employees.
			C309.6	Assess the competency level of the employees effectively to face the competitive Business Environment efficiently.
28	C310	Employee Relations	C310.1	Discuss the overview of Employee Relations and analyze its importance in the organization.
			C310.2	Understand the concept of Strategic Employee Relations Management and Psychological contract to establish good relations in the organizations.
			C310.3	Understand various approaches of IR and analyze its importance in the enhancement of organizations.
			C310.4	Discuss the role and importance of Trade Unions in Industries.
			C310.5	Evaluate the new trends to manage the conflict in the organizations
			C310.6	Analyze the importance of workers participation in management.
29	C311	Compensation and Benefit Management	C311.1	To discuss with students about the concept of compensation management and its various types for effective implementation in an organisation.
			C311.2	To explain students with various salary structures and both monetary and non-monetary benefit of compensation.
			C311.3	Differentiate between legally required and discretionary benefits and to gain the knowledge about executive compensation system
			C311.4	Identify and explain the variety of reward systems used to determine individual pay levels.
			C311.5	To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits.

			C311.6	Students can apply various incentive scheme and employee welfare measures at workplace which can help them for better Human Resource Management.
30	C312	Performance Management System	C312.1	Discuss and apply performance management processes.
			C312.2	Relate to manage under performers using a defined performance improvement process.
			C312.3	Illustrate the types of performance measures used an organization for employee evaluation.
			C312.4	Students will able to relate various reward system linked with performance management.
			C312.5	Interpretation of pay plan in accordance with employee effectiveness.
			C312.6	Develop ability to set clear expectations that improve performance and productivity.
31	C313	Seminar Presentation	C313.1	Establish motivation for any topic of interest and develop a thought process for technical presentation.
			C313.2	Organize a detailed literature survey and build a document with respect to technical publications.
			C313.3	Analysis and comprehension of proof-of-concept and related data.
			C313.4	Effective presentation and improve soft skills.
			C313.5	Make use of new and recent technology (e.g. Latex) for creating technical reports.
			C313.6	Demonstrate the ability to describe, interpret and analyze technical issues and develop competence in presenting.
32	C401	Retail Marketing	C401.1	To discuss about the emergence of the organized retail sector in India and able to infer the different retail concepts to solve business problems.
			C401.2	To demonstrate an understanding of how retailers develop a retail marketing mix, discuss the strategies and the technologies used to assess the needs of the modern management process.

			C401.3	To outline the retail location decisions, explain the integration of merchandise and store management, to identify the business opportunities.
			C401.4	To analyze the retail aesthetics, retail atmospheres and the retail equity, to create, select and execute appropriate strategies to contribute effectively in the environment while looking at the ethical aspects of business.
			C401.5	To evaluate the retail pricing methods, the price setting, explain the pricing strategies, interpret the profitability of inventory purchases to take better decisions.
			C401.6	To explain how the retailers use retail communication to build a brand image, opting for appropriate branding strategies while creating brand value, and support for the betterment of the society
33	C402	Product and Brand Management	C402.1	Describe product concept and different product categories emerging in Indian market.
			C402.2	Describe product portfolio strategies are adopted by company in competitive marketing environment.
			C402.3	Describe different aspects of branding association with product.
			C402.4	Identify different stages of branding strategies towards market.
			C402.5	Explain brand building strategies and its relevance in present business world
			C402.6	Explain branding ethics and brand development strategies in dynamic business world.
34	C403	B2B Marketing	C403.1	To state the basic dimensions of business marketing and compare it with consumer marketing.
			C403.2	To explain the influence of socio-cultural impact on B2B negotiations in global business scenario.
			C403.3	To discuss organisational buying process across different types of organisations.

			C403.4	To analyze the segmentation, targeting and positioning process in business marketing.
			C403.5	To design the strategies for different business models used for effective business marketing process.
			C403.6	To discuss the process of logistic management and show its importance in B2B marketing.
35	C404	Business Taxation	C404.1	Describe the concepts of taxation and different heads of income.
			C404.2	Explain and define the meaning of previous year and assessment year in relation to calculation of tax.
			C404.3	Apply the concepts of taxation for computing the income from salary, capital gains and other incomes including house properties.
			C404.4	Compute the income from business and profession with application of various exemptions.
			C404.5	Estimating and calculating tax under GST.
36	C405	Behavioural Finance	C405.1	The students can able to describe the basic concepts of behavioral finance.
			C405.2	The students can able to Explain the underlying theories and models related to behavioral finance
			C405.3	The students can apply the theories of behavioral finance to make decisions when presented with alternatives that involve risk, probability, and uncertainty.
			C405.4	The student can infer various strategies for investment by analyzing the sentiments of investors.
			C405.5	The students can collect the different mental factors affecting investment decisions.
			C405.6	The students can evaluate the stock return in line with the investor's behavior and sentiments.
37	C406	Merger and	C406.1	Identify and implement mergers and acquisitions as part of a corporate strategy. Develop strategies regarding financial and corporate policies.

		Acquisition	C406.2	Analyze theories regarding merger and takeovers Understand the basic merger and acquisition process in either buying or selling companies.
			C406.3	Make students explain how to restructure the corporate.
			C406.4	Foster analytical and critical thinking abilities relating to different aspects of mergers and restructuring
			C406.5	Demonstrate the students for leading themselves and others in the achievement of organizational goals, contributing effectively to the organization
			C406.6	Demonstrate the ways of capturing the value drivers through mergers and acquisitions and achieve skills in evaluation of target companies and the deals' value.
38	C407	Team Dynamics	C407.1	The student will Define the purpose of team.
			C407.2	Able to Explain team communication and Describe team process
			C407.3	Able to Apply in the business for problem solving.
			C407.4	Able to Solve conflict related to team building.
			C407.5	Able to Develop team culture.
			C407.6	Able to Tell team training.
39	C408	Strategic HRM	C408.1	The student will now able to Define Strategy and Explain HRM.
			C408.2	Able to Tell issue in HRM.
			C408.3	Able to Define HR system.
			C408.4	Able to Design HR strategy for training and development
			C408.5	Able to Use HR strategy in the global context.
			C408.6	Able to State the meaning of Strategic Alliances.
40	C409	Industrial Relation	C409.1	Remember the historical background and importance of labour laws in an industry

			C409.2	Discuss different provisions provided by the court in handling labour laws such as government of India provision for labour and labour laws classification.
			C409.3	Analyze the history, provisions, case laws in different social security legislation.
			C409.4	Understand each law and assess its implication for different aspects of conduction of business.
			C409.5	Analyze a firm understanding of laws for the recurring practice at the work place.
			C409.6	Evaluate the provisions of different laws and its implications in business organizations that can contribute positive impact on the business.
41	C410	Summer Internship	C410.1	Student is able to construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
			C410.2	For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT).
			C410.3	Student is able to determine the challenges and future potential for his / her internship organization in particular and the sector in general.
			C410.4	Student is able to test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
			C410.5	Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.
			C410.6	Student is able to analyze the functioning of internship organization and recommend changes for improvement in processes.