



# DEVI AHILYA VISHWAVIDYALAYA, INDORE

## International Institute of Professional Studies

### 1.1.1

### Program outcome and course outcome



# **INTERNATIONAL INSTITUTE OF PROFESSIONAL STUDIES**

The Institute offers following programmes in the area of Management and Computer science;

- 1. MBA MS (2YRS)**
- 2. MBA MS (5YRS) INTEGRATED PROGRAMME**
- 3. MBA (APR)**
- 4. MBA (TA) (5YEARS) INTEGRATED PROGRAMME**
- 5. B.COM.(HONS.)**
- 6. MBA (ENTREPRENEURSHIP)**
- 7. MBA (TA) 2YEARS**
- 8. MCA (6YRS.) INTEGRATED PROGRAMME**
- 9. M.TECH(IT) 5YRS. INTEGRATED PROGRAMME**

Following are the programme specific outcomes of various programmes offered by the institute in the area of Management and Computer science;

## **NAME OF THE PROGRAMME: MBA MS (2YRS)**

### **Programme Specific Outcomes**

**PSO1:** Develop leadership qualities, business skills and managerial competencies blended with societal concern among the stakeholders.

**PSO2:** It Inculcate skills essential for managers i.e. decision making skills, leadership skills, communication skills and team working abilities.

**PSO3:** Comprehend fundamental Knowledge in –Management, Business Accounting, Financial Management, Marketing Interpersonal & Organization Behavior and Human Resource Management.

**PSO4:** The program inculcates an attitude of compassion towards fellow beings, commitment towards work and sense of social purpose among students for becoming responsible citizens.

**PSO4:** Equip students to build career in Sales, Marketing, Advertising, Retail, Market Research, Equity analysts, Banking, Insurance, Consultancy, Business analyst, Selling Financial Products, Managing peoples, Performance Planning, Training and Development, HRD etc.

## **NAME OF THE PROGRAMME: MBA MS (5YRS) INTEGRATED PROGRAMME**

### **Programme Specific Outcomes**

- PSO1: Understand the fundamental concepts and theory of business practice in a business discipline in first three years (BBA).
- PSO2: Integrate knowledge of various functional areas including marketing, finance and human resource and other aspects of management based on current trends in the market during the last two years (MBA) of the programme.
- PSO3: Enhance students decision making skills in various areas so that they can identify the market opportunities and face the challenges in the business environment.
- PSO4: Nurture professionals and entrepreneurs in diversified areas like Finance, Marketing, HR etc.
- PSO5: Add to the creativity, leadership skills and ability to work in Team.
- PSO6: Develop leadership qualities, business skills and managerial competencies blended with societal concern among the stakeholders.
- PSO7: Inculcate skills essential for managers i.e, decision making skills, leadership skills, communication skills and team working abilities.
- PSO8: Inculcate an attitude of compassion towards fellow beings, commitment towards work and sense of social purpose among students for becoming responsible citizens.
- PSO9: Develop critical thinking, analytical, problem solving skills and also equip them with the ability to identify and evaluate relevant information for decision-making.

## **NAME OF THE PROGRAMME: MBA (APR)**

### **Program Specific Outcomes**

- PSO1: Develop cadre of outstanding 'Communications' professionals with broad-based knowledge and critical interpersonal skills to meet the challenges of the corporate society
- PSO2: Inculcate understanding of fundamental concepts and theory of business practice through foundation courses.
- PSO3: Develop an integrated view of managerial problems and perspectives in communication industry through advanced knowledge of core issues.
- PSO4: Subjects imparting advanced knowledge create a clear career interest, they intend to enable the students to develop specific skills and perspectives in their chosen career paths.
- PSO5: Develop leadership capabilities to act as change agents and be a source of motivation in the organization they work

- PSO6: Preparing students at strategizing.
- PSO7: Apply knowledge of leadership and management theories and practice to solve business problems.
- PSO8: Foster analytical and critical thinking abilities.
- PSO9: Impart values and transformational learnings to evolve as global citizens and responsive human beings.
- PSO10: Create awareness and ability to balance personal and life goals

## **NAME OF THE PROGRAMME: MBA (TA) (5YEARS) INTEGRATED PROGRAMME**

### **Programme Specific Outcomes**

- PSO1: Explain the role of and apply economics, accounting, financial management, human resource management and marketing knowledge and skills in decision making and management of tourism organisations.
- PSO2: Recognise the potential impact of local and global economic conditions and events, with emphasis on the Asia Pacific region, on the operations and strategic management of organisations.
- PSO3: Apply sound financial management techniques and analytical skills to authentic operations and strategic management issues of organisations.
- PSO4: Apply contemporary strategic management practices compatible with organisational sustainability, ethical behaviour and effective workforce relations.
- PSO5: Describe a range of research methods useful in the conduct of industry and organisation based projects, and discuss their benefits and limitations.
- PSO6: Work both individually and in groups to conduct business research and critically evaluate the findings to solve business related problems.
- PSO7: Present theoretical concepts and complex ideas in both written and verbal formats appropriate for a range of stakeholder audiences.
- PSO8: Relate and apply their knowledge and skills to the tourism industry.

## **NAME OF THE PROGRAMME: B.COM.(HONS.)**

### **Programme Specific Outcomes**

- PSO1: Develop an understanding of commerce and apply the skills and knowledge in a business organization
- PSO2: Equip the graduates with the know-how of operating successfully in a continuously changing business environment
- PSO3: Equip graduates with the skills required to lead management position
- PSO4: Make informed and ethical decisions based on thorough knowledge of commerce concepts.
- PSO5: Develop an ability to effectively communicate both orally and verbally
- PSO6: Appreciate importance of working independently and in a team
- PSO7: Have exposure of complex commerce problems and find their solution
- PSO8: Process information by effective use of IT tools

- PSO9: Understand required mathematical, analytical and statistical tools for financial and accounting analysis
- PSO10: Develop an understanding of various commerce functions such as finance, accounting, Financial analysis, project evaluation, and cost accounting
- PSO11: Develop self-confidence and awareness of general issues prevailing in the society

## **NAME OF THE PROGRAMME: MBA (ENTREPRENEURSHIP)**

### **Programme Specific Outcomes:**

- PS01: Develop ability to understand and solve entrepreneurial issues.
- PS02: Inculcate skills o communicate and negotiate effectively, to achieve organizational and individual goals.
- PS03: Develop ability to upgrade their professional and entrepreneurial skills in their workplace.
- PS03: Inculcate skills to explore and reflect about entrepreneurial challenges
- PS04: Develop ability to take informed entrepreneurial decisions in a dynamically unstable environment
- PS05: Apply knowledge of leadership to take up challenging assignments.
- PS07: Create ability to pursue lifelong learning.
- PS08: Create fulfilling entrepreneurial career.

## **NAME OF THE PROGRAMME: MBA (TA) 2YEARS**

- PSO1: Investigate the impact of tourism planning and development on economic, sociocultural and physical environments.
- PSO2: Look at business from the point of view of both the consumer and the service provider.
- PSO3: Explore issues that concern host-visitor relationships.
- PSO4: Study the major processes within marketing through case studies and class discussion.
- PSO5: Develop Tourism professional ,well worse with industry.
- PSO6: Develop leadership for being future managers.
- PSO7: Apply knowledge of leadership and management theories and practice to solve business problems.
- PSO8: Creating Awareness about Eco –Tourism, Rural Tourism, Golf Tourism, and other upcoming fields in Tourism
- PSO9: Promoting OJT for students to have a balance between industry and Academics.
- PSO10: Develop an integrated view of managerial problems and perspectives in communication industry through advanced knowledge of core issues.

## **NAME OF THE PROGRAMME: MCA (6YRS.)**

### **INTEGRATED PROGRAMME**

#### **Programme Specific Outcomes**

The MCA (6 years) is the only Program of its kind in India. The students undergo rigorous training, which moulds them into highly competent and focused professionals. In a period of five and a half years a student studies a total of 57 subjects. The course structure is designed keeping in mind the overall development of the student. The students have to maintain a high standard of academic performance throughout the course. The classroom learning is complemented by practical experiences in the industry. The course includes compulsory project development at graduation level.

- PSO1: Experimental Learning is Learning by Experience. Philosophy is the cornerstone approach of IIPS. The fundamental tools and functional knowledge is developed through a carefully coordinated sequence of study in the first three years of the MCA programme.
- PSO2: The next three years emphasize on refining this journey with practical exposure. The MCA curriculum includes project work that requires students to confront the actual challenges and dynamics faced by real companies making crucial decisions. Knowledge acquired in the classroom is bolstered with techniques of the workplace.
- PSO3: Entrepreneurial Mindset Being able to think out of the box is essential in today is marketplace. In the MCA program, students also learn how to manage change and solve problems beyond the limitations of traditional paradigms. Equipped with this entrepreneurial tool kit, MCA professionals can organize and manage new ventures or provide added value to their employers.
- PSO4: The major thrust is on giving the students a sound background in three components namely, computing, business functioning and mathematics fields, relevant to information technology. A strong laboratory component as a part of the curriculum, along with theory enables the students to learn concepts of Data base management system, Programming languages, computer network, Data structure, Artificial intelligence, System programming, Computer architecture etc.
- PSO5: Advanced knowledge in Enterprises resource planning, Enterprises computing technique, network security, Compiler design, Soft-computing, Bioinformatics, Managerial economics, Cloud computing, design Pattern etc.
- PSO6: Ability for higher education and research in the areas of Students have ability to do research in different area of computer science such as VLSI, Mobile computing, Artificial intelligence, networks etc.
- PSO7: A project is also included in the curriculum for the post graduate degree to supplement detailed studies in advanced topics such as Simulation and Modelling, Advanced Database Management and Information Technology Project Management.

## **NAME OF THE PROGRAMME: M.TECH(IT) 5YRS. INTEGRATED PROGRAMME**

### **Programme Specific Outcomes**

- PSO1: Apply knowledge of mathematics, science and advanced technologies, skills and modern tools of computer science and engineering.
- PSO2: Design software systems to meet identified needs within economic, environmental, social and technical constraints.
- PSO3: Analyze the problems, design using appropriate tools, coding and testing to provide the efficient solution.
- PSO4: Communicate effectively and be able to comprehend and write effective reports, prepare documentation and effective presentations.
- PSO5: Inculcate an attitude of concern towards fellow beings, commitment towards work and sense of social purpose among students so that they can become responsible citizens
- PSO6: Function effectively in multiple roles as an Individual, as a Team Member or Leader in teams with positive attitude.
- PSO7: Provide socially acceptable technical solutions to complex computer science engineering problems with the application of modern and appropriate techniques for sustainable development.

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## **NAME OF THE PROGRAMME: MBA MS (2YRS)**

### **MBA MS (2YRS) SEMESTER - I**

#### **FT101: Principles and Practices of Management**

##### **Course Outcomes:**

##### **Student will.....**

CO1: Gain an understanding of the functions and responsibilities of the manager, and providing them with necessary tools and techniques to be used in the performance of managerial job.

CO2: Examine the management theory with corresponding opportunities for application of these ideas in real world situations.

CO3: Understand the managerial functions of Assessing, Planning, Organizing, and Controlling. Both traditional and cutting-edge approaches are introduced and applied.

CO4: Understand implications of managerial action and inaction.

#### **FT105: Human Resource Management**

##### **Course Outcomes:**

##### **Student will.....**

CO1: Become better leaders by enhancing their effectiveness in managing human resources.

CO2: Understand the basic principles of strategic human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively.



CO3: Comprehend practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today's increasingly complex workplace.

### **FT107D: Managerial Economics**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Build up a basic understanding about the basic foundation of economic concepts and tools those have direct managerial applications.

CO2: Sharpen analytical skills through integrating knowledge of economic theory with decision making techniques.

CO3: Understand competitive markets as well alternative market structures.

### **FT112A: Business Law**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Gain knowledge of the legal environment in which a consumer and businesses operates.

CO2: Get aquatent with knowledge of legal principles.

CO3: Understand relationship between law and economic activity and awareness of legal principles involved in economic relationships and business transactions.

CO4: Build acceptable attitudes and viewpoints with respect to business ethics and social responsibilities.

### **FT114: Soft Skills for Manager**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Learn various aspects of soft skills for good personality. Meaning of a personality, aspects of personality, communication for individuals and business are the areas covered in this course.

CO3: Understand the importance of soft skills in personal as well as professional life and will help students become effective communicators and develop good interpersonal skills.

### **FT102A: Business Accounting I**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Acquaint concepts of accounting and help them to acquire the ability to develop and use the accounting and system as an aid to decision making.

CO2: Develop an insight about the meaning of basic accounting terms related to accounting, business management and finance.

CO3: Identify how accounting serves as a basis for careers, and the tasks associated with various accounting occupations.

CO4: Master the ability to apply the accounting cycle for different types of businesses.

### **FT-116L: Production and operations Management**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Understand the basic method of production management techniques and eventually to develop skills in problem-solving and decision-making.

CO2: Acquainted with the basic aspects of Production Management. The course attempts to discuss various important planning, organizing and controlling aspects of Operations Management.

CO3: Reinforce the concepts of Production Management through various operational aspects of Production Management. Various important Production Management techniques will be covered with different problem-solving methodologies.

### **FT-117: Data Visualization Lab**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Learn presentation of data in table, pictorial or graphical format. Such visual presentation will help in providing better insight in decision making.

CO2: Develop the skills needed for designing of data visuals with different visual encodings, create different type of charts and maps in Excel / Tableau.

## **MBA MS (2YRS) SEMESTER - II**

### **FT -201: Principles of Marketing Management**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Have an exposure to marketing concepts, tools & techniques and help them to develop abilities and skills required for the performance of marketing functions.

CO2: Be introduced the aspects of marketing including strategic marketing planning, marketing research, product planning and development, promotion planning and pricing.

CO3: Understand of the theories and practical application of the marketing mix variables.

### **FT-202A: Interpersonal & organization behavior**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Gain the intricacies of individual behavior in order to function effectively and efficiently in the organization.

CO2: Learn potential sources of conflicts which will make their careers interesting and enjoyable.

CO3: Revitalize organizational theory and develop a better conceptualization of organizational life.

### **FT-203B: Business Economics (Macro)**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Identify economic concepts and theories related to the behavior of economic agents, markets, industry and firm structures, legal institutions, social norms, and government policies.

CO2: Able to integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and to formulate predictions on future ones.

### **FT-2: Research Methodology**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Develop basic concept and methods for conducting Business research.

CO2: Identify the overall process of designing a research study from its inception to its report which includes plan; review of the literature, data collection; analysis of data; interpretation of data and reporting of findings.

CO3: Be familiarize with ethical issues in business research, including those issues that arise in using quantitative and qualitative research.

## **FT-205: Financial Management**

### **Course Outcomes:**

#### **Student will.....**

CO1: Enhance the understanding of the fundamental concept of managing financial aspect of organizations.

CO2: Gain systematic, efficient and actual knowledge of financial management that can be applied in practice.

CO3: Learn making financial decisions and resolving financial problems.

## **FT-206B: Quantitative Techniques for Business**

### **Course Outcomes:**

#### **Student will.....**

CO1: Provide a formal quantitative approach to problem solving and an intuition about situations where such an approach is appropriate, to introduce some widely-used mathematical models.

CO2: Understand quantitative technique for business models which will provide a tool that the students can use to solve management problems.

## **FT-2: IT for Business**

### **Course Outcomes:**

#### **Student will.....**

CO1: Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.

CO2: Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.

CO3: Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.

## **Lab: Research Tools**

### **Course Outcomes:**

#### **Student will.....**

CO1: Be Provide hands on experience in data collection and organization using advance stastical softwares like SPSS/ SAS/ R and Excel.

CO2: learn to design and run statistical test for factual data and analyse results for overall research.

## **MBA MS (2YRS) SEMESTER - III**

### **FT-301D: STRATEGIC MANAGEMENT (CORE)**

#### **COURSE OUTCOMES:**

##### **Student will.....**

CO1: Comprehend integrative model of strategic management process that defines basic activities in strategic management.

CO2: Acquire the knowledge and abilities in formulating strategies and strategic plans.

CO3: Be able to analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement.

CO4: Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

## **ELECTIVE- 1**

### **FT-302D: DECISION MAKING SKILLS**

#### **COURSE OUTCOMES:**

##### **Student will.....**

CO1: Recognize personal barriers to problem solving and have identified a way to overcome these barriers

CO2: Understand the problem solving process and models including the IDEAL model

CO3: Understand team synergistic problem solving and decision making

CO4: Be aware of the individual and team behaviours when teams are problem solving as a group

CO5: Understand the role of creativity when faced with challenges that require new thinking. Use structured tools and techniques for solving problems including force field analysis

CO6: Understand the impact of your circle of influence when dealing with problems and the benefits of a proactive approach to both yourself and to others

CO7: Be able to apply a creative approach to generating options to help make the most appropriate decision.

### **FT-304MA: INTEGRATED MARKETING COMMUNICATION**

#### **COURSE OUTCOMES:**

##### **Student will.....**

CO 1 – Understand the concept of Integrated Marketing Communication and its role in Marketing

CO 2– Discuss various components of IMC campaign

CO 3 – Comprehend role of advertising and Public Relations in IMC

CO 4 – Comprehend role, tools and importance of sales promotion in today's era as IMC component

CO 5 – Comprehend role and tools of Direct Marketing in IMC

CO 6 - Understanding influence of Personal Selling on customer and its importance in IMC

CO 7 – Explain the role of unconventional media and tools in communication

CO 8 – Discuss the importance of issues affecting International marketing Communications

### **FT-305MA: CONSUMER BEHAVIOUR**

#### **COURSE OUTCOMES:**

##### **Student will.....**

CO1: Understand what consumer behavior is and the different types of consumers

CO2: Understand the relationship between consumer behavior and the marketing concept, the societal marketing concept, as well as segmentation, targeting and positioning

CO3: Understand the relationship between consumer behavior and customer value, satisfaction, trust and retention

CO4: Understand how new technologies are enabling marketers to better satisfy the needs and wants of the consumers

### **FT-307MA: SALES AND DISTRIBUTION MANAGEMENT**

#### **COURSE OUTCOMES:**

##### **Student will.....**

CO 1: It helps to achieve organizational goals and objectives by focusing on the aim and planning a strategy regarding achievement of the goal within a timeframe.

CO 2: Sales team monitors the customer preference, government policy, competitor situation, etc., to make the required changes accordingly and manage sales and distribution network.

CO3: By monitoring the customer preference, the salesperson develops a positive relationship with the customer, which helps to retain the customer for a long period of time.-

### **FT-311 MB: DIGITAL MARKETING**

#### **Course Outcomes:**

CO1: Identify the basic understanding of digital marketing

CO2: Differentiate between Traditional Marketing and Digital Marketing.

CO3: Understand the strategies used in digital marketing environment.

CO4: Students must understand difference between Inorganic and Organic Content.

CO5: Develop basic understanding of Search Engine Optimisation.

CO6: Know the various Advertisement formats used in digital marketing.

### **FT-312MB: GLOBAL MARKETING**

#### **COURSE OUTCOMES:**

CO1: Discuss the various phases in the evolution of Global Marketing.

CO2: Define and distinguish between marketing, foreign marketing, international marketing, and global marketing; marketing management and international marketing management.

CO3: Discuss the various factors that limit standardization of global marketing strategies.

CO4: Discuss the major players in the global markets and Assess the importance of studying global marketing and in having a global mindset.

### **FT-313MB: RURAL AND RETAIL MARKETING**

#### **COURSE OUTCOMES:**

CO1: Develop an insight into rural marketing regarding different concepts and basic practices in this area.

CO2: Understand the challenges and opportunities in the field of rural marketing.

CO3: Identify significance of the rural markets.

CO4: Nature and characteristics of rural markets and factors contributing to the change in the rural market

### **FT- 315FA: FINANCIAL MARKETS AND FINANCIAL SERVICES**

#### **COURSE OUTCOMES:**

CO1: Understand the various financial services and products in the liberalized Indian economy.

CO2: Know in-depth perspective of the equity and bond markets.

CO3: Enlighten the students with the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution, and Financial Services.

### **FT-314FA: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

#### **COURSE OUTCOMES:**

CO1: Develop in dept understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services

CO2: To understand the importance of equity research.

CO3: To understand how excel can be leveraged for better analysis of a company

CO4: To give recommendation based on fundamental and technical analysis

### **FT-316FA: INSURANCE AND BANKING**

#### **COURSE OUTCOMES:**

CO1: Enhance understanding of fundamentals of risk in Insurance and Banking.

CO2: Understand banking system in India, retail and corporate products of banks in India.

- CO3: Understand payment and settlement systems in India.
- CO4: Understand functions of RBI.
- CO5: Understand legal environment for Insurance and banking.
- CO6: Understand basic principal and practices of Insurance in India.

### **FT-310FB: FINANCIAL ENGINEERING AND RISK MANAGEMENT**

#### **COURSE OUTCOMES:**

- CO1: In this course, we will survey the types of derivative securities used in financial risk management.
- CO2: Apply critical thinking skills to complex business problems including, Identifying and examining relevant issues and information, Generating and evaluating possible solutions to problems.
- CO3: Use quantitative analytical skills to Identify and analyze material factors that are involved in derivative issues, Determine and apply appropriate problem-solving techniques to risk management and derivatives issues.
- CO4: Use information technology as a tool to obtain information concerning financial instruments in the derivatives area.

### **FT-309FB: CORPORATE FINANCIAL ANALYSIS**

#### **COURSE OUTCOMES:**

- CO1: Understand the conceptual background for corporate financial analysis from the point of corporate value creation.
- CO2: The course develops theoretical framework for understanding and analyzing major financial problems of modern firm in the market environment.
- CO3: The course covers basic models of corporate capital valuation, including pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure, derivative assets and contingent claims on assets.
- CO4: Develop skills in analyzing corporate behavior in capital markets and the relationship of agent and principal in raising funds, allocating capital, and distributing returns.

### **FT-312FB: TAXATION FOR MANAGERS**

#### **COURSE OUTCOMES:**

- CO1:** This course will enable the students to understand the tax provisions related to individual and companies and compute the tax liability.

### **FT-314 HA: HUMAN RESOURCE DEVELOPMENT**

#### **COURSE OUTCOMES:**

- CO1: Develop capabilities of all individuals working in an organization in relation to their present role
- CO2: Develop capabilities of all such individuals in relation to their future role
- CO3: Develop coordination among different units of an organization
- CO4: Develop organizational health by continuous renewal of individual capabilities & keeping pace with the technological changes

### **FT 316 HA: MANAGING PEOPLE**

#### **COURSE OUTCOMES:**

- CO 1: Build Effective Team Processes
- CO 2: Structure and Organize the World Load Effectively
- CO3: Build Positive Working Relationships with Senior Management and other Colleagues
- CO 4: Build the Habit of Setting Short-term Goals to Achieve Long-term Objectives

## **FT-315 HA: TRAINING AND DEVELOPMENT**

### **COURSE OUTCOMES:**

CO1: Learn to Induce new employees

CO2: Gain knowledge on new method of Training and development help to gain knowledge on a new method.

CO3: Obtain knowledge of company policy.

CO4: Earn knowledge on customer relations.

## **FT 313HB: COMPENSATION AND REWARD MANAGEMENT**

### **COURSE OUTCOMES:**

CO1: Learn to Attract Top Talent in a company.

CO2: Learn to Retain & Reward Personnel for their performance

CO3: Learn to Boost Motivation

CO4: Learn to Maximize Return on Investments

## **FT 312HB HUMAN RESOURCE PLANNING AND AUDIT**

### **COURSE OUTCOMES:**

CO1: Identify performance of the Human Resource Department and its relative activities in order to assess the effectiveness on the implementation of the various policies to realize the Organizational goals.

CO2: Identify the gaps, lapses, irregularities, short-comings, in the implementation of the Policies, procedures, practices, directives, of the Human Resource Department and to suggest remedial actions.

CO3: Know the factors which are detrimental to the non-implementation or wrong implementation of the planned Programmes and activities.

CO4: Understand measures and corrective steps to rectify the mistakes, shortcomings if any, for future guidance, and advise for effective performance of the work of the Human Resource Department.

CO5: Will be able to evaluate the Personnel staff and employees with reference to the Performance Appraisal Reports and suggest suitable recommendations for improving the efficiency of the employees.

CO6: Able to evaluate the job chart of the Human Resource Managers, Executives, Administrative Officers, Executive Officers, Recruitment Officers, whether they have implemented the directives and guidelines for effective Management of the Human resources in their respective Departments.

## **FT-311HB STRATEGIC HUMAN RESOURCE MANAGEMENT**

### **COURSE OUTCOMES:**

CO1: Develop Advance flexibility, innovation, and competitive advantage.

CO2: Develop a fit for purpose organizational culture.

CO3: Able to improve business performance through strategic HRM through hiring, training, and rewarding employees.

CO4: Students will be able to look at ways that human resources can make a direct impact on a company's growth. HR personnel need to adopt a strategic approach to developing and retaining employees to meet the needs of the company's long-term plans.

## **MBA MS (2YRS) SEMESTER - IV**

### **FT-402B: BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**Course Outcomes:****Student will.....**

CO1: Be able to aware and examin the significant contemporary ethical issues and challenges existing in Business today.

CO2: Comprehend fundamentals of corporate governance in India and other countries in light of good governance and contemporary changes in the global business environment.

CO3: Be able to examine ethical dilemmas and decision making frameworks and approaches at the personal, organizational and societal levels will be explored.

**GROUP A****FT-416MA: Product and Brand Management****Course Outcomes:****Student will.....**

CO1: Understand various concepts involved in learning Product and Brand Management for the success of any concern.

CO2: Understand how the product manager implements business strategy in the marketplace and to acquaint the students with the process and strategies of new product management.

CO3: Be Able to explore the methodology for managing the cohesive development and marketing of new products from idea inception to product discontinuation.

CO3: Be Able to apply these principles at the consumer level that will improve managerial decision-making with respect to brands.

**FT-417MA: Strategies and Modeling in Marketing****Course Outcomes:****Student will.....**

CO1: Understand concepts and techniques in marketing.

CO2: Acquaint with the duties of a marketing manager.

CO3: Be exposed to development, evaluation, and implementation of marketing management in a variety of business environments.

CO4: Learn strategic and managerial focus and to perform the role of a marketing manager.

CO5: Acquire analytical skills in solving marketing related problems and challenges and be familiar with the strategic marketing management process.

**FT-418MA: Service Marketing****Course Outcome:****Student will.....**

CO 1 – Be Equipping with core competencies and skills sets suitable for service sector

CO2 – Create an in-depth understanding of service sector, service concept and service characteristics

CO 3 – Understand service marketing mix

CO4 – Have Knowledge of development of service product, pricing, promotion and distribution decisions

CO 5 – Understand service process role in service marketing mix and development of blue print

CO 6 – Managing and crafting Physical environment

CO7 – Understanding the role of people in service organization and ways to maintain personnel quality

CO 8 – Describe Service quality concept, dimensions and model

**FT-416FA: International finance****Course outcomes:**



**Student will.....**

CO1: Acquire in depth knowledge of international finance issues, international financing/ investing activities and international financial markets.

CO2: Develop knowledge capability and skills necessary for making sound financial decisions for a multinational firm.

**FT-417FA: Financial Planning and Wealth Management**

**Course Outcome:**

**Student will.....**

CO1: Understand the environment of personal finance and financial planning.

CO2: Understand how personal financial decisions are made.

CO3: Be able to understand the process used to develop a personal financial plan and wealth management..

**FT-418A: Project Finance**

**Course Outcomes:**

**Student will.....**

CO1: Develop understanding about project finance , its necessary elements, why it is used, how it is used, its advantages and its disadvantages.

CO2: Be able to identify projects that meet the essential criteria for a project financing and know how to create the structure for a basic project financing.

CO3: Understand about the necessary elements critical to project financing to include product markets, technology, sponsors, and operators, off takers, environment, consultants, taxes and financial sources.

CO4: Be able to apply the fundamental risk allocation principle of assigning risks and tasks to the party most capable of handling them. Identify various sources of financing will be discussed including commercial banks, equity sources, the bond markets and leasing.

**FT-418HA: Performance Planning and Appraisal**

**Course Outcomes:**

**Student will.....**

CO1: Be able to Demonstrate the effective implementation and management of a performance management system in support of the strategic goals of the organization.

CO2: Comprehend what is meant in an organization b performance and how its planning is important in an organization with respect to attaining and maintaining a contented work force for the larger objective of having a competitive edge in the industry.

**FT-417HA: Industrial Relations and Labour Law**

**Course Outcomes:**

**Student will.....**

CO1: Acquaint with various rights and benefits available to the workmen under the legislations.

CO2: Learn the importance of the maintenance of Industrial Peace and efforts to reduce the incidence of strikes and lockout and industrial strike are to be emphasized.

CO3: Comprehend the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.

**FT418HA ORGANISATION DEVELOPMENT**

**Course Outcomes:**

**Student will.....**

CO1: Comprehend importance of Organization Development, and to offer insights into design, development and delivery of OD program.

CO2: Acquire knowledge and skills in solving organizational problems in order to bring improvement in performance in organization.

CO3: Develops the capability to see organizational issues from a number of perspectives with many possible solutions.

## **GROUP B**

### **FT-416MB: Industrial Marketing**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Develop ability to understand industrial markets and relevant industrial marketing strategies.

CO2: Understand cover market structures and demand in business markets.

CO3: Understand the nature and role of industrial markets

CO4: Comprehend the characteristics of industrial markets and buying situations

CO5: Understand how to develop and implement relevant industrial marketing strategies.

### **FT-417MB: Logistic and Supply Chain Management**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Comprehend advanced quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field.

CO2: Impart knowledge and understand supply Chain Management and its relevance to today's business decision making.

CO3: Gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

## **FT4: DATA ANALYTICS**

### **COURSE OUTCOMES:**

CO1: Understand the importance and basics of data analytics in the field of management.

CO2: Obtain, clean/process and transform data.

CO3: Analyze and interpret data using an ethically responsible approach.

CO4: Use appropriate models of analysis, assess the quality of input, derive insight from results, and investigate potential issues.

CO5: Formulate and use appropriate models of data analysis to solve hidden solutions to business-related challenges.

CO6 : Interpret data findings effectively to any audience, orally, visually and in written formats.

### **FT-416FB: Bank Management**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Identify the various functions operations and activities of banking institutions.

CO2: Examine and apply basic finance concept to management of Indian banking institutions.

CO3: Able to evaluate performance of Indian banks.

CO4: Understand basic of capital, lending, deposits of Indian banks.

### **FT-417FB: Strategic Financial Management**

#### **Course Outcomes:**

#### **Student will.....**

CO1: Enhance the understanding of the fundamental concept of managing financial aspect of organizations.

CO2: Develop systematic and efficient knowledge of financial management that can be applied in practice.

CO3: Be able to make financial decisions and resolving financial problems.

CO4: Be able to look at ways that human resources can make a direct impact on a company's growth.

CO5: be able to adopt a strategic approach to developing and retaining employees to meet the needs of the company's long-term plans.

#### **FT 416HB INTERNATIONAL HRM**

##### **Course Outcomes:**

##### **Student will.....**

CO1: acquire knowledge and competencies needed for these professionals to deal effectively with the challenges of an international workforce.

CO2: Disseminate best practice methodologies for international human resource management.

CO3: Be able to understanding of the role of Human Resources management (HRM) in international contexts.

#### **FT- 418HB: HR BASED BUSINESS PROCESS AND TRANSFORMATION**

##### **Course Outcomes:**

CO1: Create fit for purpose people functions by aligning HR and business strategy.

CO2: Understand the appropriate structure, capabilities, and systems in place that enables HR scholars to deliver real value to the business outside.

CO3: Successfully build HR capabilities that drive scalable and sustainable business value.

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## **NAME OF THE PROGRAMME: MBA MS (5YRS) INTEGRATED PROGRAMME**

### **MBA MS (5YRS) SEMESTER - I**

#### **IM-101: Principles and Practices of Management**

##### **Course Outcomes:**

CO1: Gain an understanding of the functions and responsibilities of the manager, and providing them with necessary tools and techniques to be used in the performance of managerial job.

CO2: Examine the management theory with corresponding opportunities for application of these ideas in real world situations.

CO3: Understanding the managerial functions of Assessing, Planning, Organizing, and Controlling. Both traditional and cutting-edge approaches are introduced and applied.

CO4: Understanding implications of managerial action and inaction.

#### **IM-102 Financial Accounting**

##### **Course Outcomes:**

- CO1: Acquaint students with concepts of accounting and help them to acquire the ability to develop and use the accounting and system as an aid to decision making.
- CO2: Develop an insight about the meaning of basic accounting terms related to accounting, business management and finance.
- CO3: Identify how accounting serves as a basis for careers, and the tasks associated with various accounting occupations.
- CO4: Master the ability to apply the accounting cycle for different types of businesses.

### **IM-102B Interpersonal & Organisational Behaviour**

#### **Course Outcomes:**

- CO1: Understand Evolution of Organisation Behaviour in terms of cognitive, behavioristic and social cognitive aspects.
- CO2: Understanding and application of factors affecting motivation with its theories beneficial for today's competitive environment today.
- CO3: Understand factors affecting Organisational behaviour shaping Personality, Perception and Learning processes of employees.
- CO4: Understand Interpersonal Processes and Behaviors, Team Development, Foundations of Group Behavior and Group Dynamics, Developing Work Teams, Team Effectiveness & Team Building for Organisational benefit.
- CO5: Knowhow of Organisational systems and Organisational change process, factors affecting change and its coping mechanism.
- CO6: Understanding and application of Contemporary theories of leadership, Johari Window, Transactional Analysis and Success stories of today's Global and Indian leaders.

### **IM-103 Business Mathematics- I**

#### **Course Outcomes:**

- CO-1: Understanding types of sets and different applications.
- CO-2: Solve the problems related to simple interest, Compound interest and depreciation.
- CO-3: Understanding the concept of determinates and solves the problem using cramer's method and finds the value of different variable.
- CO-4: Demonstrate knowledge of types of matrix and solve the probe the business applications using inverse method.
- CO-5: Solve the different types of problems using differentiation
- CO-6: Analysis the profit function, cost function, revenue function using maxima minima and application of derivatives.

### **IM-104B Fundamentals of Computer and Web Technology**

#### **Course Outcomes:**

- CO1: Demonstrate knowledge of generation of computer and input output devices with the block diagram of computer.
- CO2: Understanding the types of memories and operating system.
- CO3: Understanding the function of MS-Word by using different functions.
- CO4: Performing working with MS-Excel.
- CO5: Working with MS-PowerPoint including multimedia, graphics and special effect.
- CO6: Demonstrate knowledge of internet and service used in internet.

### **IM-106D Language Proficiency I- (English)**

#### **Course Outcomes:**

- CO1: Develop their ability to communicate in written mode with correct usage of English grammar.

CO2: Enhance their vocabulary and grammatical forms of English to use in specific communicative contexts.

CO3: Develop the speaking ability in English- in terms of both fluency and comprehensibility.

CO4: Develop competence in the four modes: writing, speaking, reading and listening.

CO5: Gain an understanding of script writing, various motivational, leadership and problem solving stories for application of these ideas in real world situations.

## **MBA MS (5YRS) SEMESTER – II**

### **IM-203: Cost Accounting**

#### **Course Outcomes:**

CO1: Understand the term cost, types of cost.

CO2: Students will learn the elements of cost and how to value them.

CO3: Students will acquire knowledge of the cost procedure for different industries

CO4: Students will be able to identify possible inefficiencies or areas necessary for improvement

CO5: They will also have knowledge on preparing of cost sheets.

CO6: Students skills on cost reduction and cost control will be enhanced

CO7: Students will be able to do cost audit

### **IM-204A: Business Mathematics - II**

#### **Course Outcomes:**

CO1: Understanding the Arithmetic progression and geometric progression and solve the problems.

CO2: Introduction of need and classification of different types of models.

CO3: Solve the different types of problems using integration.

CO4: Solve the different types of Business Applications using integration.

CO5: Solve the problems related to linear and homogenous equation.

CO6: Solve the problems related to first order second order and nth order.

### **IM-210B: Programming Using C++**

#### **Course Outcomes:**

CO1: Demonstrate knowledge of generation of C & C++ Variables and constant.

CO2: Demonstrate knowledge of generation of C programming And C++ programming.

CO3: Understanding the types of operators used in programming.

CO4: Construct the program related to the Arrays.

CO5: Understanding the concept of class program and used in the programming.

CO6: Understanding the pointer declaration and different types of operation with pointer

### **IM-214: Business Law**

#### **Course Outcomes:**

CO1: The learners/Students would gather the knowledge about the applicability of Law to Individual, business.

CO2: Gain command over basic fundamental principles of Contract.

CO3: They will more vigilant towards the laws in banking, SEBI and other legal matters.

CO4: More developed approach towards various kinds of business forms.

CO5: Enhancement in problem solving approach towards litigations.

### **IM-216A: Business Statistics - I**

#### **Course Outcomes:**

- CO1: Understand the Importance of Statistics in decision-making process.
- CO2: Develop, present and interpret the graphical data and making business reports.
- CO3: How to calculate and apply measures of central tendencies (Mean, median, mode) and measures of dispersion (standard deviation and mean deviation) for grouped and ungrouped data analysis.
- CO4: How to apply discrete and continuous probability distributions to various business problems.
- CO5: Compute and interpret the results of Simple and Bivariate Correlation Analysis and finding the intensity of bonding between two or more than two variables.

### **IM-219: Business Communication**

#### **Course Outcomes:**

- CO1: Nurture students into well-balanced and positive thinking human beings. Developing students into professionals, who are capable of facing new challenges and becoming the winners in Life.
- CO2: Enhancing Communication skills by practicing functions, processes and models.
- CO3: Understanding of Effective Communication, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making.
- CO4: Practicing of various activities using dimensions of Communication- Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus, Channels of Communication- Formal, Informal; Patterns of Communication; Media of Communication- Verbal, Nonverbal.
- CO5: Understanding the importance and usage of Listening skills by various interactive session developing students into a perfect personality in Interpersonal Communication like Transactional Analysis, Johari Window.
- CO6: Understanding and practicing complete knowhow of Business Correspondence its Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment, Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone.

## **MBA MS (5YRS) SEMESTER - III**

### **IM-301C: Marketing Management**

#### **Course Outcomes:**

- CO1: Understand the importance and concept of core marketing orientation, understanding Customers and market place.
- CO2: Description and detailed understanding of the environmental forces that affect the Company and customers.
- CO3: Develop an understanding of the concept of Consumer Behaviour.
- CO4: Understand the major bases for Segmentation, Targeting and Positioning concepts
- CO5: Implications of the concept of Product Life Cycle and its strategies.
- CO6: Integrate the theoretical concepts of 4Ps, i.e. Product, Pricing, Place and Promotion and its Application in case understanding
- CO7: Introduction to the new concepts of Marketing.

### **IM-302: Management Accounting**

#### **Course Outcomes:**

- CO1: Understanding of the principles of Management accounting
- CO2: Significance of Management Accounting in the planning and control functions of management.

- CO3: Understanding use of Financial ratios in financial decision making.
- CO4: Financial Statement analysis and its use.
- CO5: Preparation of budgets
- CO6: Understanding the concept and use of Fund flow and Cash flow statements.
- CO7: Understanding the concept and use of Standard Costing and Variance Analysis.
- CO8: Impart knowledge of recent trends in management accounting.

### **IM-310B: Language Proficiency- II (French)**

#### **Course Outcomes:**

- CO1: Linguistic Skills-Students will learn basic French grammar and vocabulary
- CO2: Communication Skills- Students will be able to introduce oneself and converse spontaneously in given social settings.
- CO3: Civilization Skills – Students will get familiarize to some aspects of France, its people and culture.

### **IM-314: Managerial Economics**

#### **Course Outcomes:**

- CO1: Understands what Economics is all about
- CO2: Know about demand & supply and how is the equilibrium obtained
- CO3: Finding out most efficient production and Cost level in both short and long run
- CO4: Finding out profit maximizing level of price, output in different forms of markets
- CO5: Understand the modern day Outcomes of the firms

### **IM-315: Business Statistics - II**

#### **Course Outcomes:**

- CO1: Can apply, analyze and interpret the data in the Research and can predict the behavior the population based on the sample study.
- CO2: Are able to analyze the market behavior using price and quantity index numbers
- CO3: Students are able to interpret, analyze and forecast the increase and decrease of demand and supply and of any other variable using time series concept.
- CO4: Students are able to find out missing values and are able to forecast the future value using interpolation and Extrapolation.
- CO5: Compute and interpret the results of Simple and Bivariate Regression Analysis for Business-forecasting.
- CO6: Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values in the SPSS.
- CO7: Learn parametric (t-test and z-test and perform ANOVA and F-test) and non-parametric test such as the Chi-Square, kruskalwallis test for Independence as well as Goodness of Fit.

### **IM-316: RDBMS**

#### **Course Outcomes:**

- CO1: Provide basic knowledge of relational database management systems.
- CO2. Acquaint students to database design, develop database models.
- CO3. Understand structured query language as a tool to retrieve data from databases like Oracle, SYBASE, and MYSQL etc.
- CO4: Student must understand advance tools of Data Mining and Warehousing.

## **MBA MS (5YRS) SEMESTER - IV**

### **IM-406B: Macro Economics**

#### **Course Outcomes:**

- CO1: Understand the dynamics of macro-economic environment
- CO2: Develop the skill of not only calculating the national income but also be able to interpret the data
- CO3: Understand the concept of money and types of money supply
- CO4: Know about inflation and its measurements

### **IM-411: Income Tax**

#### **Course Outcomes:**

- CO1: Understand the practical awareness of direct tax
- CO2: Understand the mechanism of taxation
- CO3: Acquire the knowledge of tax planning
- CO4: Helps in developing investment Decisions
- CO5: Understand the legal compliance's towards income tax

### **IM-415: Quantitative Techniques**

#### **Course Outcomes:**

- CO1: Understand the practical application of Statistics and Operations Research concept in business and management.
- CO2: Identify situations in which linear programming technique can be applied.
- CO3: Understanding the conceptual meaning of Simplex and logic of using Simplex and Big M method.
- CO4: Identify and formulate a transportation problem involving a large number of shipping routes.
- CO5: Understand the features of assignment problems and transportation problems.
- CO6: Making distinction between linear programming and dynamic programming approaches for solving a problem.
- CO7: Understand the method of assigning different ranks and weights to unequal multiple goals.

### **IM-417: Human Resource Management**

#### **Course Outcomes:**

- CO1: Develop an understanding of the dimensions of the management of Human Resources with reference to HRM policies and practices in India.
- CO2: Understand acquisition of Human Resources by Human Resource planning in evolving small and Entrepreneurial Organisation.
- CO3: Identify formulation and essentials of sound HR Policies, Role and Responsibilities of the human resource Managers, process of recruitment and selection along with Administrative, operational and strategic role of HR.
- CO4: Understand development of Human Resources through Learning, training and Development and performance Appraisal and application of career and succession planning.
- CO5: Understand Maintenance of HR by Job Evaluation, Designing and administering the wage and salary structure, compensation, grievance-handling procedure.
- CO6: Identify merging Trends and Challenges in HRM, expanding human capital, Ethics and HRM, HR management competencies and careers – Knowledge of Business organizations.

### **IM-420: Purchase and Materials Management**



**Course Outcomes:**

- CO1: Understanding of purchasing and materials management and apply it for making relevant decisions.
- CO2: Analyze the Purchasing Activities, Indent Status, Chasing And Follow Up, Transportation, Incoming Inspection, Bill Settlement, Documentation, Right -Price, Time, Method, Mode, Quality, Source And Buyers Sellers Relations
- CO3: Need For Vendor Evaluation, Goals Of Vendor Rating, Advantages Of Vendor Rating, Parameters Of Vendor Rating. Settlement of Bill, Accounting, Audit in Materials Management.

**IM-421: E-Business Fundamentals****Course Outcomes:**

- CO1: Identify the basic understanding of electronic commerce and electronic business.
- CO2: Understand the use of Internet Technology in day to day commercial transactions.
- CO3: Differentiate between Traditional Marketing and online Marketing.
- CO4: Understand the business models used in online electronic business environment.
- CO5: Develop basic understanding of various modes of electronic payment and its infrastructure.
- CO6: Know the various security threats and its technological solutions in electronic commerce and electronic business environment.

**MBA MS (5YRS) SEMESTER - V****IM-501A: Financial Management- I****Course Outcomes:**

- CO1: Understand importance of financial management.
- CO2: Importance of time value of money in financial decision-making.
- CO3: Measure risk, return, and explain the trade-off between risk and return.
- CO4: List the primary sources of capital and incorporate their cost when making investment decisions.
- CO5: Understand the working capital management and factors affecting to it.
- CO6: Cash management, receivable, inventory management.
- CO7: Apply the concepts of financial management to contemporary financial events.
- CO8: Concepts of cost of capital and its importance in decision making, WACC understanding etc.

**IM-503: Operation Research****Course Outcomes:**

- CO1: Understand the practical application of Statistics and Operations Research concept in business and management.
- CO2: Importance of Operations Research in decision-making.
- CO3: Replacement policy for equipment, which deteriorates with gradually, replacement of items that fail suddenly.
- CO4: Types of Decision Making Environment (risk, certainty, uncertainty) Concept of Decision Tree.
- CO5: Analyze the General structure of queuing system, Queuing Models.

- CO6: Inventory Management system, Economic Order Quantity, Models and its application, selective control of inventory.
- CO7: Taking decisions in business with the help of Game Theory.
- CO8: Concepts of Simulation, Monte Carlo Simulation, Simulation and its applications.

### **IM-506: Marketing Strategies**

#### **Course Outcomes:**

- CO1: Understand the concepts of Strategy and Marketing Strategy
- CO2: Explain the Resources Allocation to SBUs and consequently their strategy designing.
- CO3: Develop an understanding of the concept of Strategy formulation and its implementation for the 4Ps, i.e. Product Strategy, Pricing Policies & Strategies, Place Strategy and Promotion Mix Strategy.
- CO4: Understand the Competitor Analysis and apply concepts to Competitive Marketing Strategies
- CO5: Integrate the theoretical concepts of SWOT Analysis with its application in Case analysis.

### **IM-511: Econometrics**

#### **Course Outcomes:**

- CO1: Understand the basics of modelling
- CO2: Get familiar with the stochastic term
- CO3: Learn about various types of models
- CO4: Develop the skills to identify the problems related to various models and able to transform the models.
- CO5: Know about the Lag relationships and Time series modelling

### **IM-514: Indirect Taxes**

#### **Course Outcomes:**

- CO1: Helps to understand basic GST model
- CO2: Useful to understand the indirect taxation system
- CO3: Helps to understand the impact of GST on Indian economy
- CO4: Differentiations between direct and indirect taxation
- CO5: Understand the scope of indirect tax and its application
- CO6: Understand the taxation system in case of import & export

### **IM-515: Project Management**

#### **Course Outcomes:**

- CO1: Develop skills on project planning, analysis implementation and control
- CO2: Build up the concepts of networks, line estimation and determination of critical path (for both PERT and CPM models)
- CO3: Need for reviews, initial review, performance evaluation, abandonment analysis, evaluating the capital budgeting systems.

## **MBA MS (5YRS) SEMESTER – VI**

### **IM-601D: Fundamentals of Machine Learning and Artificial Intelligence**

#### **Course Outcome**

- CO1: Introduction of techniques for representing knowledge required to build intelligent machines capable of taking decision like human beings.

- CO2: Familiarize with techniques of solving problems that need human intelligence.
- CO3: Enable students to formulate Artificial Intelligence problems
- CO4: Brief understanding of tools used in machine learning and neural networks

### **IM-602A: Entrepreneurship**

#### **Course Outcomes:**

- CO1: With the increase in demand of conferences and exhibitions, a need for trained professionals for this field has been recognized.
- CO2: This subject aims at preparing students to successfully plan and execute Entrepreneurship Skills in the market.

### **IM-603A: Forecasting Techniques**

#### **Course Outcomes:**

- CO1: Understanding of the concepts of forecasting and various forecasting techniques with special reference to business.
- CO2: understanding (the variance as a measure of risk, marginal analysis, elasticity, costing, seasonal & cyclic considerations, simulation & sensitivity analysis
- CO3: Evaluation of ME, MAD, MSE, RMSE (SDE), PE, MPE, MAPE. Their's U-statistics.

### **IM-613: Business Environment**

#### **Course Outcomes:**

- CO1: Acquainted with the practical application of the factors that affect business.
- CO2: Nature & Structure of Economy, Anatomy of Indian Economy, Economic Reforms, Economic Policies.
- CO3: Acquainted with technological development and its impact on various stakeholders of society.

### **IM- 614: Production and Operations Management**

#### **Course Outcomes:**

- CO1: Provide an opportunity for the participants to understand the basic method of production management techniques and eventually to develop skills in problem-solving and decision-making.
- CO2: Acquainted with the basic aspects of Production Management. The course attempts to discuss various important planning, organizing and controlling aspects of Operations Management.
- CO3: Reinforce the concepts of Production Management through various operational aspects of Production Management. Various important Production Management techniques will be covered with different problem-solving methodologies.

### **IM-615: Lab- Data Visualisation**

#### **Course Outcomes:**

- CO1: Provide hands on experience to students in presentation of data in table, pictorial or graphical format.
- CO2: Learn to design data visuals with different visual encodings, create different type of charts and maps in Excel / Tableau

## **MBA MS (5YRS) SEMESTER – VII**

### **IM-703B: Research Methodology**

#### **Course Outcomes:**

- CO1: Understand basic concepts of research, its methodologies and Identify appropriate research topics.
- CO2: Select and define appropriate research problem and parameters.
- CO3: Prepare a project proposal (to undertake a project)
- CO4: Organize and conduct research (advanced project) in a more appropriate manner
- CO5: Identify, explain, compare, and prepare the key elements of a research proposal/report/dissertation/ industrial report.
- CO6: Demonstrate knowledge of research processes (reading, evaluating, and developing);
- CO7: Perform literature reviews using print and online databases;
- CO8: Employ American Psychological Association (APA) formats for citations of print and electronic materials;
- CO9: Compare and contrast quantitative and qualitative research paradigms.
- CO10: Describe sampling methods, measurement scales and instruments and appropriate uses of each;
- CO11: Explain the rationale for research ethics.

### **IM-712MA: Integrated Marketing Communication**

#### **Course Outcomes**

- CO 1: Understand the concept of Integrated Marketing Communication and its role in Marketing
- CO 2: Discuss various components of IMC campaign
- CO 3: Understand role of advertising and Public Relations in IMC
- CO 4: Discuss role, tools and importance of sales promotion in today's era as IMC component
- CO 5: Discuss role and tools of Direct Marketing in IMC
- CO 6: Understanding influence of Personal Selling on customer and its importance in IMC
- CO 7: Understand the role of unconventional media and tools in communication
- CO 8: Understand the issues affecting International marketing Communications

### **IM-707MA: Sales & Distribution Management**

#### **Course Outcomes**

#### **COURSE OUTCOMES:**

- CO1: Achieving organizational goals and Outcomes by focusing on the aim and planning a strategy regarding achievement of the goal within a timeframe.
- CO2: Gain familiarity of sales team monitoring the customer preference, government policy, competitor situation, etc., to make the required changes accordingly and manage sales and distribution network.
- CO3: Monitoring the customer preference, the salesperson develops a positive relationship with the customer, which helps to retain the customer for a long period of time.-

### **IM-711MA: Consumer Behaviour**

#### **Course outcomes:**

- CO1: Understand what consumer behavior is and the different types of consumers
- CO2: Understand the relationship between consumer behavior and the marketing concept, the societal marketing concept, as well as segmentation, targeting and positioning
- CO3: Understand the relationship between consumer behavior and customer value, satisfaction, trust and retention
- CO4: Understand how new technologies are enabling marketers to better satisfy the needs and wants of the consumers

**IM-706MB: Rural & Retail Marketing****Course Outcomes:**

- CO1: Develop an insight into rural marketing regarding different concepts and basic practices in this area.
- CO2: Understand the challenges and opportunities in the field of rural marketing.
- CO3: Significance of the rural markets.
- CO4: Nature and characteristics of rural markets and factors contributing to the change in the rural market
- CO5: Problems in Rural Marketing

**IM-707MB: Global Marketing****Course Outcomes:**

- CO1: Understand and assess the challenges of turbulent business environments
- CO-2: Able to evaluate and design sustainable strategies in such environments both in marketing and global business
- CO-3: Understand to apply relevant business skills
- CO-4: Acquire and develop relevant additional knowledge and skills to support subject-based Expertise and global readiness.
- CO-5: Enable to utilize strong analytical skills and apply tools required for professional practices

**IM-705MB: Digital Marketing****Course Outcomes:**

- CO1: Identify the basic understanding of digital marketing
- CO2: Differentiate between Traditional Marketing and Digital Marketing.
- CO3: Understand the strategies used in digital marketing environment.
- CO4: Understand difference between Inorganic and Organic Content.
- CO5: Develop basic understanding of Search Engine Optimisation.
- CO6: Know the various Advertisement formats used in digital marketing.

**IM-714FA: Security Analysis and Portfolio Mgt.****COURSE OUTCOMES**

- CO1: Develop in dept understanding of investment techniques as applied to various forms of securities and acquaint them with the functioning of mutual funds, investment strategies and portfolio management services
- CO2: Understand the importance of equity research.
- CO3: Understand how excel can be leveraged for better analysis of a company
- CO4: Enable to give recommendation based on fundamental and technical analysis

**IM-715FA: Financial Market and Financial Services****COURSE OUTCOMES**

- CO1: Understand the various financial services and products in the liberalized Indian economy.
- CO2: Know in-depth perspective of the equity and bond markets.
- CO3: Enlighten the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution, and Financial Services.

**IM-716FA: Insurance & Banking****Course Outcomes:**

- CO1: Enhance understanding of fundamentals of risk in Insurance and Banking.
- CO2: Understand banking system in India, retail and corporate products of banks in India.

- CO3: Understand payment and settlement systems in India.
- CO4: Know the functions of RBI.
- CO5: Understand legal environment for Insurance and banking.
- CO6: Understand basic principal and practices of Insurance in India.

**IM-717FB: Financial Planning & Wealth Mgt.**

**COURSE OUTCOMES**

- CO1: Understand the investment techniques as applied to various forms of securities and acquaint with the functioning of mutual funds, investment strategies and portfolio management services
- CO2: Understand the importance of equity research.
- CO3: Understand how excel can be leveraged for better analysis of a company
- CO4: Recommendation based on fundamental and technical analysis

**IM-715FB: Corporate Financial Analysis**

**COURSE OUTCOMES**

- CO1: Conceptual background for corporate financial analysis from the point of corporate value creation.
- CO2: Develops theoretical framework for understanding and analyzing major financial problems of modern firm in the market environment.
- CO3: Basic models of corporate capital valuation, including pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure, derivative assets and contingent claims on assets.
- CO4: Developing skills in analyzing corporate behavior in capital markets and the relationship of agent and principal in raising funds, allocating capital, distributing returns.
- CO5: Gain knowledge in evaluating different management decisions and their influence on corporate performance and value.

**IM-718FB: Financial Engg. & Risk Mgt.**

**Course Outcomes:**

- CO1: Ability to apply knowledge of mathematics, science, economics, in finance.
- CO2: Ability to design financial instruments and risk management strategies.
- CO3: Ability to identify, formulate, and solve financial problem.
- CO4: Ability to communicate effectively the financial issues and the strategies to solve them;
- CO5: The broad education necessary to understand the impact of financial engineering and risk management solutions in a global, economic, environmental, and societal Context;
- CO6: Ability to use the data analysis and modeling tools necessary for financial engineering and risk management; and
- CO7: Ability to design, develop, implement, and improve integrated financial system

**IM-712HA: Managing People**

**Course Outcomes:**

- CO1: Develop insight into the managerial skills required to effectively manage people in an organization and in order to achieve corporate goals successfully.
- CO2: Develop understanding of functions of Human Resource Management for better management of firm's human resources.
- CO3: Understand and observe trends enhancing the importance of HRM, challenges before the HR managers, HRD at macro and micro levels.

- CO4: Understand the application of Human Resource Planning, recruitment, selection for getting right person at right job with right quality and in right quantity at right time for attaining organizational Outcomes.
- CO5: Understand implications of work place changes for individuals and organizations and importance of understanding career development.
- CO6: Understand forms of participation, govt. policies and participation, Work committees, joint management councils, empowerment, delegation and empowerment Quality of Work Life.

### **IM-709HA: Human Resource Development**

#### **Course Outcomes:**

- CO1: Develop capabilities of all individuals working in an organization in relation to their present role
- CO2: Develop capabilities of all such individuals in relation to their future role
- CO3: Develop coordination among different units of an organization
- CO4: Develop organizational health by continuous renewal of individual capabilities & keeping pace with the technological changes

### **IM-711HA: Training & Development**

#### **COURSE OUTCOMES:**

- CO1: Induce new employees: Induce employee is the main aim of training and this is the most essential for a company.
- CO2: Gain knowledge on a new method: Training and development help to gain knowledge on a new method.
- CO3: Obtain knowledge of company policy: Employee should have sufficient knowledge about company policy for best performance. Training and development help employee to obtain knowledge of company policy.
- CO4: Earn knowledge on customer relations: Gather information about customer relations is the major Outcomes of training and development.

## **MBA MS (5YRS) SEMESTER - VIII**

### **IM – 801B: Quality Management**

#### **Course Outcome:**

- CO1: Understand the concepts of Total Quality Management.
- CO2: Outline characteristics of Total Quality Management.
- CO3: Explain the basic philosophy of Total Quality Management.
- CO4: Identify concepts/tools/techniques of TQM such as Kaizen, Six Sigma, Benchmarking, pareto analysis, quality circles, fish bone diagram etc.
- CO5: Keep abreast of changes in, and practical applications of, the field of systems and process improvement.
- CO6: Understand the value of the process of learning and discovery.

### **IM-813D - Dissertation**

#### **Course outcomes**

- CO1: Considerably more in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.
- CO2: A capability to contribute to research and development work.

- CO3: The capability to use a holistic view to critically, independently and creatively identify, formulate and deal with complex issues.
- CO4: The capability to plan and use adequate methods to conduct qualified tasks in given frameworks.
- CO5: The capability to critically and systematically integrate knowledge to understand and solve management issues .
- CO6: The capability to clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings in written form.
- CO7: The capability to identify the issues that must be addressed within the framework of the specific thesis in order to take into consideration all relevant dimensions of sustainable development.
- CO8: A consciousness of the ethical aspects of research and development work.

### **IM - 802C Decision Making Skills**

#### **Course Outcomes**

- CO-1: Explain the implications of recent cognitive research into human decision making for individual and group decision making
- CO-2: Analyze organizational systems to identify opportunities to improve decision quality
- CO-3: Apply tools, techniques and frameworks to solve a range of decision situations that managers commonly confront
- CO-4: Apply an understanding of personal decision style to maximize effectiveness of individual and organizational decision making

### **IM – 815MA Product & Brand Management**

#### **Course Outcomes**

- CO1: Understand various concepts involved in learning Product and Brand Management for the success of any concern.
- CO2: Understand how the product manager implements business strategy in the marketplace and to acquaint the students with the process and strategies of new product management.
- CO3: The course also explores the methodology for managing the cohesive development and marketing of new products from idea inception to product discontinuation.
- CO3: Able to apply these principles at the consumer level that will improve managerial decision-making with respect to brands.

### **IM – 816MA Strategic & Modeling in Marketing**

#### **Course Outcomes**

- CO1: Review concepts and techniques in marketing.
- CO2: Acquaint with the duties of a marketing manager.
- CO3: Exposed to the development, evaluation, and implementation of marketing management in a variety of business environments.
- CO4: Learn strategic and managerial focus and to perform the role of a marketing manager.

### **IM – 817MA Service marketing**

#### **Course Outcomes**

- CO-1: Understand the importance of the service industry which is going through a period of revolutionary change.
- CO-2: Acquire core competencies & skill sets to make a successful career in the service sector.
- CO-3: Inculcates a service culture among students interested in a career in service sector.



## **IM – 817MB Industrial Marketing**

### **COURSE OUTCOMES**

- CO-1: Understand industrial markets and relevant industrial marketing strategies.
- CO-2: Market structures and demand in business markets.
- CO-3: Understand the nature and role of industrial markets
- CO-4: Explain the characteristics of industrial markets and buying situations
- CO-5: Understand how to develop and implement relevant industrial marketing strategies.

## **IM – 815MB: Logistic & SCM**

### **Course Outcomes**

- CO-1: Developed advance quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field.
- CO-2: Understand Supply Chain Management and its relevance to today's business decision making.
- CO-3: Gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

## **IM 818MB: DATA ANALYTICS**

- CO1: Understand the importance and basics of data analytics in the field of management.
- CO2: Obtain, clean/process and transform data.
- CO3: Analyze and interpret data using an ethically responsible approach.
- CO4: Use appropriate models of analysis, assess the quality of input, derive insight from results, and investigate potential issues.
- CO5: Formulate and use appropriate models of data analysis to solve hidden solutions to business-related challenges.
- CO6: Interpret data findings effectively to any audience, orally, visually and in written formats.

## **IM – 815FA: International Finance**

### **Course Outcomes**

- CO-1: Gain knowledge of international finance issues, international financing/ investing activities and international financial markets.
- CO-2: Understand the knowledge capability and skills necessary for making sound financial decisions for a multinational firm.

## **IM – 818FA Corporate Tax**

### **Course Outcomes**

- CO1:** Enable to understand the tax provisions related to individual and companies and compute the tax liability. Level of knowledge expected from the students after completion of course is working knowledge.

## **IM – 816FA Project Finance**

### **Course Outcomes**

- CO-1: Understand what project finance is, its necessary elements, why it is used, how it is used, its advantages and its disadvantages.
- CO-2: Able to identify projects that meet the essential criteria for a project financing and know how to create the structure for a basic project financing.

- CO-3: Understand the necessary elements critical to project financing to include product markets, technology, sponsors, operators, off takers, environment, consultants, taxes and financial sources.
- CO-4: Apply the fundamental risk allocation principle of assigning risks and tasks to the party most capable of handling them. Various sources of financing will be discussed including commercial banks, equity sources, the bond markets and leasing.
- CO-5: Financial modeling will be used as an important tool in understanding the economics, risks and sensitivities of a project.

### **IM – 816FB Bank Management**

#### **Course Outcomes**

- CO-1: Understand essence of commercial banking business;
- CO-2: Examine latest trends and regulations in commercial banking arena;

### **IM 818FB: DATA ANALYTICS**

#### **COURSE OUTCOMES:**

- CO1: Understand the importance and basics of data analytics in the field of management.
- CO2: Obtain, clean/process and transform data.
- CO3: Analyze and interpret data using an ethically responsible approach.
- CO4: Use appropriate models of analysis, assess the quality of input, derive insight from results, and investigate potential issues.
- CO5: Formulate and use appropriate models of data analysis to solve hidden solutions to business-related challenges.
- CO6: Interpret data findings effectively to any audience, orally, visually and in written formats.

### **IM-819FB: Strategic Financial Management**

#### **Course Outcomes:**

- CO1: Understand recent trends and practices in strategic Finance and to understand role and responsibility of chief financial officer.
- CO2: Understand the project financing, inflow and outflow of cash and various methods of capital budgeting which helps in selection of projects.
- CO3: Understand the dividend decisions and their impacts on financial requirements of the Company. To introduce them with income tax and Companies Act provisions related to dividend distribution.
- CO4: Evaluate the sources of short term finance, introduction to Start up Financing and its challenges.
- CO5: Understand working capital requirements for different forms of businesses, sources of working capital finance, introduction of alternate sources of working capital.
- CO6: Understand practical approaches for business valuation.
- CO7: Choosing suitable financial strategies after evaluation of various options available to restructure the corporate firms.

### **IM – 816HA Performance Planning & Appraisal**

#### **Course Outcomes**

- CO-1: Implement and manage performance management system in support of the strategic goals of the organization.

CO-2: Comprehend what is meant in an organization performance and how its planning is important in an organization with respect to attaining and maintaining a contented work force for the larger objective of having a competitive edge in the industry.

### **IM – 817HA: IR & Labour Laws**

#### **Course Outcomes**

- CO-1: Acquainted with various rights and benefits available to the workmen under the legislations.
- CO-2: Learn the importance of the maintenance of Industrial Peace and efforts to reduce the incidence of strikes and lockout and industrial strike are to be emphasized.
- CO-3: Understand the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.

### **IM – 815HA Organization Development**

#### **Course Outcomes**

- CO-1: Understand importance of Organization Development, and to offer insights into design, development and delivery of OD programmes.
- CO-2: Acquire knowledge and skills in solving organizational problems in order to bring improvement in performance in organization.
- CO-3: Capability to see organizational issues from a number of perspectives with many possible solutions.

### **IM – 815HB INTERNATIONAL HRM**

#### **COURSE OUTCOMES:**

- CO1: Understand knowledge and competencies needed for these professionals to deal effectively with the challenges of an ageing workforce.
- CO2: Disseminate best practice methodologies for Human Resource Management.
- CO3: Understand the role of Human Recourses management (HRM) in international contexts.

### **IM 818HB: DATA ANALYTICS**

#### **COURSE OUTCOMES:**

- CO1: Understand the importance and basics of data analytics in the field of management.
- CO2: Obtain, clean/process and transform data.
- CO3: Analyze and interpret data using an ethically responsible approach.
- CO4: Use appropriate models of analysis, assess the quality of input, derive insight from results, and investigate potential issues.
- CO5: Formulate and use appropriate models of data analysis to solve hidden solutions to business-related challenges.
- CO6: Interpret data findings effectively to any audience, orally, visually and in written formats.

### **IM – 817HB: HR BASED BUSINESS PROCESS AND TRANSFORMATION**

#### **Course Outcomes:**

- CO1: Create fit for purpose people functions by aligning HR and business strategy.
- CO2: Understand the appropriate structure, capabilities, and systems in place that enables HR scholars to deliver real value to the business outside.
- CO3: Successfully build HR capabilities that drive scalable and sustainable business value.

## **MBA MS (5YRS) SEMESTER – IX**

## **IM-901C: STRATEGIC MANAGEMENT (CORE)**

### **COURSE OUTCOMES**

- CO1: Describe the practical and integrative model of strategic management process that defines basic activities in strategic management.
- CO2: Demonstrate the knowledge and abilities in formulating strategies and strategic plans.
- CO3: Analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement.
- CO4: Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

## **IM-903C: Business Ethics and Corporate Governance**

### **Course Outcomes:**

- CO1: Understand business ethics and problems related to unethical practices in management.
- CO2: Understand the applicability of ethics in various parts of an organisation.
- CO3: Understand the code of ethics on the basis of effective ethical program development techniques.
- CO4: Learn the art of ethical decision making and thereby developing an outlook towards morality and value based living.
- CO5: Understand the mechanism of corporate governance on the basis of worldwide practices and frameworks.
- CO6: Understand the environment in which business operates and impact and role of culture and technology in business.

## **IM-919FA: Multinational Financial Management**

### **Course Outcomes:**

- CO1: Understand financial decision making in the international global market
- CO2: Prepare the students to identify the different financing mechanisms available in the global market.
- CO3: Practical application of relevant modern finance techniques and concepts in global settings.
- CO4: Understand Multinational Corporate Financial System
- CO5: Understand financing and investment decisions of Multinational Corporations.
- CO6: Understand working capital financing decisions of Multinational Corporations
- CO7: Understand Special Issues concerning Multinational Corporations such as Transfer Pricing, Transnational Alliances, etc.

## **IM-920FA: Investment management**

### **Course Outcomes:**

- CO1: Analyze and evaluate financial markets, how securities are traded, mutual funds, investment companies, and investor behavior.
- CO2: Construct optimal portfolios and illustrate the theory and empirical applications of asset-pricing models.
- CO3: Explain macro and industry analysis, equity valuation, financial statement analysis and technical analysis.
- CO4: Analyze bond prices and yields and fixed-income portfolios.
- CO5: Explain what options and futures are and their use as hedging instruments.
- CO6: Characterize the implications of the market efficiency evidence on active portfolio management
- CO7: Develop the skills to set up own financial consultancy.

### **IM – 921 FB: Financial Research**

#### **Course Outcomes:**

- CO1: Apply the concept of research to solve problem related to behavioural finance, time series analysis corporate finance, stock market and other upcoming issues.
- CO2: Select and define appropriate financial research problem and parameters.
- CO3: understand financial modeling and its application in real time world.
- CO4: Understand project appraisal valuation using financial modeling.

### **IM – 920 FB: Corporate Restructuring**

#### **Course Outcomes:**

- CO1: Understand basic concepts of corporate restructuring, its modes and Identify latest and emerging modes in corporate restructuring.
- CO2: Select and define appropriate strategic planning and alternative approaches to competitive strategy.
- CO3: Meaning of mergers and its legal approach according to Companies Act 2013
- CO4: Financial considerations in Merger
- CO5: Various other modes of Corporate Restructuring
- CO6: Modes of Capital restructuring and its practical problems and buy back of shares.
- CO7: Post merger impact of mergers and practical aspects of leverage and its types.
- CO8: International mergers and various case studies

### **IM-919HA: HR for Business Excellence**

#### **Course Outcomes:**

- CO1: Acquainted with the importance of HR role in business excellence and to offer insights into various modes of business excellence.
- CO2: Steps in Organizational Structure, benefits of a good organization, Determinants of Organization structure.

### **IM-920HA: Latest Trends in HRM**

#### **Course Outcomes:**

- CO1: Identify each of the major HRM functions and processes of strategic HRM planning, job analysis and design, recruitment, selection, training and development, compensation and benefits, and performance appraisal.
- CO2: Define strategic HR planning and the HRM process to the organization's strategic management and decision-making process.
- CO3: Recall the wide range of sources for attracting and recruiting talent and appropriate practices for job placement.
- CO 4: Recognize emerging trends, opportunities and challenges in performance appraisal.
- CO 5: List training and development processes as well as future trends for HRM globalization.

### **IM – 919HB: HR Skills**

#### **Course outcomes**

- CO1: Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
- CO2: Develop, implement, and evaluate employee orientation, training, and development programs.
- CO3: Research and support the development and communication of the organization's plan.

- CO4: Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
- CO5: Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness.
- CO6: Present and evaluate communication messages and processes related to the human resources function of the organization.
- CO7: Manage own professional development and provide leadership to others in the achievement of ongoing competence in human resources professional practice.
- CO8: Facilitate and communicate the human resources component of the organization's business plan.

### **IM – 920HB: Advanced Industrial Psychology**

#### **Course outcomes**

- CO1: Understand the major areas of organizational and industrial psychology, including human resources; leadership development; employee training, motivation, and satisfaction; group dynamics, organizational climate; and team-building.
- CO2: Increase understanding of underlying theories and their application in organizations.
- CO3: Apply organizational theory to specific organizational situations.
- CO4: Acquire skill in collaborative teamwork, time management, self-motivation, and project planning.

## **MBA MS (5YRS) SEMESTER – X**

### **IM-1001B - Industrial Project\ Dissertation**

#### **Course outcomes**

- CO9: Considerably more in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.
- CO10: A capability to contribute to research and development work.
- CO11: The capability to use a holistic view to critically, independently and creatively identify, formulate and deal with complex issues.
- CO12: The capability to plan and use adequate methods to conduct qualified tasks in given frameworks.
- CO13: The capability to critically and systematically integrate knowledge to understand and solve management issues .
- CO14: The capability to clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings in written form.
- CO15: The capability to identify the issues that must be addressed within the framework of the specific thesis in order to take into consideration all relevant dimensions of sustainable development.
- CO16: A consciousness of the ethical aspects of research and development work.

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# **NAME OF THE PROGRAMME: MBA (APR)**

## **MBA (APR) SEMESTER – I**

### **APR101B: Principles of Advertising Management**

#### **Course Outcomes**

- CO1: Understanding advertising management process and its strategies.
- CO2: Creating ability to develop advertising plan.
- CO3: Understanding evolution of advertising and role of marketing mix in advertising.
- CO4: Understanding advertising objectives and its classification.
- CO5: Understanding advertising communication process and creating advertisement.
- CO6: Measuring advertising effectiveness.
- CO7: Understanding digital advertising and its types.
- CO8: Developing understanding of departments of advertising agency and client agency relationship.

### **APR-102: Principles of Marketing Management**

#### **Course Outcomes**

- CO1: State the role and functions of marketing within a range of organization
- CO2: Describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations
- CO3: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken.
- CO4: Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices
- CO5: Understand concept of marketing mix as a framework for marketing decision making
- CO6: Access skills that enable students to target and secure work placements

### **APR-106: Business Statistics and Quantitative Techniques**

#### **Course Outcomes:**

#### **BUSINESS STATISTICS:**

BY Understanding BUSINESS STATISTICS, students are able to learn, apply the principle and concepts of statistics commercially and are able to take decisions and are able to find:

- CO1: How to calculate and apply measures of central tendencies (Mean, median, mode) and measures of dispersion (standard deviation and mean deviation) -- grouped and ungrouped data
- CO2: How to apply discrete and continuous probability distributions to various business problems.
- CO3: Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.
- CO4: Learn parametric (t-test and z-test and also perform ANOVA and F-test) and non-parametric test such as the Chi-Square, kruskalwallis test for Independence as well as Goodness of Fit.
- CO5: Compute and interpret the results of Simple and Bivariate Regression and Correlation Analysis, for forecasting

#### **QUANTITATIVE TECHNIQUES:**

- CO1: Apply the most widely used quantitative techniques in decision making.
- CO2: Grasps the wide applicability of quantitative techniques.

- CO3: Apply mathematics to technical problems in business management.
- CO4: Appreciate the value of mathematical reasoning and analysis in daily life situation.
- CO5: Realize the Importance of certain mathematical techniques in getting the best possible solution to a problem involving limited resources.
- CO6: Apply quantitative techniques to solve a variety of business problems for cost-benefit analysis
- CO7: Use various Operations Research models like LPP, Network analysis, game theory, transportation and assignment models to solve business problems
- CO8: Able to take better decisions in their organizations by applying concepts and methodology of various quantitative techniques.

### **APR-110: Organizational Behavior**

#### **Course Outcomes:**

- CO1: Understand Evolution of Organization behavior in terms of cognitive, behavioristic and social cognitive aspects.
- CO2: Understanding and application of factors affecting motivation with its theories beneficial for today's competitive environment today.
- CO3: Understand factors affecting organizational behavior shaping Personality, Perception and Learning processes of employees.
- CO4: Understand Interpersonal Processes and Behaviors, Team Development, Foundations of Group Behavior and Group Dynamics, Developing Work Teams, Team Effectiveness & Team Building for organizational benefit.
- CO5: Knowhow of organizational systems and organizational change process, factors affecting change and its coping mechanism.
- CO6: Understanding and application of Contemporary theories of leadership, Johari Window, Transactional Analysis and Success stories of today's Global and Indian leaders.

### **APR- 111A: Accounting and Finance for Managers**

**Course outcomes:** Students who successfully complete this course will be able to:

- CO1: Explain the role of accounting in advertising and public relation organisation.
- CO2: Discuss and apply sustainability principles and ethics to financial decision making in advertising and public relation organisation.
- CO3: Analyse, evaluate business transactions and communicate financial information to a range of stakeholders.
- CO4: Interpret, analyse and use information contained in published financial reports for making informed decisions about the allocation of financial resources.
- CO5: Apply basic cost and management accounting techniques for business planning, control decision making in advertising and public relation organisation.
- CO6: Understand the functions and importance of capital market.

### **APR-112: Integrated Marketing Communications**

#### **Course Outcomes**

- CO1: Understand the concept of Integrated Marketing Communication and its role in Marketing
- CO2: Discuss various components of IMC campaign
- CO3: Understand role of advertising and Public Relations in IMC
- CO4: Discuss role, tools and importance of sales promotion in today's era as IMC component
- CO5: Discuss role and tools of Direct Marketing in IMC
- CO6: Understanding influence of Personal Selling on customer and its importance in IMC
- CO7: Explain the role of unconventional media and tools in communication
- CO8: Discuss the importance of issues affecting International marketing Communications



## **APR-113: Fundamentals of Management**

### **Course Outcomes:**

- CO1: Gain an understanding of the functions and responsibilities of the manager and providing them with necessary tools and techniques to be used in the performance of managerial job.
- CO2: Examine the management theory with corresponding opportunities for application of these ideas in real world situations.
- CO3: Understand the managerial functions of Assessing, Planning, Organizing and Controlling. Both traditional and edge approaches are introduced and applied.
- CO4: Understand the ethical implications of managerial action and inaction.

## **MBA (APR) SEMESTER – II**

### **APR 201: MEDIA PLANNING**

#### **COURSE OUTCOMES**

- CO1: Know-how of valid sources of media information.
- CO2: A grasp on the need of the agencies and departments specialized in Media functions.
- CO3: Generating crisp Media Brief and comprehending the same.
- CO4: Understanding Media Eco-System including the brand, Its markets, Its competition, Its audience.
- CO4: Special skills on Creating Media Innovation, Converting Media into a message, and Cutting through media clutter.
- CO5: Developing efficient and effective media strategy.
- CO6: Special skill to bring a synergy amongst various media and leverage changing media trends.
- CO7: Executing the strategy with matching media plan and scheduling.
- CO8: Using Media Buying as a tool to counter the Competition.
- CO9: Rare skill of leveraging BIG PROPERTIES.

### **APR-201A: Public Relations**

#### **Course Outcomes:**

- CO 1: Making student understand concept, scope and functions of Public Relations (PR)
- CO 2: Understand PR process and role of public opinion
- CO 3: Understand PR Practices
- CO 4: Learning importance of PR Stakeholders and maintaining relations
- CO 5: Understand characteristics of traditional and New Media PR tools
- CO 6: Describe evolving role of PR in different sectors in country
- CO 7: Demonstrate role of PR in crisis communication

### **APR-203: Creative Writing**

#### **Course Outcomes:**

- CO1: Making student think out of box and conveying ideas convincingly irrespective of the media.
- CO2: Weighing various options to convey an idea to select the most effective.
- CO3: Writing effectively for different media
- CO4: Writing quality essays, articles, features, press releases and film reviews.
- CO5: Writing stories, storyboarding, and dialogues.
- CO6: Writing editorials, diaries and newsletters.
- CO7: Understanding consumer psychology and creating ads, hoardings, Radio & TV commercials.
- CO8: Brainstorming and script writing.

- CO9: Column writing, blogs and review writing.
- CO10: Writing reports and memoirs.
- CO11: Understanding trademark and copyright.

### **APR-206A: Business Communication & Personality Development**

#### **Course Outcomes:**

- CO1: Nurture students into well balanced and positive thinking human beings. Developing students into professionals, who are capable of facing new challenges and becoming the winners in Life.
- CO2: Enhancing Communication skills by practicing functions, processes and models.
- CO3: Understanding of Effective Communication, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making.
- CO4: Practicing of various activities using dimensions of Communication- Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus, Channels of Communication- Formal, Informal; Patterns of Communication; Media of Communication- Verbal, Nonverbal.
- CO5: Understanding the importance and usage of Listening skills by various interactive session developing students into a perfect personality in Interpersonal Communication like Transactional Analysis, Johari Window.
- CO6: Understanding and practising complete knowhow of Business Correspondence its Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment, Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone.
- CO7: Understanding and practising Self Improvement, Developing positive attitudes, Self-Motivation, Time Management, Stress management, Modern Manners for developed personalities.

### **APR-209: Mass Communication**

#### **Course Outcomes:**

- CO1: Understand the concept of Mass Communication, different forms and characteristics of mass media.
- CO2: Description and detailed understanding of the different Media- Print media, Electronic Media, Folk media
- CO3: Develop an understanding of the ethical challenges faced by the different media
- CO4: Understand the concept of media and how social and commercial messages are Communicated through these media

### **APR-212: Client Servicing and Account Planning**

#### **Course Outcomes:**

- CO1: Make students understand importance of client servicing and account planning function in advertising agency business.
- CO2: Develop and understanding of types of clients and process to approach them.
- CO3: Create understanding of presentations and negotiations for CS executive.
- CO4: Gain insight into role of account planner in advertising process.

### **APR-2\*\*: Advertising and PR Research**

#### **Course Outcomes:**

- CO1: Understand the concept and process of marketing, advertising and PR research in business environment

- CO2: Know the use of tools and techniques for explorative, conclusive and causal research
- CO3: Understand the concept of measurement in empirical systems
- CO4: Use statistical techniques for analysis of research data

## **MBA (APR) SEMESTER – III**

### **APR-301C: Corporate Communication**

#### **Course Outcomes:**

- CO1: Crafting of the image a corporate project and the voice it propagates.
- CO2: Creating powerful organizational identity.
- CO3: Understanding roots, need, levels & limitations of Corporate Communication.
- CO4: Understanding underlying ethics of Corporate Communication.
- CO5: Understanding & analyzing Corporate Communication process
- CO6: Managing effective Corporate identity and understanding its impact on corporate image and reputation.
- CO7: Creating corporate advertising.
- CO8: Understanding Corporate Social Responsibility.
- CO9: Creating effective Employee Communication and Investor Relations
- CO10: Understanding Digital Corporate Communication.

### **APR – 302: Commercial Designing**

#### **Course Outcomes:**

- CO1: Understanding of design elements in commercial design.
- CO2: Knowledge of type and color and their application in design.
- CO3: Prepare brand identity material.
- CO4: Knowledge of different types of press advertising and their layouts.
- CO5: Understand packaging design for different type of material.
- CO6: Online marketing design layouts.
- CO7: Understanding of different printing techniques.

### **APR-302B: Consumer Behavior**

#### **Course Outcomes:**

- CO1: Knowledge amongst students of consumers, consumer behavior in the market place and their impact on marketing strategy with special focus on advertising arena.
- CO2: Making students learn the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
- CO3: Understand the importance of subculture and global consumer and culture as marketing opportunities.

### **APR-306B: COMPUTER GRAPHICS**

#### **Course outcomes:**

- CO1: Knowledge of different application of computer graphics.
- CO2: Understanding of 2d, 3d design and their practical implication.
- CO3: Knowledge of design application Corel draw.
- CO4: Knowledge of design application Photoshop.
- CO5: Knowledge of design application Illustrator.
- CO6: Understand the difference of different design applications.

### **APR-308: Service Marketing**

#### **Course Outcomes:**

- CO1: Equipping students with core competencies and skills sets suitable for service sector
- CO2: Create an in-depth understanding of service sector, service concept and service characteristics
- CO3: Understand service marketing mix
- CO4: Knowledge of development of service product, pricing, promotion and distribution decisions
- CO5: Understanding service process role in service marketing mix and development of blue print
- CO6: Managing and crafting Physical environment
- CO7: Understanding the role of people in service organization and ways to maintain personnel quality
- CO8: Describe Service quality concept, dimensions and model.

### **APR-312: DECISION MAKING SKILLS**

#### **Course Outcomes:**

- CO1: To help students to learn and to acquaint themselves with all the facets of Decision-Making Process in Advertising and Public Relation.
- CO2: Understand Theories of decision making, SWOC Analysis, Thompson's matrix. Porter's five forces model, Mc Kinsey 7S model. PEST model for better decision-making process.
- CO3: Identifying the need, means for deciding, possible options, tradeoffs etc. as Integrated Decision-Making Process.
- CO4: Application of Intervening variables in decision making and Internal/External Implementing Decisions with Communication, types and Acceptability of decisions, long term impact assessment
- CO5: Role of Group Decision making – Various stakeholders, collective bargaining process.

### **APR-3\*\*\*- Dissertation**

#### **Course outcomes**

- CO1: Considerably more in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.
- CO2: A capability to contribute to research and development work.
- CO3: The capability to use a holistic view to critically, independently and creatively identify, formulate and deal with complex issues.
- CO4: The capability to plan and use adequate methods to conduct qualified tasks in given frameworks.
- CO5: The capability to critically and systematically integrate knowledge to understand and solve management issues .
- CO6: The capability to clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings in written form.
- CO7: The capability to identify the issues that must be addressed within the framework of the specific thesis in order to take into consideration all relevant dimensions of sustainable development.
- CO8: A consciousness of the ethical aspects of research and development work.

## **MBA (APR) SEMESTER – IV**

### **APR – 401A: Rural and Retail Marketing**

#### **Course Outcomes:**

- CO1: Understand the significance of marketing for rural products.
- CO2: Discuss FMCG, durables, agriculture products and understand importance for branding in rural markets
- CO3: Understand rural consumer behavior and its major factors influencing it.
- CO4: Learn problems of rural marketing
- CO5: Describe sources of finance in rural areas
- CO6: Understand acts pertaining to rural market and marketing
- CO7: Create understanding of distribution system, challenges and future scope in rural marketing
- CO8: Understand to communicate effectively with rural audience with right media.
- CO9: Create an understanding of retailing in today's fast changing environment
- CO10: Learn types of retailers and elements in retaining environment
- CO11: Describe retail merchandising with pricing issues
- CO12: Understand role of CRM in retailing

### **APR-402B: Marketing Strategies**

#### **Course Outcomes:**

Upon successful completion of the requirements for this course, students will be able to:

- CO1: Engage in strategic thinking including projecting future outcomes, setting goals, and reflecting on the implementation process to reach those goals;
- CO2: Integrate marketing theory, prior practice and prior learning into the strategic marketing environment; and,
- CO3: Communicate effectively in oral and written forms about marketing strategy using appropriate concepts, logic and rhetorical conventions.

### **APR-403: Direct Marketing and Event Management**

#### **Course Outcomes:**

- CO1: Understand the importance and concept of Direct marketing
- CO2: Description and detailed understanding of the different Direct Marketing Tools
- CO3: Develop an understanding of the concept of interactive marketing practices
- CO4: Understand the concept of Events, Classification and types of events with specific reference to the Indian industry.
- CO5: Detailed understanding and application of Event Planning at Pre-event, During events and Post event stages.
- CO6: Integrate the theoretical concepts with practical design of events.

### **APR-408: Brand Management**

#### **Course Outcomes:**

- CO1: Making student understand branding concept, role of brand in marketing and how a brand can be a reason of success/failure
- CO2: Describe various sources of brand equity
- CO3: Understand brand personality
- CO4: Understand characteristics and role of brand elements in building a brand
- CO5: Managing brand extensions and portfolios
- CO6: Understand how to create positioning for the brand
- CO7: Discuss how branding practices differ over international boundaries

### **APR-415: Audio Visual Production**

#### **Course outcomes:**

- CO1: Understand different stages of video production.
- CO2: Knowledge of different Production techniques.
- CO3: Outdoor and indoor shoot planning.
- CO4: Set designing and crew management.
- CO5: Knowledge of different type of productions.
- CO6: Knowledge of workflow of add film.

#### **APR-4\*\*:** Digital Marketing

##### **Course Outcomes:**

- CO1: Identify the basic understanding of digital marketing
- CO2: Differentiate between Traditional Marketing and Digital Marketing.
- CO3: Understand the strategies used in digital marketing environment.
- CO4: Students must understand difference between Inorganic and Organic Content.
- CO5: Develop basic understanding of Search Engine Optimisation.
- CO6: Know the various Advertisement formats used in digital marketing.

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## **NAME OF THE PROGRAMME: MBA (TA) (5YEARS) INTEGRATED PROGRAMME**

### **MBA (TA) (5YEARS) SEMESTER – I**

#### **TM-101: Fundamental of Management**

##### **Course Outcomes:**

- CO1: Discuss and communicate the management evolution and how it will affect future managers.
- CO2: Observe and evaluate the influence of historical forces on the current practice of management.
- CO3: Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- CO4: Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- CO5: Practice the process of management's four functions: planning, organizing, leading, and controlling.
- CO6: Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.
- CO7: Evaluate leadership styles to anticipate the consequences of each leadership style.
- CO8: Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

#### **TM-102: Introduction to Tourism**

##### **Course Outcomes:**

- CO1: The main Outcome of this subject is to develop a practical prospective on the travel and tourism industry.
- CO2: The knowledge of this will help students understand the travel and tourism industry.

#### **TM-103: Language Proficiency-English**

##### **Course Outcomes:**

- CO1: Develop their ability to communicate in written mode with correct usage of English grammar.

CO2: Enhance their vocabulary and grammatical forms of English to use in specific communicative contexts.

CO3: Develop the speaking ability in English both in terms of fluency and comprehensibility.

CO4: Develop competence in the four modes: writing, speaking, reading and listening.

CO5: Gain an understanding of script writing, various motivational, leadership and problem solving stories for application of these ideas in real world situations.

### **TM-104: Indian History**

#### **Course Outcomes:**

CO1: Understand background of our religion, customs institutions, administration and so on.

CO2: Understand the present existing social, political, religious and economic conditions of

CO3: the people.

CO4: Analyze relationship between the past and the present is lively presented in the history.

CO5: Develop practical skills helpful in the study and understanding of historical events.

CO6: The study of history helps to impart moral education.

CO7: History installs the feeling of patriotism in the hearts of the pupils.

### **TM-105: IT for Tourism**

#### **Course Outcomes:**

CO1: Professional Competence

Explain and understand the information technology applied in operational and managerial levels to the hospitality and tourism industry.

Recognize and identify the role of hospitality managers in information system development.

CO2: Critical Thinkers

Demonstrate hospitality-specific software applications to support and enhance work in the hospitality and tourism industry.

CO03: Effective Communicators

Deliver and present their innovative and strategic ideas effectively.

CO04: Innovative Problem Solvers

Evaluate the current information technology applications and discuss the future trends in the hospitality

CO05: Ethical Leaders

Understand global and ethical technology standards.

### **TM-106: Organisational Behavior**

#### **Course Outcomes:**

CO1: Explain orally and in writing, how personality, emotions, values, attitudes and perception influence behavior in organizations.

CO2: Apply theories and concepts of motivation to develop strategies for improving work performance and organizational effectiveness.

CO3: Apply theories and concepts from the behavioral sciences to develop strategies for effective teamwork.

CO4: Present, individually and in groups, analytical findings concerning the behaviors of groups.

## **MBA (TA) (5 YEARS) SEMESTER – II**

### **TM-203: French-I**

#### **Course Outcomes:**

CO1: Listening, reading, speaking and writing skills in French language.

CO2: Enhance the vocabulary in French.

### **TM-201: Basics Of accounting**

#### **Course Outcomes:**

CO1: Develop and understand the nature and purpose of financial statements in relationship to decision making.

CO2: Develop the ability to use the fundamental accounting equation to analyse the effect of business transactions on an organisations accounting records and financial statements.

CO3: Develop the ability to use a basic accounting system to create (record, classify and summaries) the data needed to solve a variety of business problems.

CO4: Develop the ability to use accounting concepts, principles and frameworks to analyse and effectively communicate information to a variety of audiences.

CO5: Develop the ability to use accounting information to solve a variety of business problems.

### **TM -205: Yoga and Wellness**

#### **Course Outcomes:**

CO1: Demonstrate basic skills associated with yoga activities including strength and flexibility, balance and coordination.

CO2: Demonstrate an understanding of health-related fitness components.

CO3: Identify the major muscle groups and their application to yoga.

CO4: Demonstrate an understanding of sound nutritional practices as related to health and physical performance.

CO5: Demonstrate an understanding of health problems associated with inadequate fitness levels.

### **TM 204 Principles of Marketing Management**

#### **Course Outcomes:**

CO1: State the role and functions of marketing within a range of organization.

CO2: Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations.

CO3: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken.

CO4: Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.

CO5: Understand the concept of marketing mix as a framework for marketing decision making.

CO6: Access skills that enable students to target and secure work placements.

### **TM- 206 Business Economics**

#### **Course Outcomes:**

CO1: Develop the ability to explain core economic terms, concepts and theories.

CO2: Explain the function of market and prices as allocative mechanisms.

CO3: Identify key macro -economic indicators and measures of economic change, growth and development.

CO4: Apply the concept of equilibrium to both micro economics and macro economics.

CO5: Identify and discuss the key concepts underlying comparative advantage.

CO6: Identify various market structures and discuss their implications for resource allocation.



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**NAME OF THE PROGRAMME : B.COM. (HONS.) SEMESTER : I**

**B.COM. (HONS.) SEMESTER : I**

**IB-101 Financial Accounting-I**

**Course Outcomes:**

CO1: Students acquaint with concepts of accounting and help them to acquire the ability to develop and use the accounting and system as an aid to decision making.

CO2: Students about the meaning of basic accounting terms, principles and standards related to accounting, business management and finance.

CO3: Students are able to read, understand, write and interpret the double entry book keeping system and are able to prepare their final accounts.

CO4: Students are familiar with different types of Branch and consignment accounts.

CO5: Students are able to learn the accounting for depreciation and accounting for non-profit organization

**IB 102: Business Mathematics**

**Course Outcomes:**

CO1: Understand the basic mathematical tools with emphasis on applications to business and economic situations.

CO2: Concept of derivative, Rules of differentiation, Derivative and its application

CO3: Fundamental formulae of Integration, Rules of Integration, Integration by Substitution, Parts and Partial fraction, Definite Integral, Applications

**IB 103 A: Business Communication & Personality Development**

**Course Outcomes**

CO1: Nurture students into well balanced and positive thinking human beings. Developing students into professionals, who are capable of facing new challenges and becoming the winners in Life.

CO2: Enhancing Communication skills by practicing functions, processes and models.

CO3: Understanding of Effective Communication, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making.

CO4: Practicing of various activities using dimensions of Communication- Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus, Channels of Communication- Formal, Informal; Patterns of Communication; Media of Communication- Verbal, Nonverbal.

CO5: Understanding and practicing complete knowhow of Business Correspondence its Layout, Public Speaking, Interviews etc.

CO6: Understanding and practicing Self Improvement, Developing positive attitudes, Self Motivation, Time Management, Stress management, Modern Manners for developed personalities.

**IB-104 Micro Economics:**

**Course Outcomes:** on completion of the course the students are able to :

CO1: Understand the meaning, scope and importance of Micro Economics in business firms.

CO2: Develop an integrated view of laws of demand and Supply and to calculate the market equilibrium price.

- CO3: Familiar with the laws of diminishing marginal utility, law of constant and increasing returns.
- CO4: Know about the small and large scale production behavior of the firms and equilibrium of firm and industry.
- CO5: Familiar with different types of costs in the short and long run.
- CO6: Know about the utilities of different types theories like rent theory, theory of interest, theory of Wages, theory of profits.

### **IB 105A :Principles and Practices of Management**

#### **Course Outcomes**

- CO1: Gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.
- CO2: Understand Management Basics, Functions and Principles . Managerial roles , skills and nature of managerial work .
- CO3: Usage of Planning, MBO, Decision Making, Organising, Line and Staff, Directing.
- CO4: Understanding Motivation with its application in organization.
- CO5: Usage and conceptual application of co importance of Communication, Process of Communication, Channels of Communication, Barriers to Communication, Effective Communication.

### **IB 107 Fundamentals of Computer Applications**

#### **Course Outcomes:**

- CO-1: Demonstrate knowledge of generation of computer and input output devices with the block diagram of computer.
- CO-2: Understanding the types of memories and operating system.
- CO-3: Understanding the function of MS-Word by using different functions.
- CO-4: Performing working with MS-Excel.
- CO-5: Working with MS-PowerPoint including multimedia, graphics and special effect.
- CO-6: Demonstrate knowledge of internet and service used in internet.

## **B.COM. (HONS.) SEMESTER : II**

### **IB-201 Financial Accounting-II**

- CO1: Students are able to learn the accounting of partnership concerns and partnership organizations.
- CO2: Students are able to understand partnership deeds, profit and loss sharing ratio.
- CO3: Students are familiar with the rights and dissolution of partnership firms, Insolvency conditions.
- CO4: Students are able to calculate the goodwill of the firm and know about the amalgamation of different partnership firms.

### **IB 202: Business Statistics**

#### **Course Outcomes:**

- CO1: Understand the statistical techniques and their application to business problems.
- CO2: Understand the role of descriptive statistics in summarization, description and interpretation of the data.
- CO3: Provide the importance of the concept of dispersion.

CO4: Express quantitatively the degree and direction of the covariation or association between two variables.

CO5:Fitting of a Regression Line and Interpretation of Results

CO6:Applying the concept of probability distribution to real-life problems.

### **IB-203: Business Law**

#### **Course Outcomes:**

CO1: The learners/Students would gather the knowledge about the applicability of Law to Individual, business.

CO2: Gain command over basic fundamental principles of Contract.

CO3: They will more vigilant towards the laws in banking, SEBI and other legal matters.

CO4: More developed approach towards various kinds of business forms.

CO5: Enhancement in problem solving approach towards litigations.

### **IB-203B: HINDI**

CO1: know the importance of HINDI language in personal and business communication.

CO2: familiar with the standards, grammer and vocabulary of hindi language and their importance in the

verbal and written communication.

CO3: Understand the importance of words and sentence formation in hindi language w.r.t business letters, familiar with the hindi working trend and working culture in government and public enterprises Communications

CO4: Know about the summary and preparations of hindi documents and orders, familiar with the Indian Hindi culture and history, social and regional hindi culture of the madhya Pradesh.

### **IB 205C: Organizational Behavior**

#### **Course Outcomes:**

CO 1.Understand Evolution of Organisation Behaviour in terms of cognitive, behavioristic and social cognitive aspects.

CO2.Understanding and application of factors affecting motivation with its theories beneficial for today's competitive environment today.

CO3.Understand factors affecting organisational behaviour shaping Personality, Perception and Learning processes of employees.

CO4.Understand Interpersonal Processes and Behaviors, Team Development, Foundations of Group Behavior and Group Dynamics, Developing Work Teams, Team Effectiveness & Team Building for organisational benefit.

CO5.Knowhow of organisational systems and organisational change process, factors affecting change and its coping mechanism.

CO6.Understanding and application of Contemporary theories of leadership, Johari Window, Transactional Analysis and Success stories of today's Global and Indian leaders.

### **IB 206A Programming Using C++**

#### **Course Outcomes**

CO-1: Demonstrate knowledge of generation of C & C++ Variables and constant.

CO-2: Demonstrate knowledge of generation of C programming And C++ programming.

CO-3: Understanding the types of operators used in programming.

CO-4: Construct the program related to the Arrays.

CO-5: Understanding the concept of class program and used in the programming.

CO-6: Understanding the pointer declaration and different types of operation with pointer

## **B.COM. (HONS.) SEMESTER : III**

### **IB-301A : Corporate Accounting**

#### **Course Outcomes:**

CO-1: basic knowledge of corporate accounting.

CO-2: Understanding the specific type of transaction faced by a corporate form of organization.

CO-3: Concept of underwriting of securities. Legal Provisions regarding underwriting of securities, numerical problems.

### **IB - 302: Cost Accounting**

#### **Course Outcomes:**

CO8: Understand the term cost, types of cost.

CO9: Students will learn the elements of cost and how to value them.

CO10: Students will acquire knowledge of the cost procedure for different industries

CO11: Students will be able to identify possible inefficiencies or areas necessary for improvement

CO12: They will also have knowledge on preparing of cost sheets.

CO13: Students skills on cost reduction and cost control will be enhanced

CO14: Students will be able to do cost audit.

### **IB-304A: Marketing Management**

#### **Course Outcomes:**

CO1: State the role and functions of marketing within a range of organization

CO2: Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations

CO3: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken.

CO4: Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices

CO5: To introduce the concept of marketing mix as a framework for marketing decision making

CO6: Access skills that enable students to target and secure work placements

### **IB-311: Indirect Taxes**

#### **Course Outcome:**

CO1: To acquaint students with the terms of various indirect taxes. Level of knowledge required is working knowledge.

CO2: Understanding of nature of service tax, value of service tax, Exemption from of service tax, Classification of services, Procedure of service tax, other important provisions.

CO3: Understanding of Goods and Services Taxes

CO4: SEZ Units and Applicability of Indirect Taxes

### **IB 310 A: RDBMS**

#### **Course Outcome:**

CO1: Provide basic knowledge of relational database management systems.

CO2. Acquaint students to database design, develop database models.

CO3. Understand Structured query language as a tool to retrieve data from databases like Oracle, SYBASE , MYSQL etc.

CO4: Student must understand advance tools of Data Mining and Warehousing.

### **IB-312: Operations Research**

#### **Course Outcomes:**

CO1: Understand the practical application of Statistics and Operations Research concept in business and management.

CO2: Importance of Operations Research in decision making.

CO3: Replacement policy for equipment, which deteriorates with gradually, replacement of items that fail suddenly.

CO4: Types of Decision Making Environment (risk, certainty, uncertainty) Concept of Decision Tree.

CO5: Analyze the General structure of queuing system, Queuing Models.

CO1: Inventory Management system, Economic Order Quantity, Models and its application, selective control of inventory.

CO6: Taking decisions in business with the help of Game Theory.

CO7: Concepts of Simulation, Monte Carlo Simulation, Simulation and its applications.

## **B.COM. (HONS.) SEMESTER : IV**

### **IB-401: Income Tax**

#### **Course Outcomes:**

CO1: Understand the practical awareness of direct tax

CO2: Understand the mechanism of taxation

CO3: Acquire the knowledge of tax planning

CO4: Helps in developing investment Decisions

CO5: Understand the legal compliance's towards income tax

### **IB-404: Company Law**

CO1: Understand the important provisions of The Companies Act, 1956, as amended.

CO2: knowledge of important provisions of The Companies Act, 1956.

CO3: Understanding about the insight of various important provisions applicable to limited companies.

### **IB-403 : Management Accounting**

#### **Course Outcomes:**

CO1: Understanding of the principles of Management accounting

CO2: Significance of Management Accounting in the planning and control functions of management.

CO3: Understanding use of Financial ratios in financial decision making.

CO4: Financial Statement analysis and its use.

CO5: Preparation of budgets

CO6: Understanding the concept and use of Fund flow and Cash flow statements.

CO7: Understanding the concept and use of Standard Costing and Variance Analysis.

CO8: Impart knowledge of recent trends in management accounting.

### **IB408 : Entrepreneurship**

#### **Course Outcomes:**

CO1: Understand the concept of entrepreneur, entrepreneurship and their characteristics

CO2: Analysis of entrepreneurship and its environment- social, cultural and technological

- CO3: Creative idea and its development into a business plan, study on sources of new ideas
- CO4: Creativity, Innovation and Idea Generation methods
- CO5: Implications of New Ventures, and Financial Management in New Ventures
- CO6: Issues of Marketing for New Ventures
- CO7: An analysis of Problems faced by new ventures, and expansion strategies for New Ventures.
- CO8: Detailed implications of the Expansion strategies for new ventures.

### **IB 411 Accounting Information System and Packages**

#### **Course Outcome:**

- CO1: Develop the understanding of Accounting Information system and how it can be used in organization for decision making.
- CO2: Understand Structured query language as a tool to retrieve data from databases like Oracle.
- CO3: Students get familiar with accounting package like TALLY.

### **IB-412: Human Resource Management**

#### **Course Outcomes**

- CO1: Develop an understanding of the dimensions of the management of Human Resources with reference to HRM policies and practices in India.
- CO2: Understand acquisition of Human Resources by Human Resource planning in evolving small and Entrepreneurial organisation.
- CO3: Identify formulation and essentials of sound HR Policies, Role and Responsibilities of the human resource Managers, process of recruitment and selection along with Administrative, operational and strategic role of HR.
- CO4: Understand development of Human Resources through Learning, training and Development and performance Appraisal and application of career and succession planning.
- CO5: Understand Maintenance of HR by Job Evaluation, Designing and Administering the wage and salary structure, compensation, grievance handling procedure.
- CO6: Identify merging Trends and Challenges in HRM, expanding human capital, Ethics and HRM, HR management competencies and careers – Knowledge of Business organizations.

## **B.COM. (HONS.) SEMESTER : V**

### **IB-501A- Advanced accounting:**

- CO1: know about the Different Accounting Standards of the Indian and International companies.
- CO2: Know about the Final accounts of the companies and holding companies.
- CO3: Know about the Accounting for the Internal and external reconstruction of the companies.
- CO4: know about the International Financial Reporting Standards.
- CO5: Familiar with the latest trends of accounting of inflation, human resources, responsibility, social and environmental, brand accounting.

### **IB 502A Indian financial system :**

#### **Course Outcome:**

- CO1: Know about the meaning, components and functions of the Indian and global financial system, guidelines of the SEBI and RBI.

CO2: Familiar with different types of the Money Markets, functions and regulations of the primary and secondary markets

CO3: Know to evaluate the risks and Credit and security ratings of different agencies in india.

CO4: Familiar with the different types of Mutual Funds and their schemes with SEBI guidelines.

CO5: know about recent trends , practices and developments in the Indian financial markets

### **IB-503A: Secretarial Practice**

#### **Course Outcome:**

CO1 Understanding of duties, Rights & Responsibilities, Profession of Company Secretary in India. Procedure of appointment of a Company Secretary & Secretarial Auditor.

CO2: Procedure of Incorporation of a limited company & Drafting of various important documents relating thereto, Procedure of Commencement of Business of a Public Limited Company.

CO3: Alteration & Modification in various important documents of a company, viz: Memorandum of Association & Articles of Association

### **IB 504 A: E-BUSINESS**

#### **Course Outcome:**

CO1: Identify the basic understanding of electronic commerce and electronic business.

CO2: Understand the use of Internet Technology in day to day commercial transactions.

CO3: Differentiate between Traditional Marketing and online Marketing.

CO4: Understand the business models used in online electronic business environment.

CO5: Develop basic understanding of various modes of electronic payment and its infrastructure.

CO6: Know the various security threats and its technological solutions in electronic commerce and electronic business environment.

### **IB 505: INSURANCE AND BANKING**

#### **COURSE OUTCOMES:**

CO1: Enhance understanding of fundamentals of risk in Insurance and Banking.

CO2: Understand banking system in India, retail and corporate products of banks in India.

CO3: Understand payment and settlement systems in India.

CO4: Understand functions of RBI.

CO5: Understand legal environment for Insurance and banking.

CO6. Understand basic principal and practices of Insurance in India.

### **IB 510 : Macro Economics:**

#### **Course Outcomes:**

CO1: Understand the dynamics of macro-economic environment

CO2: Develop the skill of not only calculating the national income but also be able to interpret the data

CO3: Understand the concept of money and types of money supply

CO4: Know about inflation and its measurements

## **B.COM. (HONS.) SEMESTER : VI**

### **IB-601A Corporate Tax Planning**

#### **Course Outcome:**

CO1: Know about the tax planning of domestic and foreign companies with respect to tax evasion, tax avoidance and corporation tax planning.

CO2: familiar with the calculation of the total income tax and capital gain and tax liabilities of companies.

CO3: Know about the tax planning of New business firms, financial management decisions regarding dividend and bonus shares.

CO4: Know about the special tax provisions w.r.t to free trade zones, infrastructure development and tax incentives to exporters.

CO5: Familiar with tax deduction at sources (TDS), tax collection at source, advance payment of taxes.

### **IB-602: Auditing**

#### **Course Outcome:**

CO1: basic knowledge of Auditing system & various auditing procedures & techniques needed to apply for auditing.

CO2: Verification & valuation of assets & liabilities, audit of revenue and capital expenditure.

CO3: Company audit and CARO

CO4: Audit reports & certificates

### **IB-603 A: Public Finance and Treasury**

#### **Course Outcome:**

CO1 : Understand government finance and there implication on economy.

CO2.: Develop understanding of Public revenue, debts, expenditure and Deficit financing.

CO3: Understand functions of treasury operations

### **IB-605: Financial Management**

#### **Course Outcome:**

CO1: Understanding of working capital management, Estimation and calculation of working capital management, Account Receivable, Inventory And Cash Management.

CO2: understanding of the fundamental concepts of finance including but not limited to time value, capital budgeting and the cost of capital, working capital management.

CO3: Analysis of Capital Budgeting Decision: Nature of Investment decisions, Investment evaluation Criteria.

### **IB 610 International Business:**

#### **Course Outcome:**

CO1: Know about the nature, importance , advantages and theories of the International business.

CO2: familiar with the International monetary system, IMF , world bank, foreign exchange system.

CO3: Familiar with regional economic cooperation and treaties of Europe, America and asian countries, UNCTAD , WTO

CO4: Know about the National and International business Environment, types of foreign trade and investments, sources of financing foreign trade, payment terms of export transactions

CO5: Familiar with the alliances, mergers, acquisitions, joint ventures, ecological considerations and opportunities in the International business.

### **IB 611 Management Information System:**

#### **Course Outcome:**

CO1: Know the meaning, importance of MIS in business organizations, components of MIS (DSS,ESS,KM,OAS,TPS).



- CO2: Strategic role of MIS in decision making process, importance of data and information
- CO3: Importance of transaction processing system , documentation and report generation.
- CO4: Know about different types of Information systems like Business information system, Marketing information system, HR information system, Accounting and financial information system
- CO5: Familiar with the advantages of modern MIS like MRP, MRP-II, ERP systems and SAP

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## **NAME OF THE PROGRAMME: MBA (TA) 2 YEARS**

### **MBA (TA) 2 YEARS SEMESTER I**

#### **TA-101 : Fundamentals Of Tourism**

- CO1) The main outcome of this course is to develop a practical prospective on the travel and tourism industry.
- CO2) The knowledge of this course will help students understand the travel and tourism industry.

#### **TA-102B: Fundamentals Of Management**

##### **Course Outcomes:**

- CO1) Gain an understanding of the functions and responsibilities of the manager and providing them with necessary tools and techniques to be used in the performance of managerial job.
- CO2) Examine the management theory with corresponding opportunities for application of these ideas in real world situations.
- CO3) Understand the managerial functions of Assessing, Planning, Organizing and Controlling. Both traditional and edge approaches are introduced and applied.
- CO4) Understand the ethical implications of managerial action and inaction.
- CO5) This will the help the students in understanding of the dimensions of the management and Human Resource with particular reference to management aspects in India.
- CO6) Efforts will also be directed towards developing communication and decision-making skills through case discussions, group discussion, role-playing, presentation and live and theoretical projects and assignments.

#### **TA-103C : Quantitative and Statistical Techniques**

##### **Course Outcomes:**

BY Understanding BUSINESS STATISTICS, students are able to learn, apply the principle and concepts of statistics commercially and are able to take decisions and are able to find:

- CO1: How to calculate and apply measures of central tendencies (Mean, median, mode) and measures of dispersion (standard deviation and mean deviation) -- grouped and ungrouped data
- CO2: How to apply discrete and continuous probability distributions to various business problems.
- CO3: Perform Test of Hypothesis as well as calculate confidence interval for a population parameter for single sample and two sample cases. Understand the concept of p-values.
- CO4: Learn parametric (t-test and z-test and also perform ANOVA and F-test) and non-parametric test such as the Chi-Square, kruskalwallis test for Independence as well as Goodness of Fit.

CO5: Compute and interpret the results of Simple and Bivariate Regression and Correlation Analysis, for forecasting

### **QUANTITATIVE TECHNIQUES:**

CO1: Apply the most widely used quantitative techniques in decision making.

CO2: Grasps the wide applicability of quantitative techniques.

CO3: Apply mathematics to technical problems in business management.

CO4: Appreciate the value of mathematical reasoning and analysis in daily life situation.

CO5: Realize the Importance of certain mathematical techniques in getting the best possible solution to a problem involving limited resources.

CO6: Apply quantitative techniques to solve a variety of business problems for cost-benefit analysis

CO7: Use various Operations Research models like LPP, Network analysis, game theory, transportation and assignment models to solve business problems

CO8: Able to take better decisions in their organizations by applying concepts and methodology of various quantitative techniques.

### **TA-104B: Geography Of Indian Tourism**

CO1) Understand the basic concepts of physical and human geography.

CO2) Create awareness of all important tourist destinations across the various states of India.

### **TA-106C : Principles Of Tourism Marketing**

CO1) Understanding of marketing concepts, theories and practices in the context of Tourism Industry.

CO2) Understand different components of marketing; analyze marketing environment and consumer behavior; design marketing mix for Tourism.

### **TA-109B: Fundamentals of Computer Application**

CO1) Understand the basic concepts of computer and its applications.

CO2) Acquire a high degree of proficiency in Windows based applications in various functional areas of management.

### **TA-112B: Accounting and Finance for Tourism**

**Course outcomes:** Students who successfully complete this course will be able to:

CO1) Outcome of the subject is to acquaint students with concepts of financial accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making in Tourism Industry.

CO2) Applicability of accounts in preparation of P&L account, cashflow statement of travel agency.

CO3) Explain the role of accounting in Tourism sector.

CO4) Discuss and apply sustainability principles and ethics to financial decision making in advertising and public relation organisation.

CO5) Analyse, evaluate business transactions and communicate financial information to a range of stakeholders.

CO6) Interpret, analyse and use information contained in published financial reports for making informed decisions about the allocation of financial resources.

CO7) Apply basic cost and management accounting techniques for business planning, control decision making in advertising and public relation organisation.

CO8) Understand the functions and importance of capital market.

## **MBA (TA) 2 YEARS SEMESTER II**

### **TA – 201A: French - I**

CO1) Outcome of this subject is to develop the Linguistic

CO2) Learn basic French grammar and vocabulary

CO3) Communication: Enable students to introduce oneself and converse spontaneously in given social settings.

CO4) Civilization: Introduce some aspects of France, its people and culture.

CO5) Outcome is to emphasize and develop four linguistic skills which further enhance the course:

(I) Written and Oral expression (ii) Written and oral comprehension

### **TA- 205: Tourism Products of India**

CO1) The main outcome of this course is to expose students to the cultural, natural & historical heritage of India in order to widen their view towards travel and tourism.

CO2) This knowledge will help them in their future as professionals in travel & tourism trade and make India a popular tourism destination

### **TA-211: Research Methodology**

#### **Course Outcomes:**

CO1) The overall outcome of the course is to introduce basic concept and methods for conducting Business research. The philosophy guiding this course is the conviction that an introductory research course should be skill rather than knowledge oriented and application rather than theory oriented.

CO2) Outcome of the course is to make student familiar with the formulating the research plan; review of the literature, data collection; analysis of data; interpretation of data and reporting of findings.

### **TA - 213: Business Communication & Personality Development**

#### **Course Outcomes:**

CO1: Nurture students into well balanced and positive thinking human beings. Developing students into professionals, who are capable of facing new challenges and becoming the winners in Life.

CO2: Enhancing Communication skills by practicing functions, processes and models.

CO3: Understanding of Effective Communication, Barriers to Effective Communication, order, advice, suggestions, motivation, persuasion, warning, education, raising morale, conflicts and negotiation, group decision making.

CO4: Practicing of various activities using dimensions of Communication- Upward, Downward, Lateral/Horizontal, Diagonal, grapevine, consensus, Channels of Communication- Formal, Informal; Patterns of Communication; Media of Communication- Verbal, Nonverbal.

CO5: Understanding the importance and usage of Listening skills by various interactive session developing students into a perfect personality in Interpersonal Communication like Transactional Analysis, Johari Window.

CO6: Understanding and practicing complete knowhow of Business Correspondence its Layout, planning, inquiries and replies, complaints, follow up, circulars, notices, goodwill letters, applications for employment, Report Writing, Public Speaking: Speeches and presentations, Interviews, Professional use of the telephone.

CO7: Understanding and practising Self Improvement, Developing positive attitudes, Self-Motivation, Time Management, Stress management, Modern Manners for developed personalities.

### **TA – 214: Geography of International Tourism**

#### **Course Outcomes:**

CO1) The outcome of this course is to create awareness of all important tourist destination countries and their respective places of tourist interest.

CO2) The students will be exposed to the related travel knowledge like city airport codes and convenient travel routes (air, rail, surface & cruise) with distance and climatic conditions.

CO2) Geography is the basic edifice of tourism. The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travelers, suggesting them various destinations to the clients for their travel etc.

CO4) Basically knowledge of geography shall provide an insight to the students about the destinations of the world; their climates etc. The study shall enable the students to relate the application of geography in tourism.

### **TA-215**

#### **Travel Agency Management**

CO1) Travel agency & tour operation are integral part of travel & tourism industry without which both the aspects would not be possible. In this the students are required to learn the ropes of the industry in order to facilitate the procedure.

CO2) The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation.

CO3) Further they will understand formalities and documentation needed to set up these units.

#### **TA-215A- Consumer Behavior**

CO1) This course aims at sensitizing the marketing management students to the tremendous impact of shifts in consumer behavior to the fortunes of the marketing organization. Even the subtle changes in the consumer buying behavior can open a world of opportunities or pose tremendous challenges to the marketers.

CO2) A better understanding of the consumer decision making process and the various factors influencing the same can help the budding marketer to better focus their efforts and resources to ensure the success of the organizations that they shall work for or create. Small companies and huge corporations alike can tremendously benefit from understanding how and why their customers buy.

CO3) Students shall understand that an increasingly aware and alert consumer is changing the dynamics of the market place. Moreover in the context of societal marketing philosophy, the ethical issues like consumer rights and deceptive advertising shall also be brought to the fore.

## **MBA (TA) 2 YEARS SEMESTER III**

### **TA-301A : French-II**

#### **Course Outcomes:**

CO1). Enhance the French language learnt in previous semester.

CO2). Acquire more vocabulary words, grammar.

CO3). Communicate in French language.

CO4). Learn translations

### **TA-304:International Ticketing**

#### **Course Outcomes:**

CO1) This subject will provide the basic skills to enable the students to accurately construct air fares and adopt professional ticketing practices.

CO2) Calculate airfare, to study MPM, TPM and fair calculations.

### **TA-307: Hotel Operations Management**

#### **Course Outcomes:**

CO1) In this competitive environment, service sector is on boom. This course will provide the students with the knowledge of how Hotel industry can be managed.

### **TA 313-Airline Management II**

#### **Course Outcomes:**

CO1) The outcome of the subject is to make students aware of the policies and working of airline industry. Also keep them updated of the latest happening in aviation, government policies, agencies etc.

### **TA-314- Organizational Behavior**

#### **Course Outcomes:**

CO1: Understand Evolution of Organizationbehavior in terms of cognitive, behavioristic and social cognitive aspects.

CO2: Understanding and application of factors affecting motivation with its theories beneficial for today's competitive environment today.

CO3: Understand factors affecting organizationalbehavior shaping Personality, Perception and Learning processes of employees.

CO4: Understand Interpersonal Processes and Behaviors, Team Development, Foundations of Group Behavior and Group Dynamics, Developing Work Teams, Team Effectiveness & Team Building for organizational benefit.

CO5: Knowhow of organizational systems and organizational change process, factors affecting change and its coping mechanism.

CO6: Understanding and application of Contemporary theories of leadership, Johari Window, Transactional Analysis and Success stories of today's Global and Indian leaders.

### **TA-315-Service Marketing Strategies**

#### **Course Outcomes:**

CO1: Equipping students with core competencies and skills sets suitable for service sector

CO2: Create an in-depth understanding of service sector, service concept and service characteristics

CO3: Understand service marketing mix

CO4: Knowledge of development of service product, pricing, promotion and distribution decisions

CO5: Understanding service process role in service marketing mix and development of blue print

CO6: Managing and crafting Physical environment

CO7: Understanding the role of people in service organization and ways to maintain personnel quality

CO8: Describe Service quality concept, dimensions and model.

### **TA-316-Cargo Management**

#### **Course Outcomes:**

CO1) Enhance the knowledge of tourism students about the cargo movement(import/export) and their legal formalities so as to successfully deal cargo along with passengers in all modes of transportation.

## **MBA (TA) 2 YEARS SEMESTER IV**

### **TA - 401: French III**

#### **Course Outcomes:**

The outcome of the course is to develop linguistic and communication skills in French including written and oral expression and comprehension.

CO1) Linguistic: To learn basic French grammar and vocabulary

CO2) Communication: To enable students to introduce oneself and converse spontaneously in given social settings.

CO3) Civilization: To introduce some aspects of France, its people and culture.

### **TA- 404: Foreign Exchange Management**

#### **Course Outcomes:**

CO1) This course will provide students an opportunity to understand the travel and tourism and prepare them to face challenges on the industry.

CO2) This course in particular provides an insight into the foreign exchange involved in the various tourism related activities.

### **TA- 408: Entrepreneurship**

#### **Course Outcomes:**

CO1) With the increase in demand of conferences and exhibitions, a need for trained professionals for this field has been recognized.

CO2) This subject aims at preparing students to successfully plan and execute Entrepreneurship skills in the market.

### **TA- 410: Conference,Convention and Event Management**

#### **Course Outcomes:**

CO1) With the increase in demand of conferences and exhibitions, a need for trained professionals for this field has been recognized.

CO2) This subject aims at preparing students to successfully plan and execute conferences, events and exhibitions.

### **TA- 411: E-Commerce for Tourism**

#### **Course Outcomes:**

CO1) Major learning in this subject is expected to be in area of use of technology in Tourism industry in present e-commerce environment.

CO2) Besides covering areas like electronic payments, online marketing related to Tourism industry. One section of the syllabus would focus on the security and privacy issues in the current cyber environment.

### **TA-412: Decision Making Skills**

#### **Course Outcomes:**

CO1: Acquaint themselves with all the facets of Decision-Making Process in Advertising and Public Relation.

- CO2: Understand Theories of decision making, SWOC Analysis, Thompson's matrix. Porter's five forces model, Mc Kinsey 7S model. PEST model for better decision-making process.
- CO3: Identifying the need, means for deciding, possible options, tradeoffs etc. as Integrated Decision-Making Process.
- CO4: Application of Intervening variables in decision making and Internal/External Implementing Decisions with Communication, types and Acceptability of decisions, long term impact assessment
- CO5: Role of Group Decision making – Various stakeholders, collective bargaining process.

### **TA- 405B: Major Research Project**

#### **Course outcomes**

- CO1) Major Research project is an opportunity to gain knowledge of the field while still learning.
- CO 2) In this MRP, a student is required to do a live project and submit report in hard as well as soft copy .
- CO3)Considerably more in-depth knowledge of the major subject/field of study, including deeper insight into current research and development work.
- CO4)A capability to contribute to research and development work.
- CO5)The capability to use a holistic view to critically, independently and creatively identify, formulate and deal with complex issues.
- CO6)The capability to plan and use adequate methods to conduct qualified tasks in given frameworks.
- CO7)The capability to critically and systematically integrate knowledge to understand and solve management issues .
- CO8)The capability to clearly present and discuss the conclusions as well as the knowledge and arguments that form the basis for these findings in written form.
- CO9)The capability to identify the issues that must be addressed within the framework of the specific thesis in order to take into consideration all relevant dimensions of sustainable development.
- CO10)A consciousness of the ethical aspects of research and development work.

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## **NAME OF THE PROGRAMME: MCA (6Yrs.) SEMESTER – I INTEGRATED PROGRAMME**

### **IC-101: Mathematics-I**

- CO1: Understand basic concepts of Partial differentiation, Maxima & Minima of the function, convergence and divergence of the series.
- CO2: Solve mathematical problems based on the course material.
- CO3: Develop mathematical skills and methods appropriate for students in the computer science.
- CO4: Understand more advanced mathematical courses.

### **IC-102: Physics-I**

- CO1: Understand basic concepts of physics such as circuit elements electromagnetic induction, capacitors and some laws related to passive elements.
- CO2: Develop and apply knowledge and understanding of physics.

CO3: Develop the knowledge and skills for more advanced learning in physics.

### **IC-103: Fundamentals of Programming using C**

- CO1: Develop logic of problem solving and learn basics of programming methodologies.
- CO2: Develop the program development logic for the given problem.
- CO3: Recognize and understand the syntax and construction of C code.
- CO4: Hands on experience of procedural language programming.
- CO5: Hands on experience of steps involved in compiling, linking and debugging C code.
- CO6: Apply all the concepts that have been covered in the theory course.

### **IC-104: English & Communication Skills**

- CO1: Enable students to improve both their ability to communicate and linguistic competence in English language.
- CO2: Knowledge of correct usage of English with an emphasis on reading and writing skills.
- CO3: Practice writing skills at sentence and paragraph levels with correct grammatical structures.
- CO4: Practice and learn English speaking skills to communicate in daily situations effectively.

### **IC-104: Computer Fundamentals**

- CO1: Understand basics of computer and its working.
- CO2: Knowledge of basic units and model of computer.
- CO3: Understand number system for data representation in computer.
- CO4: Understand basics of Operating system and DBMS.
- CO5: Learn working with MS Office and Internet.

## **MCA (6Yrs.) SEMESTER - II**

### **IC-201: Mathematics-II**

- CO1: Understand advanced mathematical concepts and techniques.
- CO2: Understand basic concepts of curve tracing, rectification, groups, cosets, homomorphism and isomorphism.
- CO3: Solve mathematical problems based on the course material.
- CO4: Develop mathematical skills and methods appropriate for students in the computer science.

### **IC-202: Chemistry & Environment Science**

- CO1: Learn chemistry of various engineering materials and processes, their importance, properties, testing, structure-property relationship, tailoring and their applications in various technologies.
- CO2: Understand and develop aware with various environmental issues and pollution and control studies in modern society for sustainable development

### **IC-203: Basic Electronics**

- CO1: Basic concepts of electronics.
- CO2: Understand basic components of circuits.
- CO3: Understand the use of diodes as power supply rectifiers.
- CO4: Understand the operation of transistors as switching circuits.



### **IC-204: Object Oriented Programming Using C++**

- CO1: Better understanding of Object Oriented design and program implementation by using Object Oriented language features.
- CO2: Understand object-oriented programming features in C++,
- CO3: Apply these features to program design and implementation,
- CO4: Understand object-oriented concepts and how they are supported by C++,
- CO5: Gain some practical experience of C++,
- CO6: Understand implementation issues related to object-oriented techniques,
- CO7: Build good quality software using object-oriented techniques

### **IC-205: French**

- CO1: Knowledge of French language
- CO2: Make students understand vocabulary and grammar of French language.
- CO3: Introduce some aspects of France, its people and culture.
- CO4: Emphasize and develop four linguistics skills.

## **MCA (6Yrs.) SEMESTER - III**

### **IC – 301 :- Probability and Statistical Methods**

- CO1: Aware about the Probability and Statistical Methods for research and real life data analysis.
- CO2: Understand basic concepts of Probability and Statistical Methods for data analysis.
- CO3: Learn Hypothesis testing.
- CO4: Learn the application of different tests such as Chi-square, T & F statistic.

### **IC-302: Financial Accounting**

- CO1: In-depth knowledge of all business transactions and how they should be recorded, classified & interpreted to get a meaningful judgment of viability & profitability of the industry.
- CO1: Prepare a set of financial statements for various forms of businesses and nonprofit entities.
- CO2: Develop an ability to apply accounting concepts, principles and practices.
- CO3: Hand on experience with the basic tools for analyses of financial statements.

### **IC-304: Digital Electronics**

- CO1: Understand basic concepts of digital logic, its operations, principles and applications.
- CO2: Understand number systems and codes, and Boolean Algebra
- CO3: Understand TTL and CMOS circuit characteristics, followed by logic devices such as flip-flops, code converters, counters, multiplexers, and registers.

### **IC-305: Data Structures and Algorithms**

- CO1: develop proficiency in the specification, representation, and implementation of Data Types and Data Structures.
- CO2: Write programs using object-oriented design principles.
- CO3: Understand data structures such as linear lists, stacks, queues. Choose the appropriate data structure and algorithm design method for a specified application.,
- CO4: Be familiar with advanced data structures such as balanced search trees, hash tables, priority queues and graphs.

CO5: Having good understanding of sorting and searching techniques.

### **IC-306: Digital Computer Organization**

- CO1: Understand the organization of the computer, and the way the hardware components are connected together to form a computer system, and the development of the hardware for the computer taking into consideration a given set of specifications.
- CO2: Understand the various functional units of CPU.
- CO3: Study various units of ALU.
- CO4: Understand instruction formats and addressing modes.
- CO5: Understand interconnection and interfacing of various units of computer system.

## **MCA (6Yrs.) SEMESTER - IV**

### **IC-401 Data & Computer Communication**

- CO1: Understand the fundamentals of data communications networks.
- CO2: Understand basic data communication components.
- CO3: Understand the fundamentals of signaling and data transmission.
- CO4: Study data link layer and data link protocols.
- CO5: Study Network layer, MAC sub layer, LAN and its standards.

### **IC-402 : Discrete Mathematics**

- CO6: Understand mathematical concepts that underline much of computer science, and to help them develop the skills to solve problems using them, whether they are in a more advance course, doing research.
- CO7: Enhance mathematical reasoning of students.
- CO8: Understand Discrete Mathematics such as sets, permutations, relations, graphs, trees and finite-state machines.
- CO9: Enhance algorithmic thinking of students.

### **IC-404: Microprocessor & Assembly Language Programming**

- CO1: Understand basic concepts of microprocessor and assembly language programming.
- CO2: Develop an understanding of the operation of microprocessors.
- CO3: Learn assembly language programming.
- CO4: Learn the internal organization of some popular microprocessors.

### **IC-405: Data Base Management Systems**

- CO1: Handle large database system and to be able to manipulate it efficiently and carry out analysis to design the database.
- CO2: Present necessary concepts for database designing.
- CO3: Design conceptual, logical database model and physical model.
- CO4: Evaluate set of query using SQL and algebra.
- CO5: Concepts of RDBMS, and learn Object oriented modeling.

## **MCA (6Yrs.) SEMESTER - V**

### **IC-501: Internet and Web Programming**

- CO1: Knowledge of internet tools and to introduce some of the basic technologies for creating and processing content on Internet web sites.
- CO2: Understand the fundamental concepts of working of internet.

- CO3: Design, format and link web pages.
- CO4: Write dynamic interfaces using JavaScript.
- CO5: Link databases to web sites.

#### **IC-504: System Programming**

- CO1: Enhance the understanding of the concepts of System Programming and to provide a basis for judgment in the design of System Software - Preprocessors, Compilers, Loaders, Debuggers, and Assemblers
- CO2: Understand basic concepts of system software and system programming.
- CO3: Learn the design of assemblers, compilers and preprocessors.
- CO4: Understand the working of loaders, linkers, editors, debuggers and other software tools used in programming development environment.

#### **IC-503 : Java Programming**

- CO1: Knowledge of Java programming language fundamentals: its syntax, idioms, patterns, and styles with object oriented programming concepts.
- CO2: Write programs using the Java language. Basic topics considered are programs and program structure in general, and Java syntax, data types, flow of control, classes, methods, objects, arrays, exception handling, recursion, and graphical user interfaces (GUIs).

#### **IC-504: Computer Oriented Numerical Methods**

- CO1: Understand basic numerical methods required for typical engineering and business applications.
- CO2: Understanding the properties of different numerical methods so as to be able to choose appropriate methods and interpret the results for engineering problems that they might encounter.
- CO3: Find numerical approximations to the roots of an equation by Newton method, Bisection Method, Secant Method, etc.
- CO4: Use finite differences for interpolation and learn various interpolation methods.
- CO5: Understand numerical integration and differentiation.

#### **IC-506: Organization Behavior**

- CO1: Gain the intricacies of individual behavior in order to function effectively and efficiently in the organization.
- CO2: Potential sources of conflicts which will make their careers interesting and enjoyable.

### **MCA (6Yrs.) SEMESTER - VI**

#### **IC-601: Computer Graphics**

- CO1: Understand the theory and practice of computer Graphics.
- CO2: Understanding the basic concepts of Graphics.
- CO3: Study of different algorithm of graphics.
- CO4: Implementation of rotation, clipping, transformation algorithm etc.

#### **IC-602: Human Computer Interaction**

- CO1: Explain the capabilities of both humans and computers from the viewpoint of human information processing.

- CO2: Describe typical human–computer interaction (HCI) models, styles, and various historic HCI paradigms.
- CO3: Apply an interactive design process and universal design principles to designing HCI systems.
- CO4: Describe and use HCI design principles, standards and guidelines.
- CO5: Analyze and identify user models, user support, socio-organizational issues, and stakeholder requirements of HCI systems.
- CO6: Discuss tasks and dialogs of relevant HCI systems based on task analysis and dialog design.
- CO7: Analyze and discuss HCI issues in groupware, ubiquitous computing, virtual reality, multimedia, and Word Wide Web-related environments.

### **IC-603: UNIX Shell Programming**

- CO1: Understanding of basic concepts of operating system with special reference to UNIX operating system.
- CO2: Understand UNIX as operating system.
- CO3: Learn to use UNIX shell.
- CO4: Learn to use UNIX commands.
- CO5: Send and receive electronic mail and learn its real-world limitations
- CO6: Learn File handling and shell programming.

### **IC-604: System Analysis & Design**

- CO1: Introduce established and evolving methodologies for the analysis, design, and development of an information system.
- CO2: Understand system characteristics, project management, prototyping, and systems development life cycle phases.
- CO3: Analyze a problem and design an appropriate solution using a combination of tools and techniques.

## **MCA (6Yrs.) SEMESTER - VII**

### **IC-701: Design & Analysis of Algorithms**

- CO1: Understand the classic algorithms in various domains, and techniques for designing efficient algorithms.
- CO2: Learn to analyze the running time of the algorithms
- CO3: Understand the application of algorithms and design techniques to solve problems.
- CO4: Learn to analyze the complexities of various problems in different domains and design efficient algorithms.
- CO5: Understand asymptotic notation to provide a rough classification of algorithms
- CO6: Study algorithms for fundamental problems in computer science and engineering work and compare with one another.
- CO7: Understand the problems for which it is unknown whether there exist efficient algorithms or even algorithm.

### **IC-702: Computer Architecture**

- CO1: Understand the concepts of design and analysis of the hardware of a computer system and its components such as control unit, arithmetic and logical (ALU) unit, input/output, and memory unit.

- CO2: Learn concepts of microprogramming in the design of the central processing unit of a computer system.
- CO3: Understand various ways for interconnecting I/O devices to the system.
- CO4: Understand basic concepts of parallel processing.

### **IC-703: Advanced Java**

- CO1: Understand the enhanced and advanced concepts of Java.
- CO2: Design and developing an understanding of the web applications of Java.
- CO3: Learn Java programming language with new and enhanced versions.
- CO4: Students will capable of making their own GUI, network, security, thread, Servlet and JSP based systems.

### **IC-704: Operating Systems**

- CO1: Understand with design of operating systems as resource manager of a computer system.
- CO2: Present basic concepts of operating system architecture
- CO3: Understand the concepts of processor management and memory management techniques
- CO4: Study deadlock handling and inter-process communication
- CO5: Study of file systems and device management.

### **IC-705: Analog Electronics**

- CO1: Understand operational amplifiers.
- CO2: Understand working of amplifiers.
- CO3: Understand amplifier circuits, feedback circuits, and oscillator circuits To teach basic numerical methods required for typical engineering and business applications.

## **MCA (6Yrs.) SEMESTER - VIII**

### **IC-801: Computer Networks**

- CO1: Understand a theoretical foundation of computer network and equip the students with an in-depth knowledge of fundamental techniques involved in computer network, which helps the students to understand the actual working of computer network.
- CO2: Gain an understanding of the principles of operation of a wide variety of network technologies.
- CO3: Develop an appreciation of how network services are developed and knowledge of their uses.
- CO4: Apply knowledge of computers, software, networking technologies, and information assurance to an organization's management, operations, and requirements.
- CO5: Understand data compression and data security techniques.

### **IC-802: Theory of Computation**

- CO1: Understand about the basic concepts of Computation and learn to work with mathematical abstractions of computers called a model of computation.
- CO2: Understand regular expressions, which are used to specify string patterns in many contexts, from office productivity software to programming languages.

- CO3: Understand finite automata, another formalism mathematically equivalent to regular expressions, Finite automata are used in circuit design and in some kinds of problem-solving.
- CO4: Learn Context-free grammars that used to specify programming language syntax.
- CO5: Understand computability theory and decision problems.

### **IC-803: Advanced Database Management System**

- CO1: Understand learn advanced features of DBMS and build capacity to implement and maintain an efficient database system using emerging trends.
- CO2: Understand the master the concepts and design with proficiency databases under the relational model.
- CO3: Proficiency in the choice of DBMS platform to use for specific requirements
- CO4: Develop proficient with a broad range of data management issues including data integrity and security, transaction processing and others.
- CO5: Familiar with the fundamentals of distributed DBMS and object database management, data warehousing and data mining.

### **IC-804: Software Engineering**

- CO1: Understand in the discipline of software engineering and its application for the development of and management of software systems.
- CO2: Understand the various activities undertaken for a software development project.
- CO3: Develop and write a software project proposal
- CO4: Develop and write a Software Requirements Specification and design document.
- CO5: Learn to work within a team and understand team dynamics
- CO6: Be able to effectively communicate the work (Presentation skills)

### **IC-805: Optimization Techniques**

- CO1: Understand the organizational behavior of management-process and importance of decision-making in real life situations.
- CO2: Understand different techniques of optimization, which help in analyzing the process of decision-making.
- CO3: Problem formulation of optimization.
- CO4: Realization of methods for optimization.
- CO5: The applications of optimization.
- CO6: Understand basic concepts of Linear programming and Dynamic Programming.

## **MCA (6Yrs.) SEMESTER - IX**

### **IC-901: Object Oriented Analysis and Design**

- CO1: Understand the activities associated to develop projects. And establish the flow of events by making a planning that how software can be shown in its entirety prior to its implementation using Object Oriented Analysis and Design techniques.
- CO2: Develop a working understanding of formal object-oriented analysis and design processes.
- CO3: Develop the skills to determine which processes and OOAD techniques should be applied to a given project.

- CO4: Develop an understanding of the application of OOAD practices from a software project management perspective

### **IC-902: Compiler Design**

- CO1: Understand the working of compiler in detail so as to have knowledge of whole spectrum of language processing technology.
- CO2: Understand various phases of compilers theoretically as well as practically so as to have the actually feeling of its working.
- CO3: Understand some aspects of computation should be covered in course as parsing is of the most important issue in compiler.
- CO4: Learn the concepts of symbol table management, syntax-Directed definition and translations along with the code optimization and generation and error handling have to cover to complete the aim.

### **IC-903: Network and Information Security**

- CO1: Understand principles and practices of computer system security including operating system security, network security, software security and web security.
- CO2: Theoretical foundation of computer network and security and equip the students with an in-depth knowledge of fundamental techniques involved in computer network and security, which helps the students to understand the actual working of computer network and security tools.
- CO3: Gain an understanding of the principles of operation of a wide variety of network security technologies.

### **IC-904 : Artificial Intelligence**

- CO4: Understand techniques of representing knowledge required to build intelligent machines capable of taking decision like human beings.
- CO5: Understand techniques of solving problems that need human intelligence.
- CO6: Understand to formulate Artificial Intelligence problems
- CO7: Heuristic techniques to solve the AI problem.

### **IC-905: Bio-Informatics**

- CO1: Develop an understanding of the basic principles of molecular and cell biology.
- CO2: Become familiar with existing tools and resources for computational analysis of biological data, including sequences, phylogenies, microarrays, ontologies, and bio-molecular interactions.
- CO3: Understand basic abstractions and computational approaches used for analysis including data warehouses, data mining, programming languages.

## **MCA (6Yrs.) SEMESTER - X**

### **IC-1001: Data Mining and Warehousing**

- CO1: Understand data warehouses and data mining with recent trends and development and trends in the field.
- CO2: Understand basic concepts of data warehousing and data mining.
- CO3: On Line Analytical Processing (OLAP)
- CO4: Data mining techniques and understand various algorithms.
- CO5: Develop familiarities with data mining tools and ETL tools.

**IC-1002: Parallel Processing & Distributed Computing**

- CO1: Understand the concepts of design hardware of Parallel systems and its components.
- CO2: Learn concept of parallel processing.
- CO3: Understand various model of parallel computing.
- CO4: Understand distributed computing systems.

**IC-1003: Enterprise Computing Technique**

- CO1: Understand the concepts of EJB and build web-based and/or enterprise-based applications that incorporate EJB technology.
- CO2: Implement business-tier functionality using EJB technology
- CO3: Learn the concepts and implementation of RMI and JNDI
- CO4: Get an overview of EJB fundamentals.
- CO5: Learn the concepts and implementation of Entity and Session beans

**IC-1004: Managerial Economics**

- CO1: Understand the economic theory that will have application in their professional life.
- CO2: Management students are expected to understand and apply the concept of economics, especially for decision making of firm, with reference to various functional area of modern management.

**Elective I****IC-1005: Multimedia Computing**

- CO1: Critically analyse and synthesise the key components of multimedia technologies including text, graphics, voice, video and animation;
- CO2: evaluate the role of multimedia technologies in the online and web environment;
- CO3: be able to define the characteristics of each media type and describe their application;
- CO4: develop, edit and improve interactive web pages that incorporate a variety of digital media such as graphics, voice, animation and video;
- CO5: critically evaluate the implications of copyright in the use of multimedia;
- CO6: Research and analyse the protocols, standards and representation techniques used for storage and transmission of multimedia information.
- CO7: Hands on Experience on latest development in the field of Multimedia and related fields
- CO8:

**IC- 1005: PRINCIPLES OF PROGRAMMING LANGUAGES**

- CO1: describe syntax and semantics of programming languages data, data types, and basic statements.
- CO2: Understand call-return architecture and ways of implementing them.
- CO3: Understand object-orientation, concurrency, and event handling in programming languages develop programs in non-procedural programming paradigms.

**IC1005: Software Testing & quality Assurance**

- CO1: Understand software testing process, planning, strategy, criteria and testing method, as well as software quality assurance concept & control process.
- CO2: Study of software testing and quality control concepts, principles, methodologies, management strategies and technique



- CO3: Understand test models, test design technique (black box and white box testing techniques), testing strategies and advance testing techniques.

## **MCA (6Yrs.) SEMESTER - XI**

### **IC-1101: Mobile & Wireless Computing**

- CO1: Acquire solid knowledge on mobile networks and mobile computing  
CO2: acquire experience and capability to team work  
CO3: select components and networks for particular application  
CO4: creatively analyze mobile and wireless networks  
CO5: critically analyse security issues of mobile and wireless computing systems

### **IC-1102: Enterprise Resource Planning**

- CO1: Develop the knowledge and skills to address the challenges of successful implementation of ERP.  
CO2: Learning skills of re-engineering business process to fit the ERP, risk factor associated with managing ERP systems.  
CO3: Provide foundation for e-business etc.

### **Elective II**

### **IC-1104: Cloud Computing**

- CO1: Understand basic concepts of cloud computing, its tools and Identify appropriate applications.  
CO2: Select and define appropriate technology and parameters.  
CO3: Demonstrate knowledge of market based cloud computing ;  
CO4: Perform the reviews of different clouds applications.

### **IC- 1004: Design Pattern**

- CO1: Strengthen the knowledge of Object Oriented Design and development by understanding various design patterns for object oriented reusable Software.  
CO2: Understand the concept of Design patterns and its importance.  
CO3: Understand the behavioral knowledge of the problem and solutions  
CO4: Relate the Creational, Structural , behavioral Design patterns  
CO5: Apply the suitable design patterns to refine the basic design for given context.

### **IC- 1004: Image Processing**

- CO1: Explain how digital images are represented and manipulated in a computer, including reading and writing from storage, and displaying.  
CO2: Write a program which implements fundamental image processing algorithms.  
CO3: Be conversant with the mathematical description of image processing techniques and know how to go from the equations to code.

### **IC-1105: Research Methodology & Practice**

- CO1: Understand basic concepts of research, its methodologies and Identify appropriate research topics.  
CO2: Select and define appropriate research problem and parameters.  
CO3: Demonstrate knowledge of research processes (reading, evaluating, and developing);  
CO4: Perform literature reviews using print and online databases.

## **MCA (6Yrs.) SEMESTER – XII**

### **IC-1201: Project**

CO1: Prepare student for a professional career .

CO2: Hands-on training as per the demand of industry.

CO3: Provides lifelong learning experience

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## **NAME OF THE PROGRAMME: M.TECH(IT) 5YRS. SEMESTER I INTEGRATED PROGRAMME**

### **IT-101A: Mathematics**

#### **Course Outcomes:**

CO9: Understand basic concepts of Partial differentiation, Maxima & Minima of the function, convergence and divergence of the series.

CO10: Solve mathematical problems based on the course material.

CO11: Develop mathematical skills and methods appropriate for students in the computer science.

CO12: Gain knowledge to apply mathematics in complex computer engineering problems.

### **IT-106A: Communication Skills**

#### **Course Outcomes:**

CO1: Understand the need to reflect upon interpersonal communication practices.

CO2: Gain knowledge of concepts, theories, and research findings in interpersonal communication.

CO3: Practice communication skills in a supportive environment.

### **IT-103A: Physics**

#### **Course Outcomes:**

CO1: Understand the core concepts of physics.

CO2: Apply knowledge and understanding of physics.

CO3: Develop the analytical approach to model physical phenomena.

CO4: Understand the impact of physics on society.

### **IT-104: C Programming**

#### **Course Outcomes:**

CO1: Develop the logic for the given problem.

CO2: Recognize and understand the syntax and construction of C code.

CO3: Gain experience of procedural language programming.

CO4: Know the steps involved in compiling, linking and debugging C code.

CO5: Apply all the concepts for problem solving in real life.

### **IT-105: PC Software**

#### **Course Outcomes:**

CO1: Understand basic units and model of computer.

CO2: Learn number system for data representation in computer.

- CO3: Gain basic knowledge of Operating system and DBMS.  
CO4: Learn working with MS Office and Internet.

## **M.TECH(IT) 5YRS. SEMESTER II**

### **IT-201: Chemistry & Environment Science**

#### **Course Outcomes:**

- CO1: Gain knowledge about various polymers and uses of them.  
CO2: Understand different types of pollution.  
CO3: Understand society, ethics and human values.

### **IT-202 :- Probability and Statistical Methods**

#### **Course Outcomes:**

- CO1: Understand basic concepts of Probability and Statistical Methods for data analysis.  
CO2: Learn Hypothesis testing.  
CO3: Learn the application of different tests such as Chi-square, T & F statistic.

### **IT-203: Digital Computer Organization**

#### **Course Outcomes:**

- CO1: Study the various functional units of CPU.  
CO2: Study functioning of ALU and CU.  
CO3: Understand instruction formats and addressing modes.  
CO4: Understand interconnection and interfacing of various units of computer system.

### **IT-204: Basic Electronics**

#### **Course Outcomes:**

- CO1: Understand basic components of circuits.  
CO2: Gain knowledge of the use of diodes as power supply rectifiers.  
CO3: Learn the operation of transistors as switching circuits.

### **IT-206B: Programming with C++**

#### **Course Outcomes:**

- CO1: Understand object-oriented programming features in C++.  
CO2: Apply these features to program design and implementation.  
CO3: Learn the basic constructs and syntax of C++.  
CO4: Build good quality software using object-oriented techniques.

## **M.TECH(IT) 5YRS. SEMESTER III**

### **IT-311: Linear Algebra**

#### **Course Outcomes:**

- CO1: Develop the ability to solve problems using linear algebra.  
CO2: Understand basic concepts of linear equations, matrix calculus and basic vectors operations.  
CO3: Comprehend the use of various forms of complex numbers to solve numerical problems  
CO4: Emphasize computational problems of linear Algebra  
CO5: Develop abstract and critical reasoning by studying logical proofs and the

Axiomatic method as applied to linear algebra

### **IT-301A French**

#### **Course Outcomes:**

- CO1: Get acquainted with a foreign language-French.
- CO2: Understand vocabulary and grammar of French language.
- CO3: Practical command of French, emphasizing language as means of communication.
- CO4: Exposure of some aspects of France, its people and culture.
- CO5: Emphasize and develop structural ,phonological and semantical linguistics skills.

### **IT-304: Digital Electronics**

#### **Course Outcomes:**

- CO1: Understand fundamental concepts and techniques in digital electronics
- CO2: Understand the structure of various number systems and its applications.
- CO3: Designing various combinational and sequential circuits and its applications.
- CO4: Understand TTL and CMOS circuit characteristics, followed by logic devices such as flip-flops, code converters, counters, multiplexers, and registers.

### **IT-302B: Data Structures with C++**

#### **Course Outcomes:**

- CO1: Understand data structures such as linear lists, stacks, queues. Data structure and algorithms design method for a specified application.
- CO2: Write data structures programs using object-oriented design principles.
- CO3: Be familiar with advanced data structures such as balanced tree, search tree, priority queues and graphs.
- CO4: Get a good understanding of sorting and searching techniques.

### **IT-306: Engineering Drawing**

#### **Course Outcomes:**

- CO1: Inculcate proper understanding of the theory of projection.
- CO2: Exposure of the visualization skills.
- CO3: Gain knowledge of various concepts like dimensioning, conventions and standards related to working drawings in order to become professionally efficient.
- CO4: Learn basics of CAD/CAM software tools.

## **M.TECH(IT) 5YRS. SEMESTER IV**

### **IT-401B : IT Act & Cyber Laws**

#### **Course Outcomes:**

- CO1: Understand the basics of Cyber crime and its peculiarity.
- CO2: Understand the Need for Cyber law and other governing laws.
- CO3: Knowledge of Cyber Law in International and national arenas.
- CO4: Handle the issues arising out of web and Internet transactions.
- CO5: Handle Practical Case laws on Cyber crimes in India.

### **IT-402A : Numerical Analysis & Design**

#### **Course Outcomes:**

- CO1: Apply different numerical techniques to solve engineering problems .

- CO2 : Solve numerical approximations of an equation by Newton method, Bisection Method, Secant Method, etc.
- CO3: Using finite differences for interpolation and learn various interpolation methods.
- CO4: Understand numerical integration and differentiation.
- CO5: Establishing the limitations ,pros and cons of numerical methods.

### **IT-403B: Data Base Management System**

#### **Course Outcomes:**

- CO1: Understand the necessary concepts for database designing.
- CO2: Design conceptual, logical database model and physical model.
- CO3: Evaluate set of query using SQL and Relational algebra.
- CO4: Understand the Concepts of RDBMS and Object oriented modeling

### **IT – 409 : Data and Computer Communication**

#### **Course Outcomes:**

- CO1: Understand basic data communication components.
- CO2: Understand the fundamentals of signaling and data transmission.
- CO3 : Gain knowledge of Error detection and correction mechanisms
- CO4: Functions of Data link layer and data link protocols.
- CO5: Understand LAN standards.

### **IT-405A: UNIX Operating System**

#### **Course Outcomes:**

- CO1 : Understand UNIX as operating system.
- CO2: Understand UNIX shell and its functionality.
- CO3: Learn to execute UNIX commands.
- CO4: Learn to send and receive electronic mail and what are its real-world limitations
- CO5: File handling and shell programming concepts.

## **M.TECH(IT) 5YRS. SEMESTER V**

### **IT-501C Computer Architecture**

#### **Course Outcomes:**

- CO1 : Understand the concepts of design and analysis of the hardware of a computer system and its components such as control unit, arithmetic and logical (ALU) unit, input/output, and memory unit.
- CO2: Concepts of microprogramming in the design of the central processing unit of a computer system.
- CO3: Understand various ways for interconnecting I/O devices to the system.
- CO4: Learn basic concepts of parallel processing

### **IT-502A: Microprocessor & Assembly Language**

#### **Course Outcomes :**

- CO1: Understand the basic concepts of microprocessor and assembly language programming.
- CO2 : Understand the operation of microprocessors.
- CO3: Assembly language programming skills .
- CO4: Importance of peripheral devices
- CO5 : Case Study of some popular microprocessors.

### **IT-505B: Programming in Java**

#### **Course Outcomes :**

- CO1: Understand fundamentals of Java programming language such as its syntax, idioms, patterns, and styles with object oriented programming concepts.
- CO2 : Understanding fundamentals of object oriented programming in the Java, including defining classes, invoking methods, using class libraries etc and exception handling mechanisms.
- CO3 : Have the ability to write a Java program to solve specified problems.
- CO4: Understand the principles of polymorphism and inheritance
- CO5: Identify the usage of interfaces, packages
- CO6: Identify the usage of collection framework

### **IT-511: System Analysis & Design**

#### **Course Outcomes :**

- CO1 : Understand system characteristics, project management, prototyping, and systems development life cycle phases.
- CO2: Transform requirements specification onto practical and achievable design specifications
- CO3 : Evaluate a wide range of problems related to the analysis and design of information systems.
- CO4: Develop team building and communication and interviewing skills , which are essential to successful system projects

### **IT-512 : Discrete Structures**

- CO1: Understand the notation of mathematical concepts, proofs .
- CO2: Enhance mathematical reasoning
- CO3: Understand Discrete Mathematics such as sets, permutations, relations, graphs, trees and finite-state machines.
- CO4 : Enhance algorithmic thinking and apply in problem solving.

## **M.TECH(IT) 5YRS. SEMESTER VI**

### **IT-601A: Computer Networks and Security**

#### **Course Outcomes:**

- CO1: Understand about network components, topologies, network models, protocols and algorithms.
- CO2: Understand the functions of OSI reference and TCP/IP model.
- CO3: Knowledge of the functions of Application layer and Presentation layer paradigms and Protocols.
- CO4: Understand the Session layer design issues and Transport layer services.
- CO5: Exposure of Network layer and routing algorithms, congestion handling mechanisms
- CO6: Exposure of cryptography and various network security algorithms.

### **IT-612: System Programming**

#### **Course Outcomes:**

- CO1: Understand basic concepts of system software and system programming.
- CO2: Learn the design of assemblers, compilers and preprocessors.
- CO3: Understand the structure and design of assembler, compiler, linker and loader.
- CO4: Understand the concept and theory behind the implementation of high level languages.

### **IT-610: Advanced Java**

#### **Course Outcomes:**

- CO1: Design and develop an understanding of the web applications of Java.
- CO2: Learn Java programming language with new and enhanced versions.
- CO3: Develop skills to program GUI, Threads, Servlets and JSP based systems.
- CO4: Develop distributed object applications.

### **IT-603A: Web Technology**

#### **Course Outcomes:**

- CO1: Understand the fundamental concepts of working of internet.
- CO2: Design, format and link web pages
- CO3: Write dynamic interfaces using JavaScript.
- CO4: Connect databases to web sites.
- CO5: Develop web application using HTML, CSS, XML, JavaScript etc.

### **IT-605A: Analysis and Design of Algorithm**

#### **Course Outcomes:**

- CO1: Learn good principles of algorithm design.
- CO2: Understand the application of algorithms and design techniques to solve problems.
- CO3: Analyze the complexities of various problems in different domains and design efficient algorithms.
- CO4: Understand asymptotic notation to provide a rough classification of algorithms
- CO5: Study algorithms for fundamental problems in computer science and engineering work and compare with one another.
- CO6: Understand the problems for which it is unknown whether there exist efficient algorithms or even algorithm

## **M.TECH(IT) 5YRS. SEMESTER VII**

### **IT-711: Advanced Database Management System**

#### **Course Outcomes:**

- CO1: Learn advanced features of DBMS and build capacity to implement and maintain an efficient database system using emerging trends.
- CO2: Master the concepts and design with proficiency databases under the relational model.
- CO3: Understand the concept of a transactions and ACID properties.
- CO4: Proficiency in the choice of DBMS platform to use for specific requirements.
- CO5: Acquaint with a broad range of data management issues including data integrity and security, transaction processing and others.
- CO6: Exposure of distributed DBMS, object database management, data warehousing and data mining.

### **IT-702A: Theory Of Computation**

#### **Course Outcomes:**

- CO1: Gain knowledge about the basic concepts of Computation.
- CO2: Understand regular expressions, which are used to specify string patterns in many contexts, from office productivity software to programming languages.
- CO3: Understand finite automata, formalism mathematically equivalent to regular

expressions, Finite automata are used in circuit design and in some kinds of problem-solving.

CO4: Learn Context-free grammars to specify programming language syntax.

CO5: Understand computability theory and decision problems.

### **IT -712: Computer Graphics & Multimedia**

#### **Course Outcomes:**

CO1: *Understand the fundamental concepts of Computer Graphics and Multimedia.*

CO2: *Learn the graphics techniques and algorithms.*

CO3: Knowledge of different display devices and their functioning.

CO4: *Exposure of Windowing and Clipping techniques.*

CO5: *Knowledge of multimedia concepts and various I/O technologies.*

CO6: *Develop design animations, flash movies etc.*

### **IT-705: Operating System**

#### **Course Outcomes:**

CO1: Understands function, structures and history of operating system.

CO2: Understanding of design issues associated with operating systems.

CO3: Understands various process management concepts including scheduling, synchronization, multithreading and deadlocks.

CO4: Understands concepts of memory management including virtual memory.

CO5: Understands how system resources are shared among the users.

CO6: Learn issues related to file system interface and disk management.

CO7: Becomes familiar with protection and security mechanisms.

CO8: Becomes familiar with various types of operating systems including Unix.

## **M.TECH(IT) 5YRS. SEMESTER VIII**

### **IT-801B: Principles of Programming Languages**

#### **Course Outcomes:**

CO1: Define the semantics of programming language.

CO2: Investigate semantic issues in programming languages

CO3: Solve problems using a range of programming paradigms.

CO4: Assessment of different programming paradigms for a particular problem.

### **IT-804B: Mobile and Wireless Computing**

#### **Course Outcomes:**

CO1 : Understand the basic concepts of cellular system .

CO2: Understand the GSM architecture.

CO3: Understand the concept of wireless LAN, Mobile networks and sensor networks.

CO4: Acquaint with structures and components of mobile IP.

CO5: Understanding the techniques for security and privacy.

CO6: Possible future of Mobile Computing and Applications.

### **IT-803B: Artificial Intelligence**

#### **Course Outcomes:**

CO1: Exposure to techniques of solving problems that need human intelligence.

CO2: Formulate Artificial Intelligence problems



- CO3: Using of heuristic techniques to solve the AI problem.
- CO4: Understand the concepts of Knowledge Representation and Issues.
- CO5: Explore the types of Knowledge, Representation and mapping, approaches and issues in knowledge representation.
- CO6: Formulate Predicate Logics.
- CO7: Learn and implements the concepts through Prolog Programming:

### **IT-802A: Software Engineering**

#### **Course Outcomes:**

- CO1: Knowledge of various software application domains and different process model used in software development.
- CO2: Understand various activities undertaken for software development project.
- CO3: Develop a software project proposal
- CO4: Develop software requirement specification and design documents.
- CO5: Understanding of approaches of verification, validation and various testing approaches.
- CO6: Organize different activities of project as per Risk impact factor.
- CO7: Understanding of quality control standards.

### **IT-805A: Cloud Computing**

#### **Course Outcomes:**

- CO1: Understand the concepts, characteristics, delivery models and benefits of cloud computing
- CO2: Understand the key security and compliance challenges of cloud computing
- CO3: Understand the key technical and organizational challenges
- CO4: Understand the different characteristics of public, private and hybrid cloud deployment models.
- CO5: Apply different cloud programming model as per need.
- CO6: Explore some important cloud computing driven commercial systems such as Google Apps, Microsoft Azure and Amazon Web Services and other businesses cloud applications.
- CO7: Explore the concepts of VM management and Cloud Security.

### **IT-808: Bio – Informatics**

#### **Course Outcomes:**

- CO1: Develop an understanding of the basic principles of molecular and cell biology.
- CO2: Become familiar with existing tools and resources for computational analysis of biological data, including sequences, phylogenies, microarrays, ontologies, and bio-molecular interactions.
- CO3: Understand basic abstractions and computational approaches used for analysis including data warehouses, data mining, programming languages.
- CO4: Analyse biological data using computational methods, as well as investigating problems in molecular and biology from a computational perspective

### **IT-809: Image Processing**

#### **Course Outcomes:**

- CO1: Knowledge of basic concepts of a digital image processing system.
- CO2 : Analyze images in the frequency domain using various transforms.
- CO3 : Exposure of the techniques for image enhancement and image restoration.
- CO4 : Learn various compression techniques.
- CO5: Interpret Image compression standards.

CO6 : Learn image segmentation and representation techniques.

### **IT-811A: Information Security**

#### **Course Outcomes:**

CO1: Knowledge of basic concepts of Information Security.

CO2: Insight and expertise in information security technology, digital forensics or security management.

CO3: Learn different Cryptographic Algorithms.

CO4: Apply knowledge in new areas within the field of information security.

### **IT-812: Real Time System**

#### **Course Outcomes:**

CO1: Understand the basic concepts and the classification of real time systems.

CO2: Gain knowledge of requirements for Real time systems.

CO3: Become aware of various real time languages.

CO4: Model real time systems using the concepts of RTOS.

CO5: Analyze various examples of real time systems.

## **M.TECH(IT) 5YRS. SEMESTER IX**

### **IT-901B: Data Mining & Warehousing**

#### **Course Outcomes:**

CO1: Understand basic concepts of data warehousing and data mining.

CO2: Understand On Line Analytical Processing (OLAP).

CO3: Learn data mining techniques and understand various algorithms.

CO4: Knowledge of data mining tools and ETL tools.

### **IT-908A: Object Oriented Analysis and Design**

#### **Course Outcomes:**

CO1: Understand the importance and basic concepts of object oriented modelling,

CO2: Specify, analyze and design the use case driven requirements for a particular system.

CO3: Model the event driven state of object and transform them into implementation specific layouts.

CO4: Identify, analyze the subsystems, various components and collaborate them interchangeably.

### **IT-902B: Information Technology & Project Management**

#### **Course Outcomes:**

CO1: Understand basic concepts of ITPM.

CO2: Develop the concepts of project integration.

CO3: Knowledge of project quality management etc.

CO4: Concepts of Human recourse planning.

CO5: Understand project communication management.

CO6 : Implementation of the concepts of ITPM in real world applications.

### **IT-903B: Research Methodology**

#### **Course Outcomes:**

CO1: Critically analyse research methodologies identified in existing literature

- CO2: Distinguish appropriate research designs and methodologies .
- CO3: Develop a comprehensive research methodology for a research question.
- CO4: Identify different ways to collect qualitative and quantitative data.
- CO5: Develop a broad understanding of the range of field-related education theories ,ideas and concepts
- CO6: Successfully develop and defend a research proposal

### **IT-913A: Optimization Techniques**

#### **Course Outcomes:**

- CO1: Understand different techniques of optimization, which help in analyzing the process of decision- making.
- CO2: Learn problem formulation of optimization.
- CO3: Learn the methods of optimization.
- CO4: Exposure of the applications of optimization.
- CO5: Understand basic concepts of Linear programming and Dynamic Programming

### **IT-914: Parallel Processing**

#### **Course Outcomes:**

- CO1: Understand the concepts of design hardware of Parallel systems and its components.
- CO2: Learn concept of parallel processing.
- CO3: Understand various model of parallel computing.
- CO4: Understand distributed computing systems.

## **M.TECH(IT) 5YRS. SEMESTER X**

### **IT-1002 D Project**

#### **Course Outcomes:**

- CO1: Prepare student for a professional career .
- CO2: Hands-on training as per the demand of industry.
- CO3: Provides lifelong learning experience

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## **MBA (ENTREPRENEURSHIP) SEMESTER I**

### **ES101- Fundamentals of Entrepreneurship**

#### **Course Outcomes:**

- CO1. Developing basic understanding of entrepreneurship
- CO2. Inculcating analytical skills in order to identify business opportunities,
- CO3. Enabling to identify the elements of success of entrepreneurial ventures
- CO4. Developing ability to consider the legal and financial conditions for starting a business venture
- CO5. Enabling to evaluate the effectiveness of different entrepreneurial strategies
- CO6. Developing understanding of marketing and management in small businesses venture,
- CO7. Enabling to create their own business plan.

### **ES102- Creativity and Innovation**

#### **Course Outcomes:**

- CO1: Understand the roles of skill, experience, motivation and culture in creative endeavour
- CO2: Describe the perspective taken on creativity affects the policy used to engender it
- CO3: Differentiate between radical and incremental innovation
- CO4: Identify some potential disruptive innovations and take advantage of ‘open’ innovation
- CO5: Reflect on experiences of creativity and innovation at work.

### **ES103- Principles and Practice of Management**

#### **Course Outcomes:**

- CO1: Understanding of the functions and responsibilities of the manager, and providing them with necessary tools and techniques to be used in the performance of managerial job.
- CO2: Examine the management theory with corresponding opportunities for application of these ideas in real world situations.
- CO3: This course focuses on the managerial functions of Assessing, Planning, Organizing, and Controlling. Both traditional and cutting-edge approaches are introduced and applied.
- CO4: Practice ethical implications of managerial action and inaction.

### **ES104-Fundamentals of Finance I**

#### **Course Outcomes:**

- CO1: Understanding of the functions of Accounting
- CO2: Understanding ledger posting and final accounts
- CO3: Analyze financial statements
- CO4: Understand fundamentals of costing
- CO5: Preparing the costsheet
- CO6: Be able to handle CVP and BEP analysis and Budgeting.

### **ES-105: Human Resource Management**

#### **Course Outcomes:**

- CO1: Developing better leaders by enhancing their effectiveness in managing human resources.
- CO2: Demonstrate the basic principles of strategic human resource management
- CO3: The course will introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people, and performing the wide range of other people related duties of a manager in today’s increasingly complex workplace.

### **ES-107A – Principles of Marketing Management**

#### **Course Outcomes:**

- CO1: Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations.
- CO2: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation
- CO3: Use written formats to communicate marketing outcomes.
- CO4: Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.
- CO5: Demonstrate the ability to carry out a research project that explores marketing planning.
- CO6: Synthesise ideas into a marketing plan.

### **ES109 A: Entrepreneurial Decision Making**

#### **Course Outcomes:**

CO1: Developing familiarity with the process of business decision-making, gain knowledge about the possibility of using various methods, techniques and tools in taking decisions.  
CO2: Awarding habits that enable them to use methods and tools for business decision making in practice corporate governance

## **MBA (ENTREPRENEURSHIP) SEMESTER I I**

### **ES201A- Social Entrepreneurship**

#### **Course Outcomes :**

CO1: Explain the characteristics that define social entrepreneurship  
CO2: Describe different forms of social enterprise organisations  
CO3: Apply and critique social entrepreneurship frameworks  
CO4: Explain key considerations in resourcing social entrepreneurship  
CO5: Apply the theory of change model for social enterprises  
CO6 Describe the challenges in growing a social enterprise and scaling social impact

### **ES202A- Business Environment**

#### **Course Outcomes :**

CO1. Discuss the supply and demand theory and its impact on insurance.  
CO2. Explain the effects of government policy on the economic environment and insurance industry  
CO3. Outline how an entity operates in a business environment.  
CO 4. Describe how financial information is utilized in business.  
CO5. Explain the legal framework that regulates the insurance industry

### **ES203A: Fundamentals of Finance -II**

#### **Course Outcomes :**

CO1: Taking sound financing decisions.  
CO2: Integrate student knowledge to estimate the cash flows from an investment project, calculate discount rate, and determine the value added from the project, and make a recommendation on the project.  
CO3: Taking sound dividend decision.  
CO4: Understand the demerits and merits of different types of long and short term sources of finance

### **ES-204A Business Communication**

#### **Course Outcomes :**

CO1: Developing effective business writing and communications..  
CO2: Practice research approaches and information collection.  
CO4: Developing and delivering effective presentations.  
CO5: Managing effective interpersonal communications.  
CO6: Practice skills that maximise team effectiveness.  
CO7: Do good time management.  
CO9: Practice effective problem solving.

### **ES205A-Service Management**

#### **Course Outcomes :**

CO1: Articulate the nature of service and service process.  
CO2: Explain the basic concepts and theories of service management.

CO3: Identify the broad basic elements of managing service design, delivery, and performance.

CO4: Apply the knowledge of service management to analyse the daily operations of common service organi

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### **ES-206A: E Business**

#### **Course Outcomes :**

CO1: Explain the components and roles of the Electronic Commerce environment.

CO2: Explain how businesses sell products and services on the Web.

CO3: Describe the qualities of an effective Web business presence.

CO4: Describe E-Commerce payment systems.

CO5: Explain how to meet the needs of Web site visitors.

CO6: Identify and reach customers on the Web.

CO7: Understand Web marketing approaches and elements of branding.

CO8: Explain the client/server infrastructure that supports electronic business.

CO9: Understand legal and ethical issues related to E-Commerce.

### **ES207A Digital Marketing**

#### **Course Outcomes :**

CO1: Identify the basic understanding of digital marketing

CO2: Differentiate between Traditional Marketing and Digital Marketing.

CO3: Understand the strategies used in digital marketing environment.

CO4: Develop understanding of Inorganic and Organic Content.

CO5: Develop basic understanding of Search Engine Optimisation.

social entrepreneurship

CO6: Apply the theory of change model for social enterprises

CO7 Describe the challenges in growing a social enterprise and scaling social impact

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### **ES-206A: E Business**

#### **Course Outcomes :**

CO1: Explain the components and roles of the Electronic Commerce environment.

CO2: Explain how businesses sell products and services on the Web.

CO3: Describe the qualities of an effective Web business presence.

CO4: Describe E-Commerce payment systems.

CO5: Explain how to meet the needs of Web site visitors.

CO6: Identify and reach customers on the Web.

CO7: Understand Web marketing approaches and elements of branding.

CO8: Explain the client/server infrastructure that supports electronic business.

CO9: Understand legal and ethical issues related to E-Commerce.

### **ES207A Digital Marketing**

#### **Course Outcomes:**

CO1: Identify the basic understanding of digital marketing

CO2: Differentiate between Traditional Marketing and Digital Marketing.

CO3: Understand the strategies used in digital marketing environment.

CO4: Students must understand difference between Inorganic and Organic Content.

CO5: Develop basic understanding of Search Engine Optimisation.

CO6: Know the various Advertisement formats used in digital marketing.

## **MBA (ENTREPRENEURSHIP) SEMESTER III**

### **ES301A: Financing New Ventures and Business**

#### **Course Outcomes:**

- CO1: Detail the critical components of firms' business plans.
- CO2: Evaluate the financial performance of the start-up firm through effective and accurate measuring techniques.
- CO3: Establish short- and long-term financial planning processes.
- CO4: Identify the legal aspects of the entrepreneurial environment.
- CO5: Evaluate the venture capital needs of a start-up firm.
- CO6: Examine the turnaround and exit strategies available to the entrepreneur.

### **ES302A: Managing Startups Strategic Framework for SMEs**

#### **Course Outcomes:**

- CO1: Develop a business idea for startups
- CO2: Turn a business idea into a validated business model
- CO3: Turn a validated business model into a viable startup
- CO4: Understand what starting your own business means
- CO5: Understand which characteristics a successful entrepreneur has
- CO6: Understand which skills you need to become a successful entrepreneur
- CO7: Understand possible motives to start your own business or join a startup
- CO8: Understand possible obstacles to start your own business
- CO9: Understand reasons for startup failure

### **ES303A: Introduction to Taxation**

#### **Course Outcomes:**

- CO1: Provide working knowledge of the fundamental tax principles and rules that apply to commonly encountered transactions undertaken by companies and individuals
- CO2: Instil an awareness in students that taxes can and often do constitute significant costs to businesses and households and therefore can have a major impact in economic and other decision-making, but that these costs are also potentially controllable through legitimate tax minimisation strategies
- CO3: Knowledge of the wider economic, social, administrative-compliance and political contexts within which taxes are imposed

### **ES304A-Contemporary issues in Strategy**

#### **Course Outcomes:**

- CO1: Describe the practical and integrative model of strategic management process that defines basic activities in strategic management
- CO2: Identify the forces impacting on corporate and business strategies
- CO3: Be critically aware of factors involved in strategy making. Assess the resources and constraints for strategy making in a business context
- CO4: Explain the importance of social, economic and political forces; and technological
- CO5: Investigate the impact of internationalisation on strategy making

### **ES-305A Production and Operations**

#### **Course Outcomes:**

- CO1: Provide an opportunity for the participants to understand the basic method of production

management techniques and eventually to develop skills in problem-solving and decision-making.  
CO2: Get acquainted with the basic aspects of Production Management. The course attempts to discuss various important planning, organizing and controlling aspects of Operations Management.  
CO3: Reinforce the concepts of Production Management through various operational aspects of Production Management. Various important Production Management techniques will be covered with different problem-solving methodologies.

### **ES-306A Organizational Behaviour**

#### **Course Outcomes:**

CO1: Learning concept & development of Organisational Behaviour  
CO2: Understanding Individual behavior and theories of motivation and their application  
CO3: Basic understanding of organizational communication and managing misbehavior  
CO4: Understanding Group Behaviour and learning skills concerning leadership with theories  
CO5: Basic understanding of organizational culture, climate, effectiveness and change.

### **ES-307A Enterprise Resource Planning I**

#### **Course Outcomes:**

CO1: Demonstrate a good understanding of basic issues in Enterprise Systems,  
CO2: Explain the scope of common Enterprise Systems (e.g., MM, SCM, CRM, HRM, procurement)  
CO3: Explain the challenges associated with implementing enterprise systems and their impacts on organizations  
CO4: Describe the selection, acquisition and implementation of enterprise systems

## **MBA (ENTREPRENEURSHIP) SEMESTER I V**

### **ES401A: Legal aspects of Business**

#### **Course Outcomes:**

CO1: This course is designed to provide the student with knowledge of the legal environment in which a consumer and businesses operates.  
CO2: Provide t knowledge of legal principles.  
CO3: Demonstrate the relationship between law and economic activity by developing in students and awareness of legal principles involved in economic relationships and business transactions.  
CO4: Develop acceptable attitudes and viewpoints with respect to business ethics and social responsibilities

### **ES-402A- Rural and Industrial Marketing**

#### **Course Outcomes:**

CO1: Develop an insight into rural marketing regarding different concepts and basic practices in this area.  
CO2: Discuss the challenges and opportunities in the field of rural marketing.  
CO3: Understand significance of the rural markets.  
CO4: Understand nature and characteristics of rural markets and factors contributing to the change in the rural market  
CO5: Deal with problems in Rural Marketing

### **ES403A: Business Ethics and Corporate Governance**

#### **Course Outcomes:**



- CO1: Develop the understanding of the ethical influences on economic, financial, managerial and environmental aspects of business
- CO2: Develop an ability to critically analyze ethical issues in business
- CO3: Develop knowledge of corporate governance

#### **ES-404A: International Business/EXIM Management**

##### **Course Outcomes:**

- CO1: Explain how international factors affect domestic concerns;
- CO2: Explain regional economic integration and economic and political integration;
- CO3: Explain the main institutions that shape the global marketplace;
- CO4: Explain businesses expansion abroad;
- CO5: Explain the key legal issues related to businesses operating in other countries;

#### **ES-405A Human Resource Development**

##### **Course Outcomes:**

- CO1: Sensitizing students towards developing employees for achieving personal and organizational goals.
- CO2: It will give a holistic perspective of the organization keeping 'human' in the centre. It enables students to design texture of the organization around human
- CO3: It empowers students to hone skills to address the realities of organizations while developing context specific strategies for human resource development. It will make the students to derive the employee development approaches.
- CO4: It makes students to learn the techniques of HRD program application and trends like Competency mapping, Balanced Score Card etc.
- CO5: A simulated situation is created through case method of learning to empower students to appreciate dilemmas of real life. It is focussed on HRD practices in Government organisation and Industries.

#### **ES-406A Logistics and Supply Chain Management**

##### **Course Outcomes:**

- CO1: Treat the subject in depth by emphasizing on the advanced quantitative models and methods in logistics and supply chain management and its practical aspects and the latest developments in the field.
- CO2: Impart knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making.
- CO3: Gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.

#### **ES407A- Enterprise Resource Planning II**

- CO1 Use one of the popular packages to support business operations and decision-making,
- CO 2 Communicate and assess an organization's readiness for enterprise system implementation with a professional approach in written form,
- CO 3 Demonstrate an ability to work independently and in a group.

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