

MASTER OF MANAGEMENT STUDIES COURSE OUTCOMES

Semester	Subject Code	Subjects	CO's	COURSE OUTCOMES
	C1.1	Perspective Management	CO 1	Identify the relationships between organizational mission, goals, and objectives
			CO 2	Relate various stakeholders and their significance in business.
			CO 3	Interpret how internal and external environment shape organizations and their responses
			CO 4	Develop critical thinking skills in identifying ethical, global, and diversity issues in planning, organizing, controlling and leading functions of management
			CO 5	Analyze organizational design and structural issues
			CO 6	Decide citizenship involved in taking conscious steps for societal advancement at individual level and organizational level
	C1.2	Financial Accounting	CO 1	Discuss and Explain specific concepts, theories, tools and techniques or Financial Accounting.
			CO 2	Demonstrate the competencies and experiential learning that enables students to function individual
			CO 3	Employ critical thinking to different analyse financial data as well as effects of financial accounting methods on the financial statement.
				CO 1



SEM I

SEM I	C1.3	Operations Management	CO 2	Understand the problems Issues and latest developments of operations management.
			CO 3	Apply the concepts, tools and techniques learnt for operational analysis and decision making
			CO 4	Evaluation for performing quantitative and qualitative analysis in the contemporary environment for acquiring problem solving and analytical thinking skill
	C1.4	Managerial Economics	CO 1	Understand both the theory and practice of Managerial Economics
			CO 2	Apply economic concepts for managerial decisions
			CO 3	Analyse the influence of factors that impact business profits
	C1.5	Business Statistics	CO 1	Demonstrate the basic concepts of Statistics.
			CO 2	Analyze the business situations using statistical tools.
			CO 3	Apply statistical knowledge to take business decisions.
			CO 4	Apply various data analysis techniques to support decisions
	E1.7	Business Ethics	CO 1	Comprehend the integrity-driven work place scenario
			CO 2	Demonstrate sustainability as a compulsive tool of driving Organizational Vision and Mission

		CO 3	Develop a balance between the Theoretical and practical aspects of Ethics in general and Ethics in business in particular
E1.9	Organizational Behaviour	CO 1	Comprehend the basic concepts of Organizational Behaviour
		CO 2	Identify human behaviour in organizations to enhance their performance
		CO 3	Practice critical analytical skills that will help diagnose problems in organizations and generate effective solutions
E1.12	Negotiations & Selling Skills	CO 1	Describe concepts and importance of negotiation and selling in management
		CO 2	Identify the different models for effective selling and negotiation
		CO 3	Demonstrate the basic skills required for negotiation and selling in a business
C2.1	Marketing Management	CO 1	Describe and explain theoretical concepts and framework of marketing management
		CO 2	Identify and relate the marketing concepts to industry practices
		CO 3	Analyze industry cases and their marketing problems to synthesize solutions and thereby develop decision-making skills in the broader marketing domain
		CO 4	Demonstrate theoretical learning by applying the same to develop an actionable marketing plan
		CO 1	Apply and critically evaluate finance and investment theory with reference to the concept and operation of financial markets.

C2.2	Financial Management	CO 2	Apply and critically evaluate corporate finance techniques and theories of financial statements for decision making.
		CO 3	Identify, define and analyse problems and identify and create process to solve them
C2.3	Operations Research	CO 1	Demonstrate how to maximize the profit or minimize the loss using minimum resources available.
		CO 2	Apply these solutions in real world problem to get maximum benefit at the right time and at right place
		CO 3	Develop better quantitative information for making managerial decision which will develop more effective approach to the problems.
		CO 4	Understand the relationship between OR specialist and Manager
		CO 5	Explain OR techniques are Superior to general knowledge
C2.4	Human Resources Management	CO 1	Define terminologies and functions of Human Resource Management
		CO 2	Explain concepts, techniques and practices in the management of human resources
		CO 3	Demonstrate better human relations in the organization by the development, application and evaluation of policies, procedures and programs relating to human resources
C2.5	Business Research	CO 1	Identify various methods of research by recognizing the importance to investigate problems for research
		CO 2	Demonstrate how to organize and conduct research applying modern analytical tools for business management decisions



SEM II

	Methods	CO 3	Prepare and produce data to interpret the findings from the study
		CO 4	Integrate the findings of research and formulate strategies for business
E2.6	Legal & Tax Aspects of Business	CO 1	Comprehend the framework of Indian Income Tax Act with concepts of Tax Slabs Tax Deducted at Source etc
		CO 2	Calculate the Income Tax and Tax Liability of various Assessee based on different cases
		CO 3	Identify the concepts of Indirect Taxes, manufacturing, Excisable goods classification of Goods, Valuation of Goods and CENVAT
		CO 4	Analyze the scope and coverage of Customs Act, Custom duties and classification and valuation of Goods
E2.7	Cost & Management Accounting	CO 1	Identify and classify cost on the basis of the nature of cost and prepare a cost sheet for accurate calculation of product cost or service cost
		CO 2	Apply activity based costing, target costing and lifecycle costing, service costing
		CO 3	Justify the system of costing to be implemented in a particular business scenario
		CO 4	Prepare various types of budgets and analyse the actual performance of the departments against the plan and analyze any deviation from the plan
		CO 5	Construct responsibility centres and analyze environmental cost
		CO 6	Justify and select the optimum transfer pricing method

E2.8	Business Environment	CO 1	Learn Environmental scanning techniques and understanding multi faceted environment factors of business
		CO 2	Analyze the business environment and evaluate factors which have impact on business
		CO 3	Demosntrate modification in business strategies whenever required and alerting organisation of the present and future opportunities and threat for business
		CO 4	Develop managerial ability to operate effectively in the contemporary globalized world as managers and entrepreneurs
E2.12	Entrepreneurship Management	CO 1	Apply of theories of entrepreneurial strategy through the formulation, implementation and evaluation of a strategic plan for an entrepreneurial organization.
		CO 2	Develop business plan /model which facilitate competitive advantage for an entrepreneur.
		CO 3	Demonstrate the value of personal and professional development, community services and lifelong learning.
E2.11	Analysis of Financial Statement	CO 1	Comprehend the tools used in the financial statement analysis and reporting
		CO 2	Demonstrate proficiency in the application of tools to be used in a company
		CO 3	Evaluate the performance of a company
		CO 4	Analyze profitabilty and risk of a company and to project future financials to value a firm
		CO 1	Acquiring knowledge of Trade theories, PEST Analysis, Mode of Entry, FDI, GATT, WTO, World Bank, IMF, trade agreements, International Finance, International Marketing, International HR, International Operations

SEM III Common	C3.1	International Business	CO 2	Understanding global best business practices
			CO 3	Analysing trends in global business
			CO 4	Understand application of international business concepts in the industry
	C3.2	Strategic Management	CO 1	Analyze the concepts of SM and its illustration in the organisation
			CO 2	Apply his/her knowledge of SM to resolve departmental issues in logistics
			CO 3	Formulate and evaluate the strategy of the organization towards achieving organisational objectives
			CO 4	Apply the different types of strategies for implementation in various functional departments
			CO 5	Evaluate the strategic fit of the organisations by using different strategic matrixes
	O3.4	Supply Chain Management	CO 1	Understand the concepts of Distribution, logistics and supply chain management.
			CO 2	Analyze the concepts of SCM and its illustration in the organization
			CO 3	Analyze the different type of distribution strategies in the modern world
			CO 4	Apply his/her knowledge of SCM to resolve departmental issues in logistics

SEM III Operations			CO 5	Evaluate the strategy of the organization towards achieving supply chain objectives
	O3.5	Materials Management	CO 1	Understand material planning
			CO 2	Discuss numerical techniques to solve EOQ
			CO 3	Discuss purchase or manufacture decision making
			CO 4	Demonstrate practical analysis of problems and optimal solutions
			CO 1	Discuss how to convert data to information
	O3.6	Operations Analytics	CO 2	Discuss numerical techniques to solve operational problems
			CO 3	Apply sequencing, assignment and transport logistics decision making
			CO 4	Discuss practical analysis of operational problems and optimal solutions
			CO 1	Demonstrate how to plan and control manufacturing resources in competitive business environment
	O3.7	Manufacturing Resource Planning & Control	CO 2	Discuss use of various tools, techniques and systems for manufacturing planning and control
			CO 3	Discuss challenges faced in manufacturing organization



		CO 4	Analyze how to make best use of available resources
		CO 5	Demonstrate with available resources how to come out with quality and competitive products adhering to delivery schedule and timelines
O3.8	Service Operations Management	CO 1	Understand importance of the Service Operations Management
		CO 2	Differentiate between Services and Goods
		CO 3	Develop timely delivery of quality services to customers
		CO 4	Discuss service strategies and service delivery models
		CO 5	Understand approach and methodology in implementing service models in different fields of service types
		CO 6	Discuss how to become successful service operations manager
		EO 3.14	TQM
CO 2	Analyze different theories of TQM developed by researchers/quality managers.		
CO 3	Design various tools and techniques of TQM under a quality management system		
		CO 1	Analyze various alternatives available for investment through concepts

**SEM III
Finance**

F3.4	Security Analysis & Portfolio Management	CO 2	Learn to measure risk and return through critical thinking and making decisions.
		CO 3	Evaluate the relationship between risk and return through experiential learning.
F3.5	Financial Markets and Institutions	CO 1	Classify the different components of the Indian Financial and their functions
		CO 2	Comprehend various products issued through different financial institutions in the primary and secondary markets
		CO 3	Explain the fixed income market, the different instruments and concepts related to it.
F3.6	Corporate Valuation and Mergers & Acquisition	CO 1	Develop knowledge of appraising various inorganic growth strategies
		CO 2	Develop capabilities to estimate the value of a merger or acquisition
		CO 3	Develop capabilities to evaluate the strengths or weaknesses of an inorganic growth strategy implemented by firms
F3.7	Financial Regulations	CO 1	Understand Financial Regulation in India
		CO 2	Comprehend the meaning and objective of each of the Financial Regulation
		CO 3	Discuss the acts governing the Financial Sector
		CO 4	Determine the relevance of each of the sections stated in the regulations

		CO 5	Understand the terms under each regulation
		CO 6	Understand its importance and relevance of regulations towards safeguarding financial stability and security
F3.8	Derivatives and Risk Management	CO 1	Explain various basic concepts related to derivative market and functioning of derivative market.
		CO 2	Apply various derivative pricing models confidently and understand factors affecting it.
		CO 3	Apply various basic and advanced derivative strategies to mitigate the financial risk
		CO 4	Illustrate the risk management using option Greeks and various methods of volatility estimation.
EF3.17	International Finance	CO 1	Understanding of the concepts, theories of international finance and the regulatory framework for financing international
		CO 2	Application of tools and techniques of international finance for foreign exchange determination, foreign exchange risk and management
		CO 3	Analysis of the functioning of the international environment, global financial markets and institutions
		CO 4	Evaluation of techniques of Capital Budgeting and Risk management for international investment decisions and business operation
		CO 1	Understand the fundamentals of product and brand management and apply the different tools and strategies.
		CO 2	Develop and evaluate new product ideas



**SEM III
Marketing**

SEM III Marketing	M3.4	Product & Brand Management	CO 3	Know the product journey and life cycle strategies at various phases
			CO 4	Discuss insights of corporate thought process and application of brand extension strategies
			CO 5	Understand various approaches and methods of brand equity measurement
	M3.5	Sales Management	CO 1	Describe concepts and importance of selling in management
			CO 2	Identify and explain the different models for effective selling
			CO 3	Demonstrate the basic skills required for selling in a business Scenario
	M3.6	Consumer Behaviour	CO 1	Understand Concepts of consumer behaviour and acknowledge its importance in the context of marketing.
			CO 2	Identify the factors that influence consumer behaviour.
			CO 3	Examine the consumer decision-making process.
			CO 4	Design the positioning and communication strategy according to target consumer characteristics and behaviour.
	M3.7	Marketing Strategy	CO 1	Analyze the information needs and marketing metrics
			CO 2	Evaluate the concept of Marketing strategy

	M3.7	Marketing Strategy	CO 3	Analyze the role of marketing as a fundamental organizational policy process
			CO 4	Apply the knowledge, tools necessary to understand in a growing international and global context
	M3.8	Services Marketing	CO 1	Explain the Fundamental of services.
			CO 2	Analyse the consumer behaviour in services
			CO 3	Explain how to forecast demand and planning delivery.
	EM3.14	Marketing Research Analysis	CO 1	Understand the fundamental concepts of Market Research and Analytics
			CO 2	Recognize the tools to develop Research and Analytics
			CO 3	Distinguish both qualitative and quantitative techniques in Research.
			CO 4	Analyze, formulate and develop a Market Research Report.
			CO 5	Apply the various statistical tools in the analysis of data
			CO 6	Prepare a formal research report on completion of the research project
			CO 1	Understand the T&D system, steps and process

**SEM III
Human
Resources**

	H3.4	Training & Development	CO 2	Identify the importance of Training Life cycle for successful learning experience
			CO 3	Apply with up to date knowledge on the subject of training & development
	H3.5	Competency Based HRM & Performance Management	CO 1	Comprehend the concepts of Competency Management
			CO 2	Comprehend the concepts of Performance Management
			CO 3	Understand and appreciate the application of competency and performance management concepts in the Industry
			CO 4	Understand the connect between Competency and Performance Management
			CO 5	Devise methods on how to motivate employees using a Competency model
			CO 6	Understand the use of competency model in the Assessment of employees
	H3.6	Compensation and Benefits	CO 1	Identify elements of compensation structure and reward strategies to help them to develop organizational compensation policy.
			CO 2	Discuss each element of CTC to create an effective compensation and benefit for the employee.
			CO 3	Construct Compensation packages keeping in mind the laws related to it for effective employee motivation.
			CO 4	Understand procedure of calculating remuneration for various job based on components of remuneration.

		CO 5	Design hypothetical compensation & Benefits for employees in the organization.
H3.7	Labour laws and Implications on Industrial Relations	CO 1	Understand the Labour Legislations
		CO 2	Understand the terms and objectives of each of the laws governing the industries
		CO 3	Understand the acts governing the industrial sector and its relevance to human resources
		CO 4	Comprehend the importance and relevance towards safeguarding interest of its employees, ensuring their security and stability in the industry
H3.8	HR Planning and Application of Technology in HR	CO 1	Understand the subject of HRP along with the steps and process
		CO 2	Identify the importance of HRP in an organization
		CO 3	Apply up to date knowledge on application of technology in HR
EH3.11	Employee Branding & Employer Value Proposition	CO 1	Understand conceptual understanding concerning branding of employees, employers, and other stake holders
		CO 2	Apply brand building strategies in creation, nurturing and maintaining employee brands
		CO 3	Experiment and apply brand building principles in creating and maintaining corporate brand through Human resource functions like effective leadership and corporate governance.
		CO 1	Select appropriate process model for software development.



	T3.4	Software Engineering	CO 2	Apply tools and techniques and its applications
			CO 3	Discuss use of UML and other tools for structured analysis and logical design
			CO 4	Apply testing tools, quality assurance criteria and levels of quality assurance
	T3.5	Database Management System & Data Warehousing	CO 1	Understand the importance of DBMS in the organization with the different DBMS structures.
			CO 2	Apply SQL for managerial use
			CO 3	Develop logical databases
			CO 4	Design control mechanisms for DBMS
			CO 5	Discuss Emerging trends in DBMS
	T3.6	Enterprise Management System	CO 1	Discuss overview of IT applications in a Business Organization
			CO 2	Understand the concept of Enterprise Resource Planning (ERP) - Functional view of business processes and how they are integrated using an ERP. Benefits of ERP Various ERP development options with its pros and cons
			CO 3	Identify and study various tools and technologies related to ERP
			CO 4	Understand the role of consultants and analyze the product selection criteria

Information Technology			CO 5	Design BPR and ERP Implementation strategies.
	T3.7	Big Data and Business Analytics	CO 1	Describe and identify the structure of Big Data Architecture
			CO 2	Identify and apply various BI tools and techniques
			CO 3	Illustrate the application of tools like Qlik sense, tableau etc.
	T3.8	Knowledge Management	CO 1	Describe the difference between data, information, knowledge
			CO 2	Discuss various frameworks of knowledge system
			CO 3	Understand applications of Knowledge Management
			CO 4	Discuss knowledge management practices in an organisations
	ET3.10	Information System Security and Audit	CO 1	Describe the IS audit key elements and the standards of performance required by the profession
			CO 2	Examine the multiple layers of IS security in organizations
			CO 3	Analyze the risk management approach to information assets' security with respect to operational and organizational goals
			CO 4	Assess the impacts of IS audit and control on the operation of organizations;

			CO 5	Evaluate physical and logical security controls, and the automated approaches in IS security
	C4.1	Project Management	CO 1	Understand basics of project management and project organization
			CO 2	Demonstrate proficiency in conducting project planning, scheduling and risk management
			CO 3	Analyze and evaluate the proposals and projects for decision making.
			CO 4	Demonstrate proficiency in analyzing the project performance and risk control
	EO4.6	Strategic Sourcing in Supply Management	CO 1	Discuss SCM and Purchase processes in detail
			CO 2	Understand applications of purchase analysis
			CO 3	Discuss Legal, cost, and ethical aspects of supply and purchase function
	EF4.7	Venture Capital & Private Equity	CO 1	Know VCPE industry and the players involved
			CO 2	Explain terms such as Term sheets, Due diligence, Deal structuring used in VCPE investment process starting from fund raising to exiting
			CO 3	Calculate pre and post money Valuation based industry PE multiple and investment made
			CO 4	Apply the VCPE concept and process knowledge for future jobs in VCPE and related industries

SEM IV



SEM IV

EM4.5	Integrated Marketing Communication	CO 1	Apply key elements of IMC i.e Advertising, Public Relations, Sales Promotion and direct marketing are integrated.
		CO 2	Understand basics of IMC and the working of an Ad agency
		CO 3	Analyse consumer perception for developing communication programs
		CO4	Evaluate the dynamics of various promotional campaigns and develop IMC programs for organizations
EH4.5	OD and Change Management	CO 1	Understand the basic concepts in the subject of OD and Change Management.
		CO 2	Demonstrate knowledge of OD and Change Management and its practices to solve business problems
		CO 3	Develop proficiency in the use of modern technology for business applications, research and communication process in the area of OD and Change management.
ET4.6	Managing Technology Business and IT Resource Management	CO 1	Understand the need and Significance of IT Resource Management (IRM)
		CO 2	Determine the Domains and Areas of where Information and Resource Systems can be applied
		CO 3	Critically evaluate current trends in Information management and their manifestation in business and industry.
		CO 4	Implement the Information and Resource Systems to Business Needs

POST GRADUATE DIPLOMA IN MANAGEMENT COURSE OUTCOMES

Trimester		Subjects	COURSE OUTCOMES	
	1.1	1.1 Perspective Management	CO 1	Understand potential Employers goals & objective and his/her role in the same
			CO 2	Understand conflict of interest amongst various stakeholders
			CO 3	Discuss recent trends in Management
			CO 4	Assess multiple perspectives that impact business and life
			CO 5	Understand the behaviour, skills and mindset of a manager and of a leader
	1.2	1.2 Financial Accountancy	CO 1	Understand ethical issues related to the accounting profession.
			CO 2	Prepare financial statements in accordance with Generally Accepted Accounting Principles.
			CO 3	Evaluate and analyse financial statements from a managerial perspective
	1.3	1.3 Managerial Economics	CO 1	Analyse the influence of factors that impact business profits
			CO 2	Develop decision making capabilities in students

Trimester I	1.4	1.4 Quantitative Methods	CO 3	Assess the impact of macro economic factors on industry and their business as a whole
			CO 1	Analyse the data by applying the descriptive statistical and demonstrate the understanding of basic quantitative methods, and its importance in business
			CO 2	Analyse the business situation using basic statistical tools
			CO 3	Apply the concept of time series analysis in analysing the historical data and build a forecasting model
			CO 4	Construct the Index number for measuring the variation in the economic activities across a given time frame
	1.5	1.5 Legal Aspects of Business & Taxation	CO 1	Discuss & understand legal concepts related to a contract, consumer protection and negotiable instruments
			CO 2	Understand the requirements of forming a company under different categories and the importance of MOA, AOA and Prospectus
			CO 3	Differentiate different types of Intellectual property and safeguards available through law against violation of intellectual property rights
			CO 4	Ability to compute the income tax and tax liability of various assesses based on different cases and apply legal aspects of business & service tax
	1.6	1.6 Organisational Behaviour & Cross Cultural Management	CO 1	Define basic concepts of Organizational Behaviour
			CO 2	Identify human behaviour in organizations to enhance their performance
			CO 3	Practise critical analytical skills that will help diagnose problems in organizations and generate effective solutions

	1.7	1.7 Personal effectiveness and Corporate Communication	CO 1	Analyse their current effectiveness in terms of time and priority management
			CO 2	Identify appropriate situations and techniques for assertive communication
			CO 3	Confidently deal with conflict situations and 'difficult' people
			CO 4	Consider the most appropriate Influencing style(s) to achieve positive results
			CO 5	Recognise the factors that contribute to building personal profile and impact
			CO 6	Develop a personal action plan to enhance personal effectiveness at work
	2.1	2.1 Human Resource Management	CO 1	Define terminologies and functions of Human Resource Management
			CO 2	Explain modern concepts, techniques and practices in the management of human resources
	2.2	2.2 Marketing Management	CO 1	Understand theoretical concepts in marketing
			CO 2	Develop decision-making skills and strategic thinking ability in the areas of marketing
			CO 3	Create an actionable marketing plan by applying concepts and learning
2.3	2.3 Financial	CO 1	Understand both the theoretical and practical role of financial management in business corporations.	

Trimester II	2.3	Management	CO 2	Analyse the finances of individual corporations both in terms of their performance and capital requirements	
	2.5	2.5 Operations Management	CO 1	Understand the basic concepts, principles, tools and techniques of operations management	
			CO 2	Apply the concepts, tools and techniques learnt for operational analysis and decision making	
			CO 3	Evaluation for performing quantitative and qualitative analysis in the contemporary environment for acquiring problem solving and analytical thinking skills	
	2.6	2.6 Macro Economics	CO 1	Demonstrate a basic understanding of news relating to the economy as a whole.	
			CO 2	Understand the economic implications of changes in government fiscal or monetary policy; how interest rates are determined and the role of interest rates in personal and corporate decision-making.	
	2.7	2.7 Research Methodology	CO 1	Describe the Research process, elements of research design and concepts related to it.	
			CO 2	Explain types of research and demonstrate the process of problems identification, hypothesis formulation and measurements of variables	
			CO 3	Apply suitable sampling technique and data collection method and prepare a research design for specific type of research	
			CO 4	Analyse data by applying various statistical parametric and non-parametric test and interpret the result obtained from to prepare research report	
	Trimester III -	2.1	3.1 Operation	CO 1	Identify and develop operational research models from the verbal description of the real system.
				CO 2	Understand the mathematical tools that are needed to solve optimisation problems.

Common	3.1	Research	CO 3	Use mathematical software to solve the proposed models.
			CO 4	Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management.
	3.2	3.2 Advanced Financial Management	CO 1	Understand the optimum utilization of capital structure
			CO 2	Understand the latest theories and risk management models which are prevalent in today's contemporary financial environment
	3.3	3.3 Strategic Cost Management	CO 1	Identify and classify cost on the basis of the nature of the cost and prepare a cost sheet for accurate calculation of product cost or service cost
			CO 2	Apply activity based costing, target costing and lifecycle costing, kaizen costing
			CO 3	Prepare various types of budgets and analyse the actual performance of the departments against the plan and analyse and y deviation from the plan
			CO 4	Justify the system of cost allocation and calculate customer profitability
			CO 5	Implement optimum pricing policy form enhancing profitability of the organisation
			CO 6	Evaluate strategic profitability using various performance evaluation tools
	3.4	3.4 Derivatives & Risk	CO 1	Explain various basic concepts related to derivative market and functioning of derivative market
			CO 2	Apply various derivative pricing models confidently and understand factors affecting it

Trimester III- Finance	3.4	Management	CO 3	Apply various basic and advanced derivative strategies to mitigate the financial risk
			CO 4	Illustrate the risk management using option Greeks and various methods of volatility estimation
	3.5	3.5 Financial Markets, Institutions and Products	CO 1	Understand the structure of the Indian Financial markets and the scope and functioning of each market.
			CO 2	Understand each financial asset class and modern theories and trends related to them
	3.6	3.6 Valuation and Mergers and Acquisition	CO 1	Identify various methods and rationale of inorganic growth strategies and their recent industry trends.
			CO 2	Relate the concepts of mergers and acquisitions in the current business scenarios and classify, describe and explain a business growth strategy.
			CO 3	Interpret, analyse and appraise the robustness of the strategies adopted by the companies
			CO 4	Estimate the valuation of a merger or acquisition and defend it
			CO 5	Evaluate and appraise the deals in the merger and acquisition arena nationally and internationally
	3.7	3.7 Security Analysis and Portfolio Management	CO 1	Calculate risk and potential return with investments in various asset classes and how they can practically reduce them
			CO 2	Describe market efficiency and various modern portfolio management theories and models
			CO 3	Construct and Revise portfolio for themselves or their clients based on risk appetite and expected/actual returns



Trimester III- Marketing	3.2	3.2 Marketing Strategy & Practices	CO 1	Apprehend fundamental marketing concepts, theories and principles in areas of marketing principles of market and consumer behaviour, of product, distribution, promotion and pricing decisions.
			CO 2	Comprehend the role of marketing as a fundamental organizational process.
			CO 3	Analyse the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces
			CO 4	Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing national and global context.
			CO 5	Appreciate the importance of cultural adaptation of marketing through a critical analysis of the social, technological, political, legal and economic forces that affect business performance
	3.3	3.3 Integrated Market Communication	CO 1	Understand the various functions of Media Planning and Buying
			CO 2	Analyse the strategies and practices involved in the process of advertising management
			CO 3	Apply advertising theories and analytical frameworks to specific cases and examples of advertising practice.
	3.4	3.4 Rural Marketing & Sales Management	CO 1	Explore the possibilities and potential of the rural market.
			CO 2	Critically analyse the market opportunities.
			CO 3	Develop consumer trends and patterns for developing marketing strategies.
			CO 4	Appraise the structure and Function of a sales organisation.

	3.5	3.5 Distribution & Supply Chain Management	CO 1	Comprehend the concepts of Distribution , logistics, and the pivotal role of SCM
			CO 2	Analyse different types of distribution strategies in the modern world
			CO 3	Understand the role of logistics in e-commerce business segment and role of technology
			CO 4	Analyse the challenges and difficulties of SCM in India
	3.6	3.6 Product & Brand Management	CO 1	Describe and explain theoretical concepts and frameworks of product and brand management
			CO 2	Identify and relate the concepts to industry practices
			CO 3	Analyse industry cases and identify the business problems and opportunities to synthesize solutions and thereby develop decision-making skills in the domain
	3.7	3.7 Consumer & Industrial Buying Behaviour	CO 1	Identify the components of consumer behaviour and relate the concepts which will indicate its importance in the context of marketing
			CO 2	Recognize various factors that influence consumer behaviour and inspect its application in business world.
			CO 3	Assess the target market and determine the positioning and communication strategy according to consumer characteristics and behaviour
			CO 4	Examine the Consumer, as well as Industrial Decision Making Process and Formulate strategy for the target market.
				CO 1

Trimester III-HR	3.2	3.2 Learning & Development	CO 2	Comprehend the different trainings that can be identified for employees
			Co 3	Develop a learning management system for organisations
	3.3	3.3 Competency Mapping & Performance Management	CO 1	Understand the management theories, practices and experiences applied by organizations in the area of competency modelling and performance Management to solve business problems.
			CO 2	Understanding how Organizations use these Competency Models to survive and thrive in a volatile marketplace.
			CO 3	Understanding how Organizations develop the ability to achieve effective Performance management
			CO 4	Comprehend the competency modelling in Performance Management in order to achieve organizational goals.
	3.4	3.4 HR Planning & HR Audit	CO 1	Understanding the process by which an organization ensures that it has the right number and the right kind of people at the right place and at the right time in order to enable the organization to meet its organisational objectives and achieve competitive advantage in the market
			CO 2	Understanding of and implementation of strategies, plans and programmes required in the acquisition, utilization and retention of talented employees.
	3.5	3.5 Compensation, Benefits & Reward System	CO 1	Identify elements of compensation structure and reward strategies to help them to develop organizational compensation policy.
			CO 2	Discuss each element of CTC to create an effective compensation and benefit for the employee.
			CO 3	Construct Compensation packages keeping in mind the laws related to it for effective employee motivation.
	3.6	3.6 Industrial Relations	CO 1	Understand the Labour legislation and legal system prevailing into practice



	3.6	3.6 Industrial Relations	CO 2	Develop an understanding of the basic law related to Industry.
	3.7	3.8 Building Learning Organisation and Knowledge Management	CO 1	Understand the management theories, practices and experiences applied by learning organizations to solve business problems
CO 2			Develop value based leadership abilities to survive and thrive in a volatile marketplace	
CO 3			Develop the ability to lead themselves and others to achieve organizational goals through an effective team environment	
Trimester IV Common Subject	4.1	4.1 International Business	CO 1	Discuss how international factors affect domestic concerns
			CO 2	Understand regional economic integration and economic and political integration
			CO 3	Discuss the main institutions that shape the global marketplace
			CO 4	Discuss how businesses expands abroad
			CO 5	Identify the key legal issues related to businesses operating in other countries
	4.2	4.2 Mutual Fund & Alternative Investment	CO 1	Evaluate various mutual fund schemes for investments
CO 2			Prepare financial projections and evaluate a financially viable business proposal from alternative investors and promoters point of view	
CO 3			Compose a business plan and Review term sheet before investing in start-ups	

Trimester IV - Financial Markets	4.3	4.3 Treasury & Risk Management	CO 1	Learning Integrated Treasury products used by Banks, FI's & Corporates
			CO 2	Learning Hedging products used & offered by Banks, Exchanges etc
			CO 3	Understand the Role of Central Bank, Reserve Management, ALM & Capital Adequacy
			CO 4	Discuss the need for Basel I, II & III
			CO 5	Discuss Balance sheet & Interest Rate Risk, Foreign Exchange Risk Management
			CO 6	Analyse impact of Negative interest rates & Yields
			CO 7	Discuss role of IMP, World Bank, etc. in managing BOP, Currency War like situation in different countries
	4.4 A	4.4 A. Financial Planning & Wealth Management	CO 1	Understand about different capital budgeting proposal.
			CO 2	Understand future taxation policies in India.
			CO 3	Understand different investment scheme including insurance planning, retirement planning, etc.
			CO 4	Learn about risk factor in wealth creation.
			CO 1	Discuss and explain the evolution and development of Indian and global commodity market and functioning of derivative market in India

4.4 B	4.4.B. Commodities Market	CO 2	Compare the trading pattern and pricing of Agricultural and non-agricultural commodities and issues related to the same
		CO 3	Analyse the importance as alternative investment tool and explain the risk management procedures followed by clearing houses and exchanges for derivative trading
		CO 4	Evaluate the importance of essential commodities act, and role of clearing house in monitoring and surveillance of commodity markets in India
4.5	4.5 Fixed Income Securities	CO 1	Demonstrate between the difference between different fixed income securities and their characteristics
		CO 2	Evaluate pricing of fixed income securities through different time conventions and methodologies
		CO 3	Understand passive and active fixed income portfolio management techniques
4.6 A.	4.6 A. Behavioural Finance	CO 1	Understand the difference between a behavioural finance perspective and a traditional finance perspective
		CO 2	Understand and discuss the cognitive biases and errors of judgement that affect financial decisions
		CO 3	Evaluate behavioural influences involving individual's investment decisions
4.6 B.	4.6 B. Global Financial Markets	CO 1	Comprehend various global financial products and instruments
		CO 2	Analysis of the functioning of global financial markets
		CO 1	Know various financial activities using excel

	4.7	4.7 Open elective - Financial Modelling	CO 2	Predict fail value of the equity shares based on quantitative data
			CO 3	Create financial model using quantitative data
Trimester IV - Retail	4.2	4.2 Media Planning & Strategy	CO 1	Understand the various functions of Media Planning and Buying
			CO 2	Comprehend various sources of media research and the strategy employed in selecting the best media vehicle
			CO 3	Understand the difference between public space and media space and will also learn to understand their target segment and plan and choose the media accordingly
			CO 4	Understand the Media plan evaluation through various competitive analysis and also will get to know the basics and approaches of Media Budget
			CO 5	Understand the elements of Media Plan, building various types of media plan such as Print, TV, Radio etc.
			CO 6	Comprehend the concepts of BDI and CDI and how to build a media plan
	4.3	4.3 Managing Retail Environment	CO 1	Equip students in the field of retailing environment
			CO 2	Apply of retail strategy planning and process so as to be real world professionals and practitioners
			CO 3	Learn sound conceptual principles of retail
				CO 1

Retail Management	4.4	4.4 Retail Strategy & Retail Branding	CO 2	Analyse real life cases of industry and identify how the concepts relate to business practice	
			CO 3	Demonstrate and apply the concepts to a real business scenario	
	4.5	4.5 Advertising & Public Relations	CO 1	Understand how different types of advertising works in different situation	
			CO 2	Develop efficient decision making related to marketing communication	
			CO 3	Apply the advertising and PR as an effective tool of Marketing strategy in general and of promotion strategy in particular	
	4.6	4.6 Mall Management & Retail Store Management	CO 1	Equip students with awareness of the retail scenario in India	
			CO 2	Learn the development process of Mall Management and maintenance management of a mall	
			CO 3	Understand the concept of tenant mix and marketing plan of a mall	
	4.7	4.7 Social Media Marketing & Digital Marketing	CO 1	Understand the basic metrics to measure and optimise a Digital campaign	
			CO 2	Apply social media principles on Digital Platforms	
		4.2	4.2 International Employee Branding & Employer Value Proposition	CO 1	Equipped in the field of HR so that the students become sound in conceptual understanding concerning branding of employees, employers and other stake holders
				CO 2	Applying brand building principles in creation, nurturing and maintaining employer and employee brands

**Trimester IV -
Int HRM**

	Proposition		
		CO 3	Apply brand building principles in creating and maintaining corporate brand through HR functions like effective leadership and corporate governance
4.3	4.3 International HRM	CO 1	Discuss planning and recruitment techniques in the international context
		CO 2	Explain about employment relations in international context
		CO 3	Assess international compensation and benefits, global practices and challenges
4.4	4.4 Latest Trends in HRM	CO 1	Strategic HR and the importance of planning, both short term and long term
		CO 2	Dealing with a VUCA environment, challenges and strategies
		CO 3	Discuss how Social Media affects organisations and can be used to leverage HR
		CO 4	Determine effect of Technology on HR and need for Analytics in HR
4.5	4.5 Management of CSR in India & Abroad	CO 1	Discuss Definitions, Concepts and International Frameworks, History and evolution of CSR
		CO 2	Explain the issues in Indian Economy and Social Development Government Expectations, Roles and Responsibilities, CSR and Companies Act 2013
		CO 3	Explain the Preparation, Formulation process, implementation, monitoring and audit of CSR Policy
		CO 4	Describe the role of Brand Building and Corporate Image, Role of Civil Society, Social Entrepreneurs, Supply Chain, banking, Investors in Corporate Governance, CSR and Sustainable Development.



4.6 A.	4.6 A Global Business Strategy	CO 1	Identify and analyse the company strategy in global business
		CO 2	Examine the competition in the home market and foreign market
	4.6 B.	4.6 B International Economics	CO 1
CO 2			Synthesize the macro economic theories with the theories of International trade
CO 3			Assess the policy decisions taken by countries regarding international trade for economic growth
4.7	4.7 HR Trend, Process Design & Automation	CO 1	Understand how to manage data efficiently in day to day operation and troubleshooting
		CO 2	Create data to make effective analysis
		CO 3	Apply analysis to suggest improvement in HR process
5.1	5.1 Business Environment & Ethics	CO 1	Define the theoretical and practical aspects of Ethics
		CO 2	Apply ethical reasoning to real-world situations
5.2	5.2 Leading & Managing Projects	CO 1	Recognize the Project Management knowledge areas with key inputs, tools and techniques, and outputs
		CO 2	Understand the Project Management policies and procedures required to fulfil Professional Responsibility

Trimester V			CO 3	Apply Project Management principles through class exercises in project scope management, project time management and teaming	
	5.3	5.3 Business Data Analytics	CO 1	Enable all students to recognise, understand and apply the R language models of the field of business analytics	
			CO 2	Foster an ability to critically analyse, synthesise and solve complex unstructured business problems	
			CO 3	Encourage an aptitude for business improvement and innovation action	
	5.4	5.4 High Performance Leadership	CO 1	Describe the basic concepts of leadership	
			CO 2	Understand different types and levels of leadership	
			CO 3	Describe the application of transformational leadership	
	5.5 (FIN)	5.5 (FIN) Financial Market, Regulations & Compliance	CO 1	Explain the importance of SEBI Act and SCRA act in Financial market regulation and protecting the interest of investors	
			CO 2	Demonstrate the understanding of FEMA Act and SEBI regulations for Mutual Fund and insider trading	
			CO 3	Explain the understanding of Prevention of money laundering Act, NBFC ACT and DRT Act and draw linkages of law with organization and the Society as whole	
			CO 4	Describe the grievance redressal compliance followed by Regulations like SEBI, RBI and IRDA	
				CO 1	Interpret the concepts of research and develop skills to carry out research for business



	5.5 (MKTG)	5.5 (MKTG) Market Research & Analytics	CO 2	Determine and evaluate the use and usage of various data analysis tools and techniques
			CO 3	Demonstrate how to organise and conduct research in a more appropriate manner, and build better data analysis skills which will further help to make critical decisions
	5.5 (HR)	5.5 (HR) Employment Laws	CO 1	Explain concepts, ideas, processes, methods and procedures of different employment laws
			CO 2	Acquire the capacity to apply these legal provisions while working as and when context demands
			CO 3	Manage employee grievances and develop ethical & legal system in the organization
	Trimester VI	6.1	6.1 Strategy & Leadership	CO 1
CO 2				Describe the roles and responsibility of strategy leaders
CO 3				Access the competency it required to be a strategy leaders
6.2		6.2 Strategic Management	CO 1	Comprehend the concept of SM and its significance
			CO 2	Apply different types of strategies for implementation in various functional departments
			CO 3	Analyse the stuck in the middle strategy faced by organization while implementing strategic mission and vision of top management
			CO 4	Evaluate the strategic fit of the organization by using different strategic matrixes

CO 5	Analyse different leadership qualities and team management
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Three-Years Master Degree in Management (MFM) Course Outcomes

Semester	Subject Code	Subject Name	CO	Course Outcomes
	1.1	Principles of Management	CO 1	Understand the principles and concepts of management theories
			CO 2	Develop understanding of organisational structures and processes
			CO 3	Understand the organisational environment and culture
	1.2	Financial Accounting	CO 1	Discuss and report ethical issues related to the accounting profession.
			CO 2	Implement financial statements in accordance with Generally Accepted Accounting Principles.
			CO 3	Develop critical thinking skills to analyze financial data
				CO 1

Semester I	1.3	Organisational Behaviour	CO 2	Understand human behaviour in an organisation
			CO 3	Apply concepts of organisational behaviour to bring out solutions for management problems
	1.4	Managerial Economics	CO 1	Understand the internal and external decisions to be made by managers
			CO 2	Analyze the demand and supply conditions in the economy for company strategic planning
			CO 3	Analyze real world problems using specific economic theories
	1.5	Business Communication	CO 1	Distinguish between different communication levels in an organisation
			CO 2	Prepare reports which are lucid and error free using proper vocabulary and grammar
			CO 3	Demonstrate proper verbal and non verbal communication through presentations
	1.6	Quantitatives Methods in Management	CO 1	Understand the various statistical tools and techniques in management
			CO 2	Demonstrate the understanding of Basic statistical concepts
			CO 3	Analyze different scenarios with the help of Business Statistical tools
				CO 1



Semester II	2.1	Production Management	CO 2	Apply the concepts of production management for effective decision making	
			CO 3	Implement inventory and quality assurance techniques during the production cycle	
	2.2	Business Research Methods	CO 1	Describe the elements of the research process	
			CO 2	Explain different types of research designs and techniques	
			CO 3	Apply suitable sampling techniques and statistical testing while conducting research	
	2.3	Marketing Management	CO 1	Understand theoretical concepts in marketing management	
			CO 2	Develop decision making skills and strategic thinking ability in terms of marketing	
			CO 3	Create a marketing plan that can be used in real life scenarios	
	2.4	Legal Aspects of Business	CO 1	Understand the Indian legal system and processes	
			CO 2	Discuss and understand legal aspects related to a contract	
			CO 3	Interpret basic corporate laws prevalent in India	
				CO 1	Describe the different concepts of cost and management accounting

	2.5	Cost and Management Accounting	CO 2	Analyze and improve costing practices in organisations through different cost management techniques
			CO 3	Analyze cost profit decisions and their impact on the company
			CO 1	Define the different concepts and terminologies with respect to Human Resource Management
	2.6	Human Resource Management	CO 2	Explain the modern concepts related to human resources processes and techniques of human resources
			CO 3	Evaluate the developing role of human resources in a global context
			CO 1	Explain the concepts in international business with respect to foreign trade/international business
3.1	International Business	CO 2	Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects	
		CO 3	Analyse the principle of international business and strategies adopted by firms to expand globally	
		CO 1	Understand the basic concepts and technologies used in the field of management information system	
3.2	Management Information System	CO 2	Compare the processes of developing and implementing information systems	
		CO 3	Outline the role of the ethical, social, and security issues of information systems	
		CO 1	Demonstrate an understanding of the overall role and importance of the finance function	

Semester III	3.3	Financial Management	CO 2	Explain the concept of fundamental financial concepts, especially time value of money
			CO 3	Analyze the ways of raising capital and their respective advantages and disadvantages in different circumstances
	3.4	Taxation	CO 1	Acquire the complete knowledge of Indian direct and indirect taxation laws
			CO 2	Determine residential status of an individual as well as applicability of various exemptions under Income Tax law
			CO 3	Differentiate between different types of Indirect taxation systems prevalent in India
	3.5	Creativity and Innovation Management	CO 1	Develop a culture of creativity in an organisation
			CO 2	Develop innovative practices in an organisation
			CO 3	Provide an understanding on global innovative practices
	4.1 F	Financial Markets, Product and Institutions	CO 1	Classify the different components of the Indian Financial and their functions
			CO 2	Comprehend various products issued through different financial institutions in the primary and secondary markets
CO 3			Explain the fixed income market, the different instruments and concepts related to it.	
		CO 1	Understanding of the concepts, theories of international finance and the regulatory framework for financing international	



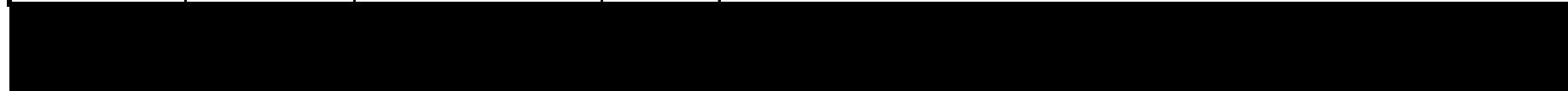
Semester IV - MFM	4.2 F	International Finance	CO 2	Application operations. of tools and techniques of international finance for foreign exchange determination, foreign exchange risk and
			CO 3	Analysis of the functioning of the international environment, global financial markets and institutions
	4.3 F	Corporate Valuation	CO 1	The student will develop knowledge of appraising various inorganic growth strategies
			CO 2	The student will develop capabilities to estimate the value of a merger or acquisition
			CO 3	The student will develop capabilities to evaluate the strengths or weaknesses of an inorganic growth strategy implemented by firms
	4.4 F	Corporate Law	CO 1	Discuss & understand legal concepts related to a contract, consumer protection and negotiable instruments
			CO 2	Understand the requirements of forming a company under different categories and the importance of MOA, AOA and Prospectus
			CO 3	Differentiate different types of Intellectual property and safeguards available through law against violation of intellectual property rights
	4.5 F	Security Analysis and Portfolio Management	CO 1	Analyze various alternatives available for investment through concepts
			CO 2	Learn to measure risk and return through critical thinking and making decisions.
CO 3			Evaluate the relationship between risk and return through experiential learning.	
			CO 1	Understand the banking industry in India

Semester V - MFM	5.1 F	Management of Banks and Financial Services	CO 2	Understand the financial services industry in India	
			CO 3	Understand the interaction of financial services and banking with respect to regulatory environment	
	5.2 F	Derivatives and Risk Management	CO 1	Explain various basic concepts related to derivative market and functioning of derivative market.	
			CO 2	Apply various derivative pricing models confidently and understand factors affecting it.	
			CO 3	Apply various basic and advanced derivative strategies to mitigate the financial risk	
	5.3 F	Mergers, Acquisitions and Corporate Restructuring	CO 1	Understand mergers and acquisitions of various types	
			CO 2	Analyze the ways of capturing the value drivers through mergers and acquisitions.	
			CO 3	Provide ideas about the defense strategies in the cases of the hostile takeovers attempts;	
	5.4 F	Behavioural Finance	CO 1	Understand the difference between a behavioural finance perspective and a traditional finance perspective	
			CO 2	Understand and discuss the cognitive biases and errors of judgement that affect financial decisions	
			CO 3	Evaluate behavioural influences involving individual's investment decisions	
				CO 1	Analyze the concepts of SM and its application in the organisation

Semester VI Common	6	Strategic Management	CO 2	Apply his/her knowledge of SM to resolve organisational threats and opportunities
			CO 3	Formulate and evaluate the strategy of the organization towards achieving organisational objectives
Semester VI - MFM	6.1 F	Treasury Management	CO 1	Understand Integrated Treasury products used by Banks, FI's & Corporates
			CO 2	Differentiate Hedging products used & offered by Banks, Exchanges etc
			CO 3	Explain Role of Central Bank, Reserve Management, ALM & Capital Adequacy in treasury management
	6.2 F	Project Finance	CO 1	Understand basics of project finance
			CO 2	Demonstrate proficiency in conducting project planning. scheduling and risk management
			CO 3	Analyze and evaluate the proposals and projects for decision making.
	6.3 F	Financial Modelling	CO 1	Understand various financial activities using excel
			CO 2	Predict fail value of the equity shares based on quantitative data
			CO 3	Create financial models using quantitative data
				CO 1



	6.4 F	Wealth Management	CO 2	Understand present and future taxation policies in India.
			CO 3	Apply and differentiate between different investment schemes including insurance planning, retirement planning, etc.



Three-Years Master Degree in Management (MMM) Course Outcomes

Semester	Subject Code	Subject Name	CO	Course Outcomes
	1.1	Principles of Management	CO 1	Understand the principles and concepts of management theories
			CO 2	Develop understanding of organisational structures and processes
			CO 3	Understand the organisational environment and culture
	1.2	Financial Accounting	CO 1	Discuss and report ethical issues related to the accounting profession.
			CO 2	Implement financial statements in accordance with Generally Accepted Accounting Principles.
			CO 3	Develop critical thinking skills to analyze financial data

Semester I	1.3	Organisational Behaviour	CO 1	Describe basic concepts of organisational behaviour
			CO 2	Understand human behaviour in an organisation
			CO 3	Apply concepts of organisational behaviour to bring out solutions for management problems
	1.4	Managerial Economics	CO 1	Understand the internal and external decisions to be made by managers
			CO 2	Analyze the demand and supply conditions in the economy for company strategic planning
			CO 3	Analyze real world problems using specific economic theories
	1.5	Business Communication	CO 1	Distinguish between different communication levels in an organisation
			CO 2	Prepare reports which are lucid and error free using proper vocabulary and grammar
			CO 3	Demonstrate proper verbal and non verbal communication through presentations
	1.6	Quantitatives Methods in Management	CO 1	Understand the various statistical tools and techniques in management
			CO 2	Demonstrate the understanding of Basic statistical concepts
			CO 3	Analyze different scenarios with the help of Business Statistical tools

Semester II	2.1	Production Management	CO 1	Understand the basic tools and techniques used in production management
			CO 2	Apply the concepts of production management for effective decision making
			CO 3	Implement inventory and quality assurance techniques during the production cycle
	2.2	Business Research Methods	CO 1	Describe the elements of the research process
			CO 2	Explain different types of research designs and techniques
			CO 3	Apply suitable sampling techniques and statistical testing while conducting research
	2.3	Marketing Management	CO 1	Understand theoretical concepts in marketing management
			CO 2	Develop decision making skills and strategic thinking ability in terms of marketing
			CO 3	Create a marketing plan that can be used in real life scenarios
	2.4	Legal Aspects of Business	CO 1	Understand the Indian legal system and processes
			CO 2	Discuss and understand legal aspects related to a contract
			CO 3	Interpret basic corporate laws prevalent in India

2.5	Cost and Management Accounting	CO 1	Describe the different concepts of cost and management accounting
		CO 2	Analyze and improve costing practices in organisations through different cost management techniques
		CO 3	Analyze cost profit decisions and their impact on the company
2.6	Human Resource Management	CO 1	Define the different concepts and terminologies with respect to Human Resource Management
		CO 2	Explain the modern concepts related to human resources processes and techniques of human resources
		CO 3	Evaluate the developing role of human resources in a global context
3.1	International Business	CO 1	Explain the concepts in international business with respect to foreign trade/international business
		CO 2	Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
		CO 3	Analyse the principle of international business and strategies adopted by firms to expand globally
3.2	Management Information System	CO 1	Understand the basic concepts and technologies used in the field of management information system
		CO 2	Compare the processes of developing and implementing information systems
		CO 3	Outline the role of the ethical, social, and security issues of information systems

Semester III	3.3	Financial Management	CO 1	Demonstrate an understanding of the overall role and importance of the finance function
			CO 2	Explain the concept of fundamental financial concepts, especially time value of money
			CO 3	Analyze the ways of raising capital and their respective advantages and disadvantages in different circumstances
	3.4	Taxation	CO 1	Acquire the complete knowledge of Indian direct and indirect taxation laws
			CO 2	Determine residential status of an individual as well as applicability of various exemptions under Income Tax law
			CO 3	Differentiate between different types of Indirect taxation systems prevalent in India
	3.5	Creativity and Innovation Management	CO 1	Develop a culture of creativity in an organisation
			CO 2	Develop innovative practices in an organisation
			CO 3	Provide an understanding on global innovative practices
	4.1 M	Product and Brand Management	CO 1	Describe and explain theoretical concepts and frameworks of product and brand management
			CO 2	Identify and relate the concepts to industry practices
			CO 3	Analyze industry cases and identify the business problems and opportunities to synthesize solutions and thereby develop decision-making skills in the domain

Semester IV - MMM	4.2 M	Sales Mangement and Sales Promotion	CO 1	Describe concepts and importance of selling in management
			CO 2	Identify and explain the different models for effective selling
			CO 3	Demonstrate the basic skills required for selling in a business Scenario
	4.3 M	Consumer and Industrial Buyer Behaviour	CO 1	Understand Concepts of consumer behaviour and acknowledge its importance in the context of marketing.
			CO 2	Identify the factors that influence consumer behaviour.
			CO 3	Examine the consumer decision-making process.
	4.4 M	Financial Aspects of Marketing	CO 1	Understand how marketing theory relates to marketing of financial services
			CO 2	Undertand the postioning of financial services
			CO 3	Comprehend the key external influences in the marketing of financial services
	4.5 M	Distribution and Supply Chain Management	CO 1	Comprehend the concepts of Distribution , logistics, and the pivotal role of SCM
			CO 2	Analyze different types of distribution strategies in the modern world
			CO 3	Analyze the challenges and difficulties of SCM in India

Semester V - MMM	5.1 M	Service Marketing	CO 1	Students will be able to explain the Fundamental of services.
			CO 2	Students will be able to analyses the consumer behaviour in services and the gaps in service industry.
			CO 3	Students will be able to explain how to forecast demand, planning delivery and capacity management by using service assets of an organization.
	5.2 M	Market Research and Analytics	CO 1	Interpret the concepts of research and develop skills to carry out research for business
			CO 2	Determine and evaluate the use and usage of various data analysis tools and techniques
			CO 3	Demonstrate how to organise and conduct research in a more appropriate manner, and build better data analysis skills which will further help to make critical decisions
	5.3 M	Customer Relationship Management	CO 1	Understand the basic concepts of Customer relationship management.
			CO 2	Understand marketing aspects of Customer relationship management
			CO 3	Understand basics of operational Customer relationship management.
	5.4 M	Retail Management	CO 1	Equip students in the field of retailing environment with sound conceptual principles
			CO 2	Interpret world best practices in the field of retail management
			CO 3	Apply retail strategy planning and process so as to be real world professionals and practitioners

Semester VI Common	6	Strategic Management	CO 1	Analyze the concepts of SM and its application in the organisation
			CO 2	Apply his/her knowledge of SM to resolve organisational threats and opportunities
			CO 3	Formulate and evaluate the strategy of the organization towards achieving organisational objectives
Semester VI - MMM	6.1 M	Strategic Marketing Management	CO 1	Analyse marketing opportunities and threats
			CO 2	Discuss strategic concepts and theories and their application in marketing environments.
			CO 3	Develop and critically assess marketing strategies
	6.2 M	Integrated Marketing Communication & Digital Marketing	CO 1	Develop an integrated marketing communication plan
			CO 2	Apply various marketing techniques on Digital Platforms
			CO 3	Understand the basic metrics to measure and optimise a Digital campaign
	6.3 M	Media Planning and Strategy	CO 1	Understand the various functions of Media Planning and Buying
			CO 2	Comprehend various sources of media research and the strategy employed in selecting the best media vehicle
			CO 3	Understand the difference between public space and media space and will also learn to understand their target segment and plan and choose the media accordingly



6.4 M	Event Management	CO 1	Understand the theoretical and practical knowlegde of event management
		CO 2	Provide an understanding of the five stages of event management i.e research, design, planning, co-ordination and evaluation
		CO 3	Apply techniques to manage volunteers and resources in a time bound and effective manner

