

Sinhgad Technical Education Society's
SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & COMPUTER APPLICATION
 Kusgaon (Bk.), Lonavala, Pune 410401

Program Outcomes for MBA

Program	MBA
Program Full Title	Master of Business Administration
Program Credit	100
Semester/s	Total 4 semester in 2 years
Program Outcomes(PO)/Learning Outcomes	
On successful completion of this Program, the learner will be able to	
PO 1	Develop Reading & Listening Skills
PO 2	Demonstrate Problem Solving Skills
PO 3	Use Application of Technology Tools in business.
PO 4	Demonstrate Mastery on Analytics (Quantitative Aspects)
PO 5	Develop Cross-Functional skills
PO 6	Sensitivity towards Cross-Cultural skills
PO 7	Sensitivity towards Global perspective
PO 8	Develop Peer-based Learning and Working in groups
PO 9	Demonstrate ethical, social and environmental responsibilities in business environment.
PO 10	Demonstrate the ability to apply knowledge to real business situation.

COURSE OUTCOMES MBA SEMESTER I

Programme	MBA
Course Full Title	Accounting For Business Decisions
Course Short Title	ABD
Course Code	101
Course Credit	03
Semester	I
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the basic concept of financial accounting, cost accounting and management accounting.
CO 2	Apply the tools from accounting and cost accounting this would facilitate the decision making i.e. Budgeting, Make or Buy decision.
CO 3	Prepare simple final account for sole trader.
CO 4	develop analytical abilities to face the business situations.
CO 5	Explain the basic concept of Cost Accounting and preparation of Cost Sheet.
CO 6	Apply the concepts of inventory costs, EOQ and inventory control in arriving at decisions related to inventory.
CO 7	Apply the Decision Making tools from Marginal Costing i.e. CVP, BEP.
CO 8	Explain the Standard Costing and Solve problems on material and Price Variances.

Programme	MBA
Course Full Title	Economic Analysis for Business Decision
Course Short Title	EABD
Course Code	102
Course Credit	3
Semester	I
Internal /External	External
Specialization	
Core/Elective	
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the circular flow of economic activity
CO 2	Define the nature of the firm - rationale
CO 3	Define the role of profit in market system
CO 4	Elaborate the Adam Smith and Invisible Hand
CO 5	Explain the determinants of market demand at firm and industry level
CO 6	Define the price- output decision in multi-plant and multi-product firms
CO 7	Elaborate the use of multiple regression for estimating demand
CO 8	Explain the Cost Volume Profit Analysis
CO 9	Define the important terms/agencies/approaches/practices related to National Income
CO 10	Elaborate the money and capital markets in India.
CO 11	Explain the summarized budget for the current financial year is required.
CO 12	Elaborate the understanding of stock market quotations in financial press expected.

Programme	MBA
Course Full Title	Legal Aspects of Business
Course Short Title	LAB
Course Code	103
Course Credit	3
Semester	I
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Differentiate between an Agreement and Contract and explain Obligations and Rights & Duties of parties involved in Contract
CO 2	Explain the importance Contract in Business Environment and Rights of Parties in case of Discharge of Contract
CO 3	Explain the importance Creation of Agency, roles and responsibilities of Agent and rights of Principal and Agent, in case of discharge of Agency
CO 4	Differentiate between Sale and Agreement to Sale and rights and obligations of the Buyers and Seller
CO 5	Prepare Documents of Title to Goods in various forms of transfer documents
CO 6	Explain transfer of properties in curtailed and undertrained goods
CO 7	Prepare different negotiable instruments like Bills of Exchange, Promissory Note and Cheque
CO 8	Explain conditions of dishonor of negotiable instruments and right of the party at loss
CO 9	Explain the difference in types of formation of companies under Companies Amendment Act 2015
CO 10	Explain benefits of Consumer Protection Act in resolution of Consumer Queries

Programme	MBA
Course Full Title	Business Research Method
Course Short Title	BRM
Course Code	104
Course Credit	3
Semester	I
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Business Research, Business Intelligence, Research applications in functional areas of Business and Emerging trends in Business research.
CO 2	Elaborate the Scientific Method of Research, Steps in Research Process, Concept of Scientific Enquiry and Elements of a Research Proposal.
CO 3	Explain the Concept & Features of a good research design and the difference between Qualitative research and Quantitative research approaches.
CO 4	Elaborate Exploratory Research Design, Descriptive Research Designs and Experimental Design.
CO 5	Explain Qualities of a good Hypothesis and Concept of Hypothesis Testing.
CO 6	Elaborate Concept of Measurement and Levels of measurement.
CO 7	Explain Attitude Scaling Techniques and Types of Data.
CO 8	Elaborate the concept & need of sampling and types of sampling.
CO 9	Explain about data analysis, Graphical Representation of Data and Bivariate Analysis.
CO 10	Elaborate Linear Regression Analysis, Test of Significance and Structure of Research report writing.

Programme	MBA
Course Full Title	Organisational Behaviour
Course Short Title	OB
Course Code	105
Course Credit	3
Semester	I
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the importance, scope and functions of Organisational Behaviour
CO 2	Describe the Evolution of Organisational Behaviour
CO 3	Define Personality, its importance in Performance,
CO 4	Analyses different types of Personality
CO 5	Develop Right Attitude, Components of attitude, Relationship between behavior and attitude
CO 6	Explain the importance of Developing Emotional intelligence at the workplace, Job attitude, Barriers to changing attitudes
CO 7	Explain the Meaning and concept of perception, Factors influencing perception, Selective perception
CO 8	Explains the Definition , Concept & theories of Motive & Motivation
CO 9	Explain the Meaning of Group & Group behavior & Group Dynamics,& team building
CO 10	Explain the Concept of Leadership, Styles of Leadership & its approaches
CO 11	Define Organizational Culture, Stress Management
CO 12	Explain meaning, definition & Nature of Organizational change

Programme	MBA
Course Full Title	Basic of Marketing
Course Short Title	BOM
Course Code	106
Course Credit	3
Semester	I
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Core concepts of marketing
CO 2	Differentiate Between marketing VS Selling
CO 3	Company Orientation towards Market Place
CO 4	Design The Marketing Mix
CO 5	Explain the role consumer behavior
CO 6	Demonstrate the Consumer Buying Process.
CO 7	Analyzing the Marketing Environment
CO 8	Design Segmentation, Target Marketing & Positioning
CO 9	Explain The First Element of Marketing Mix:

Programme	MBA
Course Full Title	Management Fundamentals
Course Short Title	MF
Course Code	107
Course Credit	2
Semester	I
Internal /External	Internal
Specialization	NA
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Approaches to Management like Scientific Approach, Systems Approach and Contingency Approach.
CO 2	Define bases for departmentation
CO 3	Formulate models of decision making
CO 4	Apply Cultural Diversity and Multi Ethnic Workforce
CO 5	Define management and explain the thoughts of various management thinkers viz F.W.Taylor, Henri Fayol, Elton Mayo, Mary Parker Follet, Rensis Likert, Chestard Bernard, Douglas McGregor, Peter Drucker, Michael Porter and C.K. Prahlad
CO 6	Define and differentiate between centralization and decentralization
CO 7	To apply decision making creativity
CO 8	Explain the Principles of Co-ordination-Inter-dependence.
CO 9	Explain organizational Change-Technological Change
CO 10	Define planning and controlling
CO 11	Explain Managerial competencies

Programme	MBA
Course Full Title	Business Communication Lab
Course Short Title	BCL
Course Code	108
Course Credit	2
Semester	I
Internal /External	Internal
Specialization	NA
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Principles of effective Communication and Barriers of Communication.
CO 2	Explain Cross Cultural Dimensions of Business Communication Technology and Communication, Ethical & Legal Issues in Business Communication.
CO 3	Define Press Release and Press Notes.
CO 4	Elaborate Principles of Effective Presentations, Principles governing the use of audiovisual media.
CO 5	Master the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews and exit interviews.
CO 6	Give managerial speeches such as speech of introduction, speech of thanks, occasional speech, and theme speech and can give presentations.
CO 7	Explain Principles of Nonverbal Communication.
CO 8	Write Business letters, Routine letters, Bad news and persuasion letters, sales letters and collection letters.

Programme	MBA
Course Full Title	MS Excel & Advanced Excel Lab
Course Short Title	MS-Excel
Course Code	109
Course Credit	2
Semester	I
Internal /External	Internal
Specialization	NA
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Create a workbook , Enter data in a worksheet
CO 2	Format a worksheet , Format numbers in a worksheet , Create an Excel table , Filter data by using an AutoFilter , Sort data by using an AutoFilter
CO 3	Apply conditional formatting
CO 4	Print a worksheet , Using Print Preview & Other Utilities
CO 5	Use Formulas like VLookup, HLookup, Count, Sum, Subtotal,
CO 6	Creating Formulas for Financial Applications
CO 7	Create Charts and Graphics
CO 8	Use Custom Number Formats and Data Tab and Data Validation
CO 9	Analyze Data with the Analysis Tool like Anova, Correlation, Covariance, Descriptive Statistics
CO 10	Use Pivot Tables for Data Analysis

Programme	MBA
Course Full Title	Enterprise Analysis & Desk Research
Course Short Title	EADR
Course Code	115
Course Credit	2
Semester	I
Internal /External	Internal
Specialization	-
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Enterprise History & Background
CO 2	Define Establishment, Original & Current Promoters, Business Group or Business Family to which it belongs
CO 3	Analyzes Organization Structure, Geographical (domestic and global) foot print – at the time of inception and spread over the years
CO 4	Define Major Customers, customer segments, Products, Product lines, Major Brands, Market Share
CO 5	Draw Data to be studied, tabulated, graphically depicted ,analyzed and presented
CO 6	Explain Listing status & Scrip Codes – BSE and NSE, Global Listings on International stock market
CO 7	Explain Share Price Face Value, Current Market Value, Annual High Low Figures, P/E Ratio, Shareholding Pattern
CO 8	Explain Philosophy, Action taken by SEBI and Involvement in Scams

COURSE OUTCOMES MBA SEMESTER II

Programme	MBA
Course Full Title	Marketing Management
Course Short Title	MM
Course Code	201
Course Credit	3
Semester	II
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain New Product Development & Product Life Cycle:
CO 2	Differentiate Product Vs. Brand
CO 3	Explain Factors influencing pricing decisions
CO 4	Explain Setting the Price
CO 5	Illustrate Selecting pricing method, Selecting final price.
CO 6	Explain Channel functions & flows, channel levels.
CO 7	Explain Wholesaling, Retailing, Franchising, Direct marketing , E-Commerce Marketing Practices
CO 8	Market Logistics Decisions:
CO 9	Illustrate the Importance of Promotion Mix.
CO 10	Explain Marketing Planning & Control

Programme	MBA
Course Full Title	Financial Management
Course Short Title	FM
Course Code	202
Course Credit	03
Semester	II
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the basic concept of financial management.
CO 2	Apply the tools from financial management this would facilitate the decision making i.e. Capital Budgeting, Ratio Analysis.
CO 3	develop analytical skills this would facilitate the decision making in business situations.
CO 4	Explain and use of financial analysis techniques i.e. Fund Flow, Cash Flow.
CO 5	Estimate working capital requirement of Business concern.
CO 6	Explain the Factors affecting the capital structure and significant role of Cost of Capital

Programme	MBA
Course Full Title	Human Resource Management
Course Short Title	HRM
Course Code	203
Course Credit	3
Semester	II
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Nature of HRM, Scope, Functions and Objectives, HRM Policies and practices.
CO 2	Understand SHRM Model
CO 3	Design Human Resource Planning
CO 4	Implement Recruitment & Selection through different sources & tests
CO 5	Make Career Planning
CO 6	Undertake Training and Development programs at different levels
CO 7	Measure Employee Appraisal & provide Compensation
CO 8	Analyze Performance feedback,& follow Performance Appraisal Methods
CO 9	Link compensation with performance
CO 10	Manage Employee Relations
CO 11	Implement Flexible Work arrangements
CO 12	Maintain harmonious Industrial Relations & solve Disputes

Programme	MBA
Course Full Title	Decision Science
Course Short Title	DS
Course Code	204
Course Credit	3
Semester	II
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Importance of Decision Sciences & Role of quantitative techniques in decision making.
CO 2	Solve numerical on Assignment Models including special cases in assignment models.
CO 3	Solve numerical on Transportation Models by North West Corner method, Least Cost method, VAM method and Optimal Solution by using MODI method.
CO 4	Solve numerical on Linear Programming problems by graphical method.
CO 5	Solve numerical on Markov Chains & Simulation Techniques.
CO 6	Solve numerical on Decision Theory, Game Theory and Queuing Theory.
CO 7	Solve numerical on CPM & PERT and Sequencing problems.
CO 8	Solve numerical on Probability and Probability Distributions.

Programme	MBA
Course Full Title	Operations & Supply Chain Management
Course Short Title	OSCM
Course Code	205
Course Credit	3
Semester	I
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the importance, scope and functions of Operations and Supply Chain Management in Present Scenario
CO 2	Explain the term Quality and can related different dimensions of Quality affecting customer satisfaction.
CO 3	Explain different operations processes , and identify different types of process-product matrix
CO 4	Prepare a service blue print for given service providing organization
CO 5	Demonstrate the Production Planning and Control and its functions for effective and efficient operations management
CO 6	Explain demand forecasting, production planning tools & production control tools
CO 7	Prepare the CRP, DRP, and MRP-II for the given situation and explain importance of it in productivity of organization
CO 8	Apply the concepts of inventory costs, EOQ and inventory control in arriving at decisions related to inventory control
CO 9	Explain the importance, scope & functions of and issues & integrated framework in Supply Chain
CO 10	Explain and identify the importance of role of each supply chain partner in delivering maximum satisfaction to customers
CO 11	Explain importance of information flow in both direction of Supply chain for effective Supply Chain management

Programme	MBA
Course Full Title	Management Information Systems
Course Short Title	MIS
Course Code	206
Course Credit	3
Semester	II
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Need, Purpose and Objectives of MIS.
CO 2	Explain Information as a strategic resource.
CO 3	Use information tools for competitive advantage.
CO 4	Explain Mainframe, Client Server, Web Based, Distributed, Grid and Cloud Computing.
CO 5	Explain Networks Types and Topologies of Networks.
CO 6	Define Data Base Management Systems and Relational Data Base Management Systems
CO 7	Elaborate Data Warehousing and Data Mining.
CO 8	Define Information Security Control and Quality Assurance.

Programme	MBA
Course Full Title	Emotional Intelligence and Managerial Effectiveness Lab
Course Short Title	EI&MEL
Course Code	207
Course Credit	2
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the emotions and the tripartite brain theory to help them strong influence on our behavior.
CO 2	Explicate rational emotive Therapy and emotional transformation.
CO 3	Apply the various theories of learning.
CO 4	Elaborate the Kolb's Learning Styles and How to create a learning organization.
CO 5	Explain the basic fundamentals of emotional intelligence
CO 6	Elaborate the benefits of emotional intelligence
CO 7	Explain challenges faced by organizations& expectations from practicing managers
CO 8	Explain the organizational goals, creativity, optimizing resources, execution skills (PDCA cycle)

Programme	MBA
Course Full Title	Life Skill Lab
Course Short Title	LSL
Course Code	210
Course Credit	2
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	To encourage students to develop and use balanced self-determined Behavior.
CO 2	To help students in enhancing self, increasing life satisfaction and Improving relationships with others.
CO 3	To develop new ability to practice new problem solving skills in group and use these skills in personal life.
CO 4	Explain theory of Cognitive Development , Big Five personality characteristics.
CO 5	Discuss types of coping strategies and difference between empathy and sympathy
CO 6	Apply skills like Memorization, Communication Skills.

Programme	MBA
Course Full Title	Geopolitics & the World Economic System
Course Short Title	G & WES
Course Code	211
Course Credit	2
Semester	II
Internal /External	Internal
Specialization	NA
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the importance, scope and functions of International Political Economy
CO 2	Explain the differences among national economies - market-oriented capitalism
CO 3	Elaborate the Developmental Capitalism
CO 4	Elaborate the Social Market Capitalism
CO 5	Elaborate the functions of WTO and GATT
CO 6	Elaborate the Controversy over Regulation of International Finance
CO 7	Explain the debate over Free Trade
CO 8	Define the Trade Blocs such as SAARC, ASEAN, NAFTA
CO 9	Define the International Monetary System
CO 10	Elaborate the reform of International Monetary Affairs
CO 11	Elaborate the International Regime for FDI and MNC
CO 12	Explain the consequences of Economic Globalization

Programme	MBA
Course Full Title	Industry Analysis - Desk Research
Course Short Title	IA-DR
Course Code	215
Course Credit	2
Semester	II
Internal /External	Internal
Specialization	NA
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Analyze the Industry and companies within selected industry
CO 2	Explain Promoters & Management Ethos
CO 3	Define CSR policy
CO 4	Explain External Environment for an industry
CO 5	Explain Recent Developments in industry
CO 6	Analyze various Mergers & Acquisitions
CO 7	Analyze the relevant provisions of latest Exim Policy in case of industries that are focused on Global Markets for exports or industries that have significant import components
CO 8	Analyze Key Alliances in the past 5 years and their performance & impact on other players in the industry.

COURSE OUTCOMES MBA SEMESTER III

Programme	MBA
Course Full Title	Strategic Management
Course Short Title	SM
Course Code	301
Course Credit	3
Semester	III
Internal /External	External
Specialization	General Common
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO-1	Explain the importance, scope and concept of Strategy and Strategic Management Process
CO-2	differentiate between Tactics, Strategies and Planning and importance of each component in Strategic Management
CO-3	Prepare Vision, Mission statements and define goals, objectives for organization
CO-4	Identify Critical Success Factors. Key Performance Indicators and Key Result Areas for any given service sector
CO-5	Demonstrate the importance of external environmental analysis as well prepare PESTLE Analysis and ETOP model for decision making
CO-6	Apply the concepts of BCG matrix and GE9 cell matrix for Business Portfolio Analysis
CO-7	Demonstrate the Porter's 5 Forces Model for Industry Environmental Analysis
CO-8	Prepare Value Chain Analysis and identify the areas of concern affecting Customer Satisfaction
CO-9	Explain the importance, Generic Strategies and its role in achievement of Corporate Strategies
CO-10	Explain and identify the reasons for failure of Mergers and Acquisition
CO-11	Explain the importance six sigma and lean six sigma from the point of view of Success of the Organization
CO-12	Demonstrate the importance of Management by Objectives (MBO) and Total Quality Management (TQM)
CO-13	Explain the meaning of triple bottom line, people planet-profits

Programme	MBA
Course Full Title	Enterprise Performance Management
Course Short Title	EPM
Course Code	302
Course Credit	3
Semester	III
Internal /External	External
Specialization	General Common
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Concept, Need, Linkages with Strategic Planning, Management Control and Operational Control.
CO 2	Explain Concept of Responsibility Centers, Revenue Centre, Expense Centre - Engineered and Discretionary costs – Committed costs, Profit Centre, Investment Centers.
CO 3	Solve problems on Transfer Pricing – Objective, Concept, Methods – Cost based, Market price based & Negotiated, Applicability of Transfer Pricing.
CO 4	Explain Concept, Need, Process of Capital Budgeting.
CO 5	Define Types of capital expenditure decisions – pre-sanction, operational and post-sanction control of capital expenditure.
CO 6	Explain Performance Evaluation Parameters for Banks: Customer Base, NPAs, Deposits, RoI, Financial Inclusion, Spread, Credit Appraisal, Investments
CO 7	Explain Performance Evaluation Parameters for Retail: ABC analysis, Sell
CO 8	Explain Project Control Process: Setting base line plan, Measuring progress and performance.
CO 9	Explain Features of Non-profit organizations, fund accounting,
CO 10	Explain Financial Audit, Internal Audit, Cost Audit, Management Audit

Programme	MBA
Course Full Title	Startup and New Venture Management
Course Short Title	SNVM
Course Code	303
Course Credit	3
Semester	III
Internal /External	External
Specialization	General Common
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Concept and Definition of entrepreneur & entrepreneurship.
CO 2	Explain Entrepreneur's Role, task and Personality.
CO 3	Elaborate the factors which are affecting entrepreneurial growth.
CO 4	Explain the Traits/Qualities of an Entrepreneur.
CO 5	Decide, Develop, manage & recognize the entrepreneurial process.
CO 6	Explain Laws on Liabilities under the Factories Act, Shops & Establishment Act, Industrial Employment (Standing Orders) Act, Environment Protection Act, Sale of Goods Act.
CO 7	Elaborate Role of Support Institutions and Management of Small Business
CO 8	Solve case studies of successful / unsuccessful entrepreneurs.

Programme	MBA
Course Full Title	Summer Internship Project
Course Short Title	SIP
Course Code	304
Course Credit	4
Semester	III
Internal /External	External
Specialization	NA
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
CO 2	Get actual supervised professional experiences.
CO 3	Get insight into the working of the real organizations
CO 4	Develop perspective about business organizations in their totality.
CO 5	Explore career opportunities in their areas of interest.
CO 6	Devolve research aptitude

Programme	MBA
Course Full Title	Contemporary Marketing Research
Course Short Title	CMR
Course Code	305 MKT
Course Credit	3
Semester	III
Internal /External	External
Specialization	Marketing Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the Meaning & role of Marketing Research
CO 2	Formulate the hypotheses using exploratory research techniques like literature survey, experience survey & analysis of cases.
CO 3	Design questionnaires & observation forms for different marketing research situations
CO 4	Explain the Scaling techniques.
CO 5	Solve the Case studies on sampling decisions like defining universe, sampling unit, sampling element, choice of sampling frame, determining sample size for probability & non-probability sampling methods
CO 6	Explain the experimentation in Marketing Research and interpretation of data.
CO 7	Test and interpretation of the hypothesis with the techniques like Chi Square Test, Conjoint Analysis.
CO 8	Explain Cluster Analysis, Multi- dimensional Scaling, Discriminant Analysis

Programme	MBA
Course Full Title	Consumer Behavior
Course Short Title	CB
Course Code	306
Course Credit	3
Semester	III
Internal /External	External
Specialization	Marketing Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Environmental Influences on Consumer Behavior
CO 2	Illustrate Influence of marketing mix variables
CO 3	Explain Individual Determinants of Consumer Behavior
CO 4	Illustrate the Consumer Decision Making Process
CO 5	Explain Consumer Behavior Models
CO 6	Explain Demographic & Socio-economic Profile
CO 7	Measurement of social classes in India using Socio-Economic Classes (SEC) in Urban & Rural Markets

Programme	MBA
Course Full Title	Integrated Marketing Communication
Course Short Title	IMC
Course Code	307 MKT
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Marketing Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain IMC, its components, integrated tools of communication and the role of IMC.
CO 2	Elaborate Overview of advertising management, IMC process, advertising agency, Advertising goals, Advertising budget and Media Selection.
CO 3	Explain the scope and role of sales promotion and Personal selling in IMC.
CO 4	Elaborate Public Relations, Publicity and Corporate Advertising in IMC.
CO 5	Explain Evaluation, Monitoring and Control of IMC programmes.

Programme	MBA
Course Full Title	Product Management
Course Short Title	PM
Course Code	308 MKT
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Marketing Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the Role of product manager
CO 2	Differentiate the Product management in consumer product industry and industrial product industry
CO 3	Access competitors' current objectives & strategies
CO 4	Draw Kano diagram for new product development
CO 5	Explain New Product Failure
CO 6	Formulate Product Strategy
CO 7	Define financial Analysis & Performance Appraisal for Product management
CO 8	Explain market share, profitability
CO 9	Explain Capturing consumer voice , converting it into ideas

Programme	MBA
Course Full Title	Strategic Brand Management
Course Short Title	SBM
Course Code	309 MKT
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Marketing Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain brand, Branding challenges and opportunities , Brand equity concept
CO 2	Define different Brand Equity Models
CO 3	Elaborate Brand Positioning and Values Brand knowledge, brand equity
CO 4	Explain Four steps of brand building, Creating customer value
CO 5	Define Planning and Implementing Brand Marketing Programs
CO 6	Explain Integrating marketing communication to build brand equity and Conceptualizing the leveraging process
CO 7	Elaborate Brand Performance, brand value chain, brand tracking studies
CO 8	Analyze Brand architecture, Brand hierarchy, Designing brand strategy, New products, Brand extensions

Programme	MBA
Course Full Title	Customer Relationship Management
Course Short Title	CRM
Course Code	312 MKT
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Marketing Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Fundamentals of CRM
CO 2	Illustrate CRM, CRM constituencies, Commercial and not-for-profit context of CRM, Models of CRM.
CO 3	Explain Managing the Customer Life Cycle:
CO 4	Develop Customer Retention & Development strategies
CO 5	Develop Customer Portfolio Management
CO 6	Demonstrate Managing Networks for CRM
CO 7	Explain Organizational Issues in CRM

Programme	MBA
Course Full Title	Direct Taxation
Course Short Title	DT
Course Code	305 FM
Course Credit	3
Semester	III
Internal /External	External
Specialization	Financial Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the Income Tax Act, 1961 – Definitions and concepts (Section 1 to 4), Scope of Total income and Residential Status
CO 2	Solve the problem Income under the Head “Salaries
CO 3	Explain & Solve the problem Income under the Head “Income from House Property” (Section 22 to 27).
CO 4	Explain & Solve Income under the Head “Capital Gain” (Section 45 to 55A).
CO 5	Explain & Solve Income under the Head “Income from other Sources”
CO 6	Explain & Solve Income under the head “Profit and Gains of Business or Profession” (Section 28 to 44D).
CO 7	Explain the concept of Agriculture Income and its Tax Treatment (Section 2(1A) to 10(1)).
CO 8	Explain the Deductions to be made in Computing Total Income (Section 80A to 80U)
CO 9	Explain the Deduction of Tax at Source (Sections 190 to 206AA).

Programme	MBA
Course Full Title	Financial System of India-Markets & Services
Course Short Title	FSIIS
Course Code	306 FM
Course Credit	3
Semester	III
Internal /External	External
Specialization	Financial Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain meaning and importance, functions of financial system.
CO 2	Explain financial markets money market and capital market.
CO 3	Explain regulators of financial system in India.
CO 4	Explain stock exchange, characteristics and functions of stock exchanges.
CO 5	Explain concept, nature and scope of financial services.
CO 6	Explain financial institutions in India.
CO 7	Elaborate recent developments in Indian money market.

Programme	MBA
Course Full Title	Strategic Cost Management
Course Short Title	SCM
Course Code	306 FM
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Financial Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Acquaint students with various techniques used for Strategic Cost Management
CO 2	Develop an understanding of the adoption of various techniques of Strategic Cost Management for obtaining sustainable competitive advantage
CO 3	Integrate various techniques in decision making using Strategic cost Management.
CO 4	Explain Strategic Cost Management and its importance
CO 5	Apply techniques of SCM like life cycle costing – kaizen costing – target costing.
CO 6	Discuss Concept, phases and application of Learning Curve Theory.

Programme	MBA
Course Full Title	Corporate & International Financial Reporting
Course Short Title	SIFR
Course Code	306 FM
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Financial Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain with the framework of financial reporting and emerging trends
CO 2	Discuss analytical tools used for financial analysis
CO 3	Understand the accounting aspects.
CO 4	Explain concept of IFRS
CO 5	Discuss Indian Accounting Standards with IFRS.
CO 6	Do comparative analysis of Indian GAAP and IFRS.

Programme	MBA
Course Full Title	Corporate Finance
Course Short Title	CF
Course Code	306 FM
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Financial Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	To know goals and governance of the firm.
CO 2	To understand the concept of valuation.
CO 3	To understand the corporate value based management system
CO 4	Explain the Need, benefits and approaches of value based management system
CO 5	Explain meaning, types of dividend, important considerations in dividend policy, theories on dividend policies
CO 6	Explain the concept of restructuring, reasons for restructuring, broad areas of restructuring, techniques of corporate restructuring
CO 7	Explain the strategies for restructuring

Programme	MBA
Course Full Title	Corporate Financial Restructuring
Course Short Title	CFR
Course Code	310 FM
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Financial Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain concept of internal & external restructuring.
CO 2	Get acquainted problem of changing capital structure, strategic and financial sponsors.
CO 3	Explain know mergers & acquisitions
CO 4	Explain risk management in mergers & acquisitions
CO 5	Explain role of arbitragers in mergers & acquisitions
CO 6	Explain methods of enterprise valuation
CO 7	Explain corporate governance and its significance in the indian context,
CO 8	Explain reference of cg in indian companies act (amended) 2013.

Programme	MBA
Course Full Title	Labour & Social Security Law
Course Short Title	LSL
Course Code	305 HR
Course Credit	3
Semester	III
Internal /External	External
Specialization	Human Resources Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Learn the meaning of Labour laws, Indian Perceptive of Labour Law
CO 2	Explain ILO & its role, Problem & challenges
CO 3	Explain The Payment of Wages act 1936
CO 4	Explain The minimum Wage Act,1948
CO 5	Calculate bonus using The payment of bonus act,
CO 6	Explain The Factories Act 1948,safety & welfare measures, health & hygiene measures
CO 7	Explain The employee provident fund Act & able to calculate PF
CO 8	Calculate Gratuity with the help of The Payment of Gratuity Act 1972
CO 9	Explain The employees State Insurance Act

Programme	MBA
Course Full Title	Human Resource Accounting & Compensation
Course Short Title	HRAC
Course Code	306 HR
Course Credit	3
Semester	III
Internal /External	External
Specialization	Human Resources Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the meaning, definition, importance, objectives, development , balance score card
CO 2	Explicate calculating the market value of hr assets
CO 3	Explain the investment in hr, hr value – concepts, methods & mechanics
CO 4	Explain the depreciation, rates of return, human capital investment, expenditure vs productivity
CO 5	Explain the design & preparation of hr accounting process & procedure for each of hr sub system – recruitment
CO 6	Elaborate the concept of p& l accounting & balance sheet in hr accounting.
CO 7	Explain the concepts, theories related to compensation management
CO 8	Explain the establishing pay variables & wage boards- group & individual incentives
CO 9	Elaborate the issues related to compensation management in companies
CO 10	Explain the retirement plans including VRS/ golden handshake schemes.

Programme	MBA
Course Full Title	Employee Health Safety & Welfare
Course Short Title	EHSW
Course Code	307 HR
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Human Resources Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Learn what is Safety Organization, Safety Planning,
CO 2	Explain Safety policies, Duties of Safety officer, ,
CO 3	Explain what are Fire hazards, how to do Fire inspection, Safety inspection
CO 4	Elaborate how to maintain Occupational and Work Related Health and Safety
CO 5	Explain what is Labour Welfare, Welfare from Indian prospective
CO 6	Learn Objectives, principals of labour welfare, Duties of welfare officer
CO 7	Explain what are Statutory & Non Statutory welfare facilities
CO 8	Define Air pollution, Water pollution, soil & Noise Pollution
CO 9	Explain Pollution prevention measures

Programme	MBA
Course Full Title	HR Outsourcing
Course Short Title	HRO
Course Code	311 HR
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Human Resources Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Apply the basic concepts of outsourcing.
CO 2	Discuss each stage of out sourcing process.
CO 3	Explain factors driving the need to outsource and types of Outsourcing.
CO 4	Discuss Work Administration, Communication Management, Knowledge Management in detail.

Programme	MBA
Course Full Title	Public Relation & Corp. Communication
Course Short Title	PRCC
Course Code	311 HR
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Human Resources Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the importance of effective communication in HR.
CO 2	Write Public relations writing viz. writing to inform, writing to persuade, Design & lay out, Online public relations.
CO 3	Build maintaining relationship with credibility with media.
CO 4	Develop methodologies for successful practice of media relations.
CO 5	Explain concept, theory, history & practice of public relations.
CO 6	Develop strategic communication plan, Synthesizing internal & external initiatives.
CO 7	Explain PR campaign & strategies for PR.
CO 8	Prepare a report on PR activities and communication strategies designed & practiced by the organizations.

Programme	MBA
Course Full Title	Lab in Recruitment & Selection
Course Short Title	LRS
Course Code	314 HR
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Human Resources Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Apply knowledge of Recruitment advertisements, profiling techniques.
CO 2	Implement different interviewing methods.
CO 3	Prepare Questionnaire for interviewers.

Programme	MBA
Course Full Title	International Business Economics
Course Short Title	IBE
Course Code	305 IB
Course Credit	3
Semester	III
Internal /External	External
Specialization	International Business Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Background for International Business Economics
CO 2	Elaborate The International Trade Theory :
CO 3	Explain International Trade Policy and Foreign Exchange
CO 4	Explain World Financial Environment
CO 5	Elaborate International Banking : Reserves, Debt and Risk

Programme	MBA
Course Full Title	Export Documentation & Procedures
Course Short Title	EDP
Course Code	306 IB
Course Credit	3
Semester	III
Internal /External	External
Specialization	International Business Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the significance of procedures and documentation in international trade
CO 2	Explain the procedures and documentation as trade barriers
CO 3	Elaborate the official machinery for trade procedures and documentation
CO 4	Elaborate the role of ICC; INCOTERMS; nature of export/trading houses.
CO 5	Define the export order processing & export price quotations
CO 6	Define the role of forwarding agents; cargo insurance and claim procedure.
CO 7	Elaborate the methods of payment in international trade
CO 8	Elaborate the UCPDC guidelines; realization of export proceeds – provisions of RBI's
CO 9	Apply the major export promotion schemes in India
CO 10	Elaborate the Export promoting institution's
CO 11	Explain the regulations for International Trade
CO 12	Elaborate the Pre-shipment Inspection & Quality Control Act, 1963 & Customs Act, 1962

Programme	MBA
Course Full Title	International Management
Course Short Title	IM
Course Code	307 IB
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	International Business Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the Concept, Dimensions and Approaches of International Management.
CO 2	Elaborate the Challenges of Global Planning in International Management including Economical, political, and strategic.
CO 3	Explain the Organization and Control for international Competitiveness including Organization design and structure of international companies.
CO 4	Elaborate the Management of Personnel with Different Social and Cultural Backgrounds including Selection, training and development of people for global assignments.
CO 5	Explain Political risk assessment and protection techniques for multinational corporations in International Management.

Programme	MBA
Course Full Title	International Marketing
Course Short Title	IM
Course Code	308 IB
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	International Business Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Nature, importance and scope of international marketing
CO 2	Define International marketing management process Scanning and monitoring global marketing environment
CO 3	Analyzes International Market Segmentation and Positioning
CO 4	Elaborate Screening and selection of markets, International market entry strategies
CO 5	Explain Major Product decisions-Product features and quality, Product design, labeling, packaging
CO 6	Explain Pricing for International Markets
CO 7	Formulate Factors affecting international price determination; environment factors affecting international prices, International pricing process and policies
CO 8	Define structure of international distribution systems; Distribution channel strategy-International distribution
CO 9	Explain International Promotion Strategies

Programme	MBA
Course Full Title	International Financial Management
Course Short Title	IFM
Course Code	310 IB
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	International Business Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain operations in foreign exchange market
CO 2	Describe complexities of managing finance of multinational firm.
CO 3	Understand the regulatory framework within which the operations can take place
CO 4	Explain international Capital Budgeting and its use for MNCs.
CO 5	Describe currency and interest rate risk management.
CO 6	Explain key elements and issues of International Taxation.

Programme	MBA
Course Full Title	Global Logistics & SCM
Course Short Title	GLSCM
Course Code	312 IB
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	International Business Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain 7R's of Logistics Management, 5 P's of Logistics
CO 2	Prepare, explain Logistics documentation like Consular Invoice, Commercial Invoice, Certificate of Origin, certificate of Value, Bill of Lading
CO 3	Explain Modes of transportation, Air Cargo
CO 4	Explain Carriage of Goods by Land and Act related to same.
CO 5	Calculate Freight and explain Carriage of Goods by Sea & Ocean
CO 6	Compare and explain Types of Ships
CO 7	Explain Shipping Formalities and Function and Roles of Shipping Intermediaries
CO 8	Explain Major Ports in India and Important Sea Routes of world
CO 9	Explain concept of Containerization
CO 10	Explain Inland Container Depots & Container Freight Stations

Programme	MBA
Course Full Title	IT Management & Cyber Law
Course Short Title	ITM CL
Course Code	305 IT
Course Credit	3
Semester	III
Internal /External	External
Specialization	Information Technology Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Define what is Hardware Management
CO 2	Elaborate what are the Types of Computers
CO 3	Explain about Input Technologies and Devices, Output Technologies and Devices
CO 4	Elaborate about Storage Technologies and Devices, Future Scenario
CO 5	Elaborate Managerial considerations in acquisition, maintenance, controlling.
CO 6	Explain Application Software Management - Overview of General Purpose
CO 7	Define the concepts like ERP, e-Commerce, CRM
CO 8	Explain Network Management Programs, Database Management Programs
CO 9	Explain Networking Management – Networking Trends – Internet Basics
CO 10	Elaborate Database Concepts and Development
CO 11	Elaborate the Types of Computer Crime
CO 12	Explain what is Cyber Law ,System Controls and Audit

Programme	MBA
Course Full Title	e-Business & Business Intelligence
Course Short Title	eBBI
Course Code	306 IT
Course Credit	3
Semester	III
Internal /External	External
Specialization	Information Technology Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the concept of e-Business Architecture & enabling technologies- information distribution and messaging Technologies
CO 2	Explicate the e-Business Design, Capacity Planning & Performance Modeling for Mobile commerce its framework and models.
CO 3	Elaborate the e-Business Models , e-Marketing, e-CRM & Internet advertising for the e-Business.
CO 4	Explain the security & payment services of e-SCM, e-procurement its portals for search engines & Online Community building.
CO 5	Apply the e-Business Strategy into Action and faces the challenges & the legal issues
CO 6	Explain the concept and need for Business Intelligence.
CO 7	Apply the BI Basics theory for Data ,information and knowledge& the role of mathematical models.
CO 8	Apply the BI applications in different domains- CRM, HR, Production.

Programme	MBA
Course Full Title	Software Engineering
Course Short Title	SE
Course Code	307 IT
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Information Technology Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Nature of Software, Software Engineering and Software Process.
CO 2	Explain different approaches and models for System– Generic Process Model, Waterfall, Spiral, Prototyping, RAD and JAD.
CO 3	Draw requirement Anticipation, requirement Investigation and requirements Specifications.
CO 4	Develop Basic System Development Life Cycle.
CO 5	Define Use-case Driven Object oriented Analysis.
CO 6	Draw activity diagram, Sequence diagram, collaboration diagram and Class diagram.
CO 7	Explain unique nature of WebApps and basic system development life cycle.
CO 8	Explain Software Engineering Methods.

Programme	MBA
Course Full Title	Software Quality Assurance
Course Short Title	SQA
Course Code	310 IT
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Information Technology Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain concepts and methodology related to Software Quality Assurance.
CO 2	Elaborate software Quality standards specifies by regulatory authorities.
CO 3	Explain ISO 9001 and ISO 9000-3.
CO 4	Define Software Quality Factors & McCall's Quality Model.
CO 5	Elaborate SQA components in Project life cycle activities.
CO 6	Explain Contract Review for Software Quality Assurance.
CO 7	Draw the difference between Software quality assurance and software quality control
CO 8	Explain Verification and Validation.

Programme	MBA
Course Full Title	IT for Retailing
Course Short Title	ITR
Course Code	313 IT
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Information Technology Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Define Role of IT in Retail Trade
CO 2	Explain Advantages of IT in Retail Trade like Cost productivity benefits and Marketing benefits, Competitive advantages of Information technology, limitations of using IT
CO 3	Explain Applications of IT in Retail Management
CO 4	Elaborate on Technology for retail Management
CO 5	Explain Evolution of Retail Management Systems
CO 6	Elaborate on Web based retailing/ E- Retailing/ E Commerce (B2C) etc.

Programme	MBA
Course Full Title	Software Marketing
Course Short Title	SM
Course Code	312 IT
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Information Technology Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain facets of software marketing as a field of study
CO 2	Develop in depth of understanding of Software Marketing Practices
CO 3	Assist in developing capability to market the software
CO 4	Explain services marketing Mix with service life cycle.
CO 5	Measure and monitor Customer Satisfaction & Service Quality
CO 6	Describe Factors involved in pricing software Products

Programme	MBA
Course Full Title	Planning & Control of Operation
Course Short Title	PCO
Course Code	305 OPE
Course Credit	3
Semester	III
Internal /External	External
Specialization	Operations Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Planning & Control of Operations
CO 2	Define Demand Forecasting
CO 3	Prepare Aggregate Production Planning
CO 4	Elaborate Resources Planning
CO 5	Prepare Scheduling of Operations

Programme	MBA
Course Full Title	Inventory Management
Course Short Title	IM
Course Code	306 OPE
Course Credit	3
Semester	III
Internal /External	External
Specialization	Operations Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Elements of Inventory Management, Types of inventory and Role of inventory in Operations.
CO 2	Elaborate Inventory costs, carrying costs, ordering costs, shortage costs in Inventory Management.
CO 3	Explain the concept of Inventory Control systems, ABC Classification system and Issues in the P and Q systems of inventory control.
CO 4	Elaborate the concept of Economic Order Quantity and Economic Order Quantity Models based on Reorder Point, Safety Stocks, Service Level and order size.
CO 5	Explain the concept, principle and logic behind Just-In-Time and KANBAN in Inventory Management.
CO 6	Elaborate the concept of Make Or Buy Decisions and the Factors influencing Make Or Buy Decisions in Inventory Management.

Programme	MBA
Course Full Title	Productivity Management
Course Short Title	PM
Course Code	307 OPE
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Operations Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Define Productivity concepts
CO 2	Explain Various ratios related to finance
CO 3	Explain Concept of Cost, Price and Value, Role in Productivity
CO 4	Draw Process Flow charts and Man machine diagrams
CO 5	Explain Techniques of Work Measurement including Estimating, Stopwatch Time Study, Predetermined Time Standards
CO 6	Apply Advanced Methods of Productivity and service level enhancements
CO 7	Explain Use of Technology in productivity and service enhancements

Programme	MBA
Course Full Title	Design of Operation System
Course Short Title	DOS
Course Code	313 OPE
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Operations Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain various process options in Manufacturing and Services.
CO 2	Give insights into factors that influence process choice.
CO 3	Describe fundamental concepts in Job Design and Work Measurement.
CO 4	Apply basic concept of job design and work measurement.
CO 5	Explain factors involved in making products and types of process.

Programme	MBA
Course Full Title	Toyota Production System
Course Short Title	TPS
Course Code	314 OPE
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Operations Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the management principles and business philosophy behind Toyota's worldwide reputation for quality and reliability
CO 2	Define 4 P model of the Toyota Way. Toyota Production System (TPS) and Lean Production
CO 3	Elaborate Management Decisions on Long Term Philosophy, Create Continuous Process Flow
CO 4	Explain the Build a Culture of Stopping the Process to Build in Quality Right the First Time
CO 5	Explain Grow Leaders who thoroughly understand the Work and Develop Exceptional People and Teams
CO 6	Define organization through relentless reflection (Hansei) and Continuous Improvement (Kaizen)
CO 7	Demonstrate how managers in every industry can improve business processes through Eliminating wasted time and resources
CO 8	Explain low-cost but reliable alternatives to expensive new technology

Programme	MBA
Course Full Title	Project Management
Course Short Title	PM
Course Code	315
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Operations Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the importance, scope and functions of Project Management in Successful Project
CO 2	Illustrate the Life Cycle of any given project
CO 3	Create the Work Breakdown Structure (WBS), and integrating the WBS with the organization
CO 4	Prepare estimation of Guidelines for Time, Costs and Resources required for Project Management by applying different methods
CO 5	Demonstrate the Scheduling Resources and Reducing Project Duration
CO 6	Explain process of Risk Identification, Risk Assessment, Risk Response Development
CO 7	Define Role and Responsibilities of the project Manager, Planning, Organizing, Controlling, Skills of the Project Manager
CO 8	Apply the concepts of Structure of a Project Monitoring Information System
CO 9	Explain the five stage team development model, Situational factors affecting team development
CO 10	Explain and identify the importance of role of each supply chain partner in delivering maximum satisfaction to customers

Programme	MBA
Course Full Title	Essentials of SCM
Course Short Title	ESCM
Course Code	305 SCM
Course Credit	3
Semester	III
Internal /External	External
Specialization	Supply Chain Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Concept & definitions of Supply Chain
CO 2	Explain Role of SC as a value driver : Integrative Management, Responsiveness, Financial Sophistication
CO 3	explain on Supply Chain Structure
CO 4	Compare Tradeoff between Push & Pull
CO 5	Explain Impact of globalization & technological revolution in Supply Chain management.
CO 6	Define distribution management in SCM
CO 7	Explain Customer Value Customer satisfaction, CRM

Programme	MBA
Course Full Title	Logistics Management
Course Short Title	LM
Course Code	306 SCM
Course Credit	3
Semester	III
Internal /External	External
Specialization	Supply Chain Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the role and importance of logistics in modern day economy
CO 2	Demonstrate the different value added activities and role of logistics in effective Logistics Management
CO 3	Explain the Micro dimensions of Logistics, interface with operations, manufacturing, marketing, supply chain Management
CO 4	Explain importance of integrating logistics within an organization, integrating logistics along the SCM
CO 5	Demonstrate the Materials Management v/s physical distribution, Cost centers, nodes v/s links, logistics channel
CO 6	Explain logistics outsourcing activities, its concept & types of 3PL, 4PL, need for collaborative relationships
CO 7	Apply the concepts of service strategy development, service delivery systems, service location & layout
CO 8	Explain the importance, scope & functions of and issues & integrated framework in Supply Chain

Programme	MBA
Course Full Title	Managing Material Flow in SC
Course Short Title	MMFSC
Course Code	307 SCM
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Supply Chain Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Understand flow of materials in a Supply Chain.
CO 2	Appreciate the role of Transportation and Warehouse Management
CO 3	Discuss essentials of Packaging and Materials Handling from Logistics point of view
CO 4	Explain Government statutory requirements related to Logistics Management
CO 5	Discuss warehousing – economic benefits, service benefits in detail.

Programme	MBA
Course Full Title	Inventory Management
Course Short Title	IM
Course Code	308 SCM
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Supply Chain Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the concept of operations Planning, Aggregate Production Plan – Chase Production Strategy, Level Production Strategy
CO 2	Elaborate the bill of materials, overview of MRP & MRP II
CO 3	Explain the types of inventory, inventory related costs, Inventory Investment – Asset or Liability?
CO 4	Explain the special applications of EOQ approaches – adjusting simple EOQ model for modal choice decision,
CO 5	Elaborate the concept of Managing Inventory Investment & Three V model of inventory management, achieve perfect record integrity,
CO 6	explicate the concept of the Square Root law, inventory for outbound systems, Demand Pull Approach to manage Inventory
CO 7	Explain the concept of Environmental Aspects of Storage – identification of land contamination
CO 8	Elaborate the Cross contamination & Hygiene precaution in case of chemicals & pharmacy food storage material
CO 9	Explicate the concept creating the lean SC – JIT Purchasing, JIT Transportation and JIT Production. Kanban, VMI

Programme	MBA
Course Full Title	Six Sigma
Course Short Title	SS
Course Code	310 SCM
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Supply Chain Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Provide a comprehensive understanding of six sigma
CO 2	Discuss the six sigma methodology and philosophy.
CO 3	Manage change and sustain benefits
CO 4	Listen and map customer requirements
CO 5	Explain DMAIC model for implementing Six Sigma

Programme	MBA
Course Full Title	Supply Chain Practices
Course Short Title	SCP
Course Code	315 SCM
Course Credit	2
Semester	III
Internal /External	Internal
Specialization	Supply Chain Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Illustrate Supply Chains for Agro Based Products -
CO 2	Design Supply Chains for Consumer Products
CO 3	Explain Supply Chains for Commodities
CO 4	Explain Supply Chains for Services

COURSE OUTCOMES MBA SEMESTER IV

Programme	MBA
Course Full Title	Managing for Sustainability
Course Short Title	MS
Course Code	401
Course Credit	3
Semester	IV
Internal /External	External
Specialization	General Common
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the importance, scope and functions of Corporate social responsibility towards the Society
CO 2	Explain the Importance of internal and external stakeholders and their role in effectively implementing CSR
CO 3	Explain the opportunities available at the Bottom of Pyramid in given sector
CO 4	Explain the need, importance, education, Philosophical development, Gandhian Thought on Sustainable Development
CO 5	Demonstrate the impact of stakeholders on any organization using Power-Importance Grid of Stakeholders Analysis
CO 6	Explain three dimensions of sustainable development i.e. Environment, Economic and Social
CO 7	Prepare Triple bottom line report, CSR reports, ESG reports
CO 8	Explain the Difference between Governance and Management
CO 9	Apply the stakeholder theory. Friedman's theory of CSR

Programme	MBA
Course Full Title	Dissertation
Course Short Title	MS
Course Code	402
Course Credit	4
Semester	IV
Internal /External	External
Specialization	General Common
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
CO 2	Get actual supervised professional experiences
CO 3	Gain deeper understanding in specific areas.
CO 4	Develop Research aptitude
CO 5	Prepare project report with assigned topics

Programme	MBA
Course Full Title	Services Marketing
Course Short Title	SM
Course Code	403 MKT
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Marketing Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Definition, Significance, Characteristics of Services
CO 2	Frame Extended Marketing Mix for Services
CO 3	Frame Traditional Marketing Mix Elements in Services
CO 4	Explain Service Process
CO 5	Illustrate People & Physical Evidence:
CO 6	Demonstrate Applications of Service Marketing: like Tourism, Hospitality, Airlines, etc.

Programme	MBA
Course Full Title	Sales & Distribution
Course Short Title	SD
Course Code	404 MKT
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Marketing Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Objectives, Nature & Scope, Sales Environment, Sales Planning, Strategic role of sales management
CO 2	Define Marketing Channels and Functions and Significance, Structure - Vertical and Horizontal, Symbiotic, Role of marketing channels in the dynamic market place
CO 3	Analyzes the Sales Force, Recruitment, selection and training the sales force
CO 4	Explain Sales Planning and Sales Forecasting & Budgeting, Sales Quotas and Targets
CO 5	Explain Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report
CO 6	Define Significance and role of channels, C&F Agents, Types of the Wholesalers
CO 7	Explain Nature and Importance of Retailing , Types of Retailers, Organized & unorganized Retailing Formats, Retail Merchandising, Retail Decision Location and Size
CO 8	Define Retailer Promotion and Advertising, Sales Promotion and POP Promotion, Shelf Management, Communicating with the retailer customer, Economic cost of retailing

Programme	MBA
Course Full Title	Retail Marketing
Course Short Title	RM
Course Code	405 MKT
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Marketing Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Retailing Environment
CO 2	Do the Classification of Retailers
CO 3	Illustrate Retail Location & Site Selection
CO 4	Set Merchandise Pricing
CO 5	Explain Planning Merchandise Assortments
CO 6	Explain Retail Communication Mix
CO 7	Illustrate Mall Management:
CO 8	Explain Challenges to Indian Retail Sector

Programme	MBA
Course Full Title	International Marketing
Course Short Title	IM
Course Code	408 MKT
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Marketing Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Define International Marketing
CO 2	explain Meaning, Nature and Importance; International Marketing
CO 3	Elaborate International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies
CO 4	Prepare International Product Strategies
CO 5	Explain Pricing for International Markets
CO 6	Explain Managing International Distribution
CO 7	Elaborate on Managing International Promotion Mix

Programme	MBA
Course Full Title	Marketing Strategy
Course Short Title	MS
Course Code	410 MKT
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Marketing Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain marketing strategy and decision making in dynamic marketing environment.
CO 2	Understand and apply the STP of marketing (segmentation, targeting, positioning).
CO 3	Describe the concept of marketing strategy formulation and implementation.
CO 4	Explain marketing opportunities using forecasting methods.
CO 5	Target attractive market segments and positioning.
CO 6	Explain marketing strategies for New Market entries & growth markets

Programme	MBA
Course Full Title	E Marketing
Course Short Title	EM
Course Code	413 MKT
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Marketing Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Concept & scope of E Marketing
CO 2	Analyze E- Marketing Strategies and implementations
CO 3	Explain E -Marketing Environment
CO 4	Explain The Virtual Value Chain
CO 5	Define Consumer Behavior related to f online shopping.
CO 6	Explain Segmenting and Targeting Online Customers:
CO 7	Explain Differentiation and Positioning Strategies
CO 8	Prepare Integrated Communication for online selling
CO 9	Explain Customer Relationship Management
CO 10	Use Web Analytics

Programme	MBA
Course Full Title	Corporate Finance
Course Short Title	CF
Course Code	403 FIN
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Financial Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	To know goals and governance of the firm.
CO 2	To understand the concept of valuation.
CO 3	To understand the corporate value based management system
CO 4	Explain the Need, benefits and approaches of value based management system
CO 5	Explain meaning, types of dividend, important considerations in dividend policy, theories on dividend policies
CO 6	Explain the concept of restructuring, reasons for restructuring, broad areas of restructuring, techniques of corporate restructuring
CO 7	Explain the strategies for restructuring

Programme	MBA
Course Full Title	International Finance
Course Short Title	IF
Course Code	404 FIN
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Financial Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain operations in foreign exchange market.
CO 2	Understand complexities of managing finance of multinationals.
CO 3	Discuss importance of regulatory framework within which international financial transactions can take place.
CO 4	Discuss foreign exchange markets and its components.
CO 5	Explain global capital market and its participants.

Programme	MBA
Course Full Title	Behavioral Finance
Course Short Title	BF
Course Code	405 FIN
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Financial Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Understand framework for understanding financial market behavior.
CO 2	Explain heuristics influence investment behavior and determine asset prices.
CO 3	Discuss basic theories and strategies that make us aware of behavioral finance and investing.
CO 4	Explain mental accounting and its use in behavioral Finance.
CO 5	Discuss behavioral corporate finance.

Programme	MBA
Course Full Title	Infrastructure Finance
Course Short Title	IF
Course Code	406 FIN
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Financial Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Understand the concept of Infrastructure Finance
CO 2	Discuss the risk associated with Infrastructure Finance
CO 3	Analyze the project viability of the Infrastructure project.
CO 4	Discuss public private partnership and its models.
CO 5	Explain role of government in financing infrastructure projects.

Programme	MBA
Course Full Title	Wealth & Portfolio Mgmt
Course Short Title	WPM
Course Code	413 FIN
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Financial Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Define the concept of Wealth Management.
CO 2	Explain the concept of Portfolio Management.
CO 3	Apply various tools and methods of evaluating the portfolio.
CO 4	Explain active v/s Passive Portfolio Management, phases of portfolio management.
CO 5	Discuss portfolio analysis & selection with the help of portfolio evaluation.

Programme	MBA
Course Full Title	Financial Risk Management
Course Short Title	FRM
Course Code	410 FIN
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Financial Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Understand what is risk and the basic concepts of modeling its application for measuring and managing financial risks
CO 2	To measure volatility in market prices, highlight Risk Management issues in investments.
CO 3	Explain currency risk analysis in global investing
CO 4	Describe credit risk basics and RBI guidelines for credit & market risk management
CO 5	Explain integrated risk management framework and the role of risk management offices.

Programme	MBA
Course Full Title	Employment Relations
Course Short Title	ER
Course Code	403 HRM
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Human Resources Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the conceptual Framework of ER
CO 2	Define the Dunlop's Approach & Social Action Approach
CO 3	Define the constitutional & Legal framework of Industrial Relations
CO 4	Elaborate the Industrial Disputes Act 1947
CO 5	Explain the Contract Labour (Regulation and Abolition) Act 1970
CO 6	Define the Industrial Employment (Standing Orders) Act 1946
CO 7	Elaborate the Section # 2,Chapter II,III and chapter V of Trade Union Act 1926
CO 8	Explain the Maharashtra Recognition of Trade Unions and prevention of unfair labour practices Act
CO 9	Define the Worker's Participation in Management
CO 10	Elaborate the Concept, evolution, implementation & Challenges of Worker's Participation in Management
CO 11	Explain the concept, evolution and implementation of Collective Bargaining
CO 12	Elaborate the trends in Strategic & cultural Aspects of Employee Relations

Programme	MBA
Course Full Title	Strategic HRM
Course Short Title	IR
Course Code	404 HRM
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Human Resources Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain HR Strategies
CO 2	Analyse the Impact of organizational Performance & HRD
CO 3	Explain how to Develop Talent Management
CO 4	Do Career Planning and Succession Planning
CO 5	Explain Competency and Potential Development
CO 6	Elaborate Cross Cultural Diversity
CO 7	Explain Cross Border Mergers & Acquisitions
CO 8	Elaborate Compensation Management & Appraisal in MNC
CO 9	Manage Diversity, Mergers & Acquisitions,
CO 10	Explain how to Attract & Retain Talent
CO 11	Explain How SHRM works in International Context
CO 12	Elaborate the Global Ethical Environment

Programme	MBA
Course Full Title	Organizational Design & Dev
Course Short Title	ODD
Course Code	405 HRM
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Human Resources Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the organizations and organizational theory
CO 2	Define the organization design & effectiveness
CO 3	Define the basic challenges of organizational design
CO 4	Elaborate the organizational purpose & structural design
CO 5	Explain the internal design elements
CO 6	Define the organizational culture & ethics
CO 7	Elaborate the decision making processes & organizational learning
CO 8	Explain the individual and interpersonal interventions
CO 9	Define the techno structural interventions & strategic change
CO 10	Elaborate the organizational transformation
CO 11	Explain the intergroup interventions
CO 12	Define the fundamentals of organizational structure

Programme	MBA
Course Full Title	Employee Reward Management
Course Short Title	ERM
Course Code	407 HRM
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Human Resources Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the aims of reward management in organization
CO 2	Define the factors affecting reward system in organization
CO 3	Define the impact of environment i.e. internal & external on Employee Reward Management
CO 4	Elaborate the types of grades and pay structures
CO 5	Explain the grade and pay structures for organizational performance
CO 6	Define the reward management for special groups
CO 7	Elaborate the rewarding sales and customer service staff for organizational performance
CO 8	Explain the impact of Trade Union on reward determination
CO 9	Define the Govt. and legal issues in reward system
CO 10	Elaborate the National wage policy
CO 11	Explain the unions and alternative reward system
CO 12	Define the reward management system practiced by organizations

Programme	MBA
Course Full Title	Designing HR Policies
Course Short Title	DHRP
Course Code	415 HRM
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Human Resources Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Define Corporate profile
CO 2	Explain Corporate Values
CO 3	Elaborate Corporate Philosophy and Beliefs on Human Resource
CO 4	Prepare Manpower Planning: Procedure and Considerations
CO 5	Prepare HR Requirements Assessment Worksheet
CO 6	Prepare Position Analysis/Job Descriptions
CO 7	Conduct Selection Test (IQ, Technical/Functional, Personality/Behavioral, Managerial
CO 8	Explain Employee Benefits
CO 9	Calculate Monetary and Tangible Benefits
CO 10	Explain Time Management
CO 11	Explain Code of Discipline
CO 12	Elaborate Manage Employee Relations and Grievance Handling Corporate Responsibility and Supervisory Responsibility

Programme	MBA
Course Full Title	Competency Mapping
Course Short Title	CM
Course Code	416 HRM
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Human Resources Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the history and origin of competency mapping
CO 2	Define the definitions and components of competency
CO 3	Define the reasons for popularity of competency mapping
CO 4	Elaborate the procedures and steps competency mapping
CO 5	Explain the objectives and scope competency mapping
CO 6	Define the competency profiles in HR decision
CO 7	Elaborate the thresh hold, differentiating, generic vs. key, functional or technical competency categories.
CO 8	Explain the acceptance of competency mapping
CO 9	Define the Delphi technique & 360 degree feedback
CO 10	Elaborate the HR generic competency mapping
CO 11	Explain the competency assessment and uses
CO 12	Define the competency based compensation and benefit

Programme	MBA
Course Full Title	International Business Environment
Course Short Title	IBE
Course Code	430 IB
Course Credit	3
Semester	IV
Internal /External	External
Specialization	International Business Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the environmental context of International Business
CO 2	Apply the framework for analyzing international business environment
CO 3	Elaborate the Global Trading Environment
CO 4	Elaborate the International Financial Environment
CO 5	Define the movements in foreign exchange and interest rates
CO 6	Elaborate the International Economic Institutions and Agreements
CO 7	Explain the Agreement on Textiles and Clothing (ATC), GSP, GSTP and other International agreements
CO 8	Define the Multinational Corporations and their involvement in International Business
CO 9	Elaborate the Issues in foreign investments & technology transfer
CO 10	Elaborate the International collaborative arrangements and strategic alliances
CO 11	Explain the Regional Economic Groupings in Practice
CO 12	Elaborate the growing concern for ecology

Programme	MBA
Course Full Title	Indian Economy and trade dependencies
Course Short Title	IETD
Course Code	404 IB
Course Credit	3
Semester	IV
Internal /External	External
Specialization	International Business Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the Alternative Development Strategies
CO 2	Elaborate the recent changes in Trade Policy
CO 3	Explain the progress of Human development in india
CO 4	Explain the role of the state – human capital formation in india
CO 5	Elaborate the economic reforms and reduction of poverty
CO 6	Explain the measures to remove regional disparities
CO 7	Elaborate the Industrial Growth under 10th and 11th Five year plan
CO 8	Define the growth and present state of IT industry in India
CO 9	Define the composition & direction of India's Foreign Trade
CO 10	Elaborate the need for foreign capital & foreign investment inflows
CO 11	Define the liberalization and integration with the global economy
CO 12	Define the convertibility of the rupee

Programme	MBA
Course Full Title	Foreign Exchange Management
Course Short Title	FEM
Course Code	408 IB
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	International Business Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain importance, concept and tools of Foreign Exchange Management.
CO 2	Describe Sources of demand for and supply of foreign exchange
CO 3	Discuss general factors of exchange rate fluctuations
CO 4	Explain nature functions and participants of foreign exchange market
CO 5	Explain currency futures, options and determination of their market value

Programme	MBA
Course Full Title	E Commerce
Course Short Title	EC
Course Code	409 IB
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	International Business Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain introduction meaning, nature and scope channels of e - commerce
CO 2	Elaborate on business to consumer e-commerce applications.
CO 3	Elaborate business to business e-commerce.
CO 4	Elaborate electronic payment systems and order fulfillment.
CO 5	Explain security issues in e-commerce.
CO 6	Explain regulatory environment of e-commerce.

Programme	MBA
Course Full Title	WTO & Intellectual Property Rights
Course Short Title	WTO & IPR
Course Code	412 IB
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	International Business Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain GATT and Evolution of World Trade Organization (WTO), Role of WTO in International Trade
CO 2	Elaborate on New Issues in WTO
CO 3	Explain the Notion of Intellectual Property, Historical Background, The Main Fields of Intellectual Property, Industrial Property Law
CO 4	Explain IPR and Economic Development, Copyright Law , Correlation of Intellectual Property Law with Unfair Competition
CO 5	Elaborate on International Protection of Intellectual Property
CO 6	Elaborate on Trademarks
CO 7	Explain The Madrid Agreement Concerning the International Registration of Trademarks and the Protocol Relating to the Madrid Agreement

Programme	MBA
Course Full Title	Global Competitiveness & Strategic alliances
Course Short Title	GCSA
Course Code	413 IB
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	International Business Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the Global Competitiveness
CO 2	Define the Macroeconomic and Business Strategy Perspective
CO 3	Define the International and National Competitiveness Studies
CO 4	Elaborate the framework for Assessing Competitiveness
CO 5	Explain the role of quality and productivity in achieving world class competitiveness
CO 6	Define the attaining competitiveness through integrated process management, technology and innovation
CO 7	Elaborate the information Systems in Building Competitiveness i.e. Industrial Clusters and Business Development
CO 8	Explain the global competitiveness of Indian Industry
CO 9	Define the Joint Ventures and other forms of Strategic Alliance
CO 10	Elaborate the steps in implementing Strategic Alliance
CO 11	Explain the internationalization of Indian Business
CO 12	Define the Types of Alliance

Programme	MBA
Course Full Title	Software Project Management
Course Short Title	SPM
Course Code	403 IT
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Information Technology Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the tools and techniques of Software Project Management.
CO 2	Develop the Steps in Project Planning and Project Evaluation.
CO 3	Draw the difference between Software Projects Vs. Other Projects.
CO 4	Estimate Techniques for Software Effort Estimation.
CO 5	Plan Project Schedules, Sequencing and Scheduling Network Planning.
CO 6	Use PERT and CPM for activity planning, Forward Pass, Backward Pass.
CO 7	Explain nature and types of risk .
CO 8	Set strategies for risk reduction.

Programme	MBA
Course Full Title	Enterprise Resource Planning
Course Short Title	ERP
Course Code	404 IT
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Information Technology Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain about Enterprise Resource Planning, Features of ERP, ERP Architecture, ERP Need Analysis and Return on Investment for ERP
CO 2	Explain ERP Life Cycle, Methodologies and Strategy of ERP and Vendor and Software Selection for ERP.
CO 3	Explain Business Process Re-engineering related to ERP, Implementation Process of ERP, Change Management of ERP, Post Implementation Support, Maintenance and Security required for ERP
CO 4	Explain ERP Functional Modules like Human Resource Management, Accounting and Financial Management.
CO 5	Explain ERP Functional Modules like Procurement, Inventory Control, Production Planning and Operations Management.
CO 6	Explain ERP Functional Modules like Sales Management, Customer Relationship and e-commerce.
CO 7	Explain ERP Technology Areas like Portal and Content Management, Data Warehousing and Data Mining.
CO 8	Explain Enterprise Applications like Business Intelligence & Analytics and Emerging Trends in ERP Applications.
CO 9	Solve Case Studies of ERP Implementation in Manufacturing and Service Sectors

Programme	MBA
Course Full Title	Web Designing & Multimedia Applications
Course Short Title	WDMA
Course Code	405 IT
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Information Technology Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the technical competence in Web Designing and Multimedia Applications.
CO 2	Integrate the Web and Multimedia with business objectives of the organization
CO 3	Use fundamental skills to maintain web server services required to host a website
CO 4	Employ fundamental computer theory to basic programming techniques
CO 5	Develop a dynamic webpage by the use of java script and DHTML
CO 6	Connect a java program to a DBMS and perform insert, update and delete operations on DBMS table.
CO 7	Write a well formed / valid XML document
CO 8	Demonstrate the ability to analyze, identify and define the technology required to build and implement a web site

Programme	MBA
Course Full Title	Data ware housing and Data Mining
Course Short Title	DWHM
Course Code	410 IT
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Information Technology Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Able to describe and demonstrating basic data mining algorithms, methods, and tools.
CO 2	Able to identify business applications of data mining.
CO 3	Explain types of OLAP servers: ROLAP versus MOLAP versus HOLAP.
CO 4	Be able to design data warehouses.
CO 5	Elaborate Data preprocessing and data quality.
CO 6	Develop and apply critical thinking, problem-solving, and decision-making skills.
CO 7	Able to design Model of data warehouses
CO 8	Able to apply acquired knowledge for understanding data and select suitable methods for data analysis.

Programme	MBA
Course Full Title	MS-Projects Lab
Course Short Title	MSPL
Course Code	412
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Information Technology Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain operational aspects of MS-Projects.
CO 2	Define tools and techniques of MS-Projects
CO 3	Create a New Project.
CO 4	Establish Timing for Tasks, Assigning Task Timing, Using Recurring Tasks.
CO 5	Creating Resources & Assigning Costs.
CO 6	Explain Basics of Views in MS Project.
CO 7	Organize the Updating Process, Calculation Options, Updating Tasks to Reflect Actual Information, Using Actual and Costs, Techniques and Tips for Updating, Reviewing Progress.
CO 8	Develop skills of implementing MS-Projects in appropriate situations.

Programme	MBA
Course Full Title	Internet Marketing
Course Short Title	IM
Course Code	413 IT
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Information Technology Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain internet marketing
CO 2	Explain Types of websites and People behind websites
CO 3	Explain Social Media and social networking sites
CO 4	Prepare/Use Blogging as a marketing strategy
CO 5	Prepare Web based video
CO 6	Explain E- commerce sites
CO 7	Explain Online promotion techniques

Programme	MBA
Course Full Title	Operation Strategy and Research
Course Short Title	OS
Course Code	403 OPE
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Operations Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain key role of operations in bringing about the growth and profitability of organizations.
CO 2	Discuss concepts and principles in operations strategy .
CO 3	Apply quantitative tools in solving typical Operations Domain Problems.
CO 4	Discuss available tradeoffs alternatives.
CO 5	Explain Linear Programming and formulation of LPP

Programme	MBA
Course Full Title	Total Quality Management
Course Short Title	TQM
Course Code	404 OPE
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Operations Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Discuss quality and various contributors to Quality .
CO 2	Apply in-depth various QC tools.
CO 3	Explain frameworks of Global Quality Awards.
CO 4	Discuss Strategic Quality management and its components.
CO 5	Apply Statistical Quality Control like process capability, Six Sigma quality, Process control , p charts and c charts, Process control for variables, X bar R chart

Programme	MBA
Course Full Title	World Class Manufacturing
Course Short Title	WCM
Course Code	406 OPE
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Operations Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Manufacturing Challenges of the Information Age, Problems in the Manufacturing Industry – Coordination
CO 2	Define World Class Manufacturing and draw models of World Class Manufacturing , Explain Kanban, SQC
CO 3	Explain the Usage of management tools and technologies and Manufacturing Management Practices
CO 4	Apply Maskell’s model of World Class Manufacturing
CO 5	Explain the Manufacturing Objectives and strategy and Usage of management tools and technologies, Define Manufacturing Management Practices
CO 6	Describe the Barriers to using IT strategically and Strategic Planning Methodology for World Class Manufacturing
CO 7	Implement the World Class Manufacturing Plan
CO 8	Explain AMBITE System
CO 9	Draw Balanced Score Card
CO 10	Define the Dimensions of World Class Manufacturing

Programme	MBA
Course Full Title	Business process Reengineering
Course Short Title	BPR
Course Code	407 OPE
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Operations Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain how organizational performance in terms of efficiency and effectiveness can be improved through BPR.
CO 2	Define business process, Dimension of business process, Common business processes in an organization, business process redesign
CO 3	Explain History of BPR, Basics of BPR, , Emergence of BPR, The need for reengineering, Benefits of BPR, Role of leader & manager, Breakthrough reengineering model
CO 4	Explain BPR in Manufacturing Industry, BPR in manufacturing , Lean Manufacturing, JIT, Collaborative Manufacturing
CO 5	Define BPR & Information Technology, Relationship between BPR & Information Technology, Role of Information Technology in reengineering, Role of IT in BPR (with practical examples), Criticality of IT in business process
CO 6	Explain BPR implementation methodology, implementation of BPR, Necessary attributes, BPR team characteristics, Key concepts of BPR, BPR methodology, phases of BPR, BPR model, BPR methodology selection guidelines
CO 7	Elaborate Common steps to be taken for BPR implementation, business process reengineering methodologies, Comparison of various business process reengineering methodologies
CO 8	Explain Success factors of BPR ,Reasons for BPR project failure & success, Reengineering drives cause many changes

Programme	MBA
Course Full Title	Enterprise Resource Planning
Course Short Title	ERP
Course Code	408 OPE
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Operations Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the concept of Enterprise, give overview of Business functions and business processes.
CO 2	Identify and describe typical functionality in an ERP system.
CO 3	Map business processes using process mapping techniques.
CO 4	Explain ERP Functional Module, Integration of ERP, Supply Chain and CRM.
CO 5	Define Technological, Operational, Business Reasons for ERP implementation.
CO 6	Define ERP Operations and Future Trends.
CO 7	Elaborate ERP Systems Processes and Management Control.
CO 8	Explain the organization and working of ERP implementation team.

Programme	MBA
Course Full Title	Service Operations Management
Course Short Title	MS
Course Code	410 OPE
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Operations Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Define Characteristics of Services, Importance of Service Sector
CO 2	Prepare Process Flow Diagrams
CO 3	Elaborate process of Site Selection for Services
CO 4	Explain Yield Management
CO 5	Elaborate Inventory Management in Services.
CO 6	Explain Offshoring and Outsourcing

Programme	MBA
Course Full Title	Strategic Supply Chain mgmt
Course Short Title	SSCM
Course Code	403 SCM
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Supply Chain Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the role and objectives of Strategic Supply Chain Management
CO 2	Demonstrate the importance of sustainable competitive advantage through Supply Chain
CO 3	Explain the globalization & competitive changes over time while managing supply chain management
CO 4	Explain importance of integrating logistics within an organization, integrating logistics along the SCM
CO 5	Demonstrate to Minimize functional Cost perspective, Maximize Company Profit perspective
CO 6	Explain logistics outsourcing activities, its concept & types of 3PL, 4PL, need for collaborative relationships
CO 7	Prepare the CRP, DRP, and MRP-II for the given situation and explain importance of it in productivity of organization
CO 8	Apply the concepts of service strategy development, service delivery systems, service location & layout
CO 9	Explain the importance Green and Ethical Supply Chain Management in the perspective of Globalization

Programme	MBA
Course Full Title	Knowledge Management IN SCM
Course Short Title	KMSCM
Course Code	404 SCM
Course Credit	3
Semester	IV
Internal /External	External
Specialization	Supply Chain Management
Core/Elective	Core
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Elaborate the concept of Supply Chain IT Framework including Supplier Relationship Management, Internal Supply Chain Management, Customer Relationship Management in Knowledge Management.
CO 2	Explain the concept of Supply Chain Information Systems including Information for Strategic SC decisions, Risks & Challenges in implementing SC Information Systems, Benefits of SC Information Systems in Knowledge Management.
CO 3	Elaborate the concept of Digital Markets & Efficient Supply Chains in Knowledge Management.
CO 4	Explain the E-Supply Chain Opportunities in E business & SCM, Upstream Perspective, B-2-B Perspective, E supply chain opportunities, e-procurement, e-fulfillment in Knowledge Management.
CO 5	Elaborate the concept of Technology Standards including Introduction to ERP. Applications of Bar coding & scanning, RFID, EPOS, Global data synchronization, Image Processing, GPRS in Knowledge Management.

Programme	MBA
Course Full Title	Green Logistics & Supply Chain
Course Short Title	GLSC
Course Code	405 SCM
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Supply Chain Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain Environmental Sustainability & Green Logistics
CO 2	Define Concept of Green Logistics, Green Logistics and Rhetoric & reality, Key drivers for greening of Logistics & Supply Chains, Benefits of Green Supply Chains
CO 3	Explain Environmental Costs of Logistics, Arguments for and against internalizing environmental costs of logistics, Monetary calculation of environmental
CO 4	Define Reverse Logistics for Waste Management: Waste Management in the context of reverse logistics, Waste Treatment Legislation, Reuse & refurbishment markets and take back business models
CO 5	Explain Public Policy and Green Supply Chains, Role of Government, Policy Measures, Energy Efficiency, and Cutting Emissions.
CO 6	Elaborate Green Supply Chains , Green Initiatives by Manufacturers, Green Initiatives by Government & Non-Profit Organizations, Green Initiatives by Retailers, Green Initiatives by Consumers.
CO 7	Explain Guidelines for carbon foot printing, Carbon foot printing process, success factors in carbon foot printing, Carbon Auditing of Supply Chains
CO 8	Analyzes the environmental costs of logistics and how to deal with them effectively.

Programme	MBA
Course Full Title	Enterprise Resource Planning
Course Short Title	ERP
Course Code	406 SCM
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Supply Chain Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain the concept of enterprise, Overview of Business Functions and Business Processes?
CO 2	Explain the various risk of ERP
CO 3	Explain the ERP Related Technologies like OLAP, PLM, SCM, CRM, GIS
CO 4	Elaborate the ERP implementation Life Cycle
CO 5	Explain the ERP implementation costs
CO 6	Elaborate the ERP Operations and Future Trends of ERP
CO 7	Explain the ERP Systems Processes and Management Control

Programme	MBA
Course Full Title	Global Logistics
Course Short Title	GL
Course Code	412 SCM
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Supply Chain Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Explain 7R's of Logistics Management, 5 P's of Logistics
CO 2	Prepare, explain Logistics documentation like Consular Invoice, Commercial Invoice, Certificate of Origin, certificate of Value, Bill of Lading
CO 3	Explain Modes of transportation, Air Cargo
CO 4	Explain Carriage of Goods by Land and Act related to same.
CO 5	Calculate Freight and explain Carriage of Goods by Sea & Ocean
CO 6	Compare and explain Types of Ships
CO 7	Explain Shipping Formalities and Function and Roles of Shipping Intermediaries
CO 8	Explain Major Ports in India and Important Sea Routes of world
CO 9	Explain concept of Containerization
CO 10	Explain Inland Container Depots & Container Freight Stations

Programme	MBA
Course Full Title	Supply Chain Practices - II
Course Short Title	SCP
Course Code	413 SCM
Course Credit	2
Semester	IV
Internal /External	Internal
Specialization	Supply Chain Management
Core/Elective	Elective
Course Outcomes(CO)/Learning Outcomes On successful completion of this course, the learner will be able to	
CO 1	Prepare Supply Chains for Projects – Construction (Housing, Infrastructure), Power Plants, New Factories
CO 2	Explain Supply Chains for Disaster Management
CO 3	Elaborate Virtual Supply Chains for Books, Electronic Goods, Music, Apparel, Tourism etc
CO 4	Explain Supply Chains for SMEs and MSMEs
CO 5	Explain Global Supply Chains - PCs, Desktops, Luxury Cars, Toys, etc