



1st Semester:

Course Code	Course Title	Course Type	Credits
1T1	MANAGERIAL ECONOMICS	Core	3

CO1 Given the details regarding price and quantity, the future manager will be able to calculate and interpret price elasticity, income elasticity and cross-price elasticity of demand and will also be able to examine the uses and abuses of demand forecasting techniques

CO2 Given the information about scale of production, the future manager will be able to analyse various aspects of empirical production functions and also will be able to comprehend the

Difference sources of economies and dis-economies of scale.

CO3 Given the details regarding price and quantity, the future manager will be able to calculate and interpret price elasticity, income elasticity and cross-price elasticity of demand and will also be able to examine the uses and abuses of demand forecasting techniques

CO4 Given the information about scale of production, the future manager will be able to analyse various aspects of empirical production functions and also will be able to comprehend the difference sources of economies and dis-economies of scale.

CO5 Given the information regarding expenses and income in an economy, the future manager will be able to calculate and explicate the gross domestic product using expenditure and income approaches and given the details about a phase of the business cycle, the future manager will be able to depict the symptoms, causes and effects on economic activities of a nation.



Course Code	Course Title	Course Type	Credits
1T2	MANAGEMENT INFORMATION SYSTEM	Core	3
CO-1 The student will be able to describe different types of management information system from management activity point of view and will also be able to identify and work out KRAs, BOPs and BPPs for various organisations/systems.			
CO-2 The student will be able to identify the master data, draw report format and interface matrix while making a model of DSS			
CO-3 The student will be able to suggest the conceptual model of PMS and will also be able to draw a system model of integrated system (PMS+SCM+Accounting and Billing)			
CO-4 The student will be able to describe the key features of ERP, SCM and CRM and will also be able to draw functional flow and process flow diagrams for various transactions.			
CO-5 The student will be able to enumerate the factors affecting system performance and will also be able to comment on the operational feasibility of IT system under consideration			

Course Code	Course Title	Course Type	Credits
1T3	BUSINESS RESEARCH	Core	3
CO1 In context of research, the student will be able to define business research problems and will also be able to formulate an abbreviated version of research proposal.			
CO2 The student will be able to describe and choose appropriate sampling design and will also be able to estimate appropriate sample size.			
CO3 The student will be able to develop measurement tools and construct appropriate scales therein.			
CO4 The student will be able to select suitable method of data collection and will be able to make questionnaire/e-questionnaire			
CO5 The student will be able to derive inferences by applying various techniques of interpretation and be and write various types of research reports.			



Course Code	Course Title	Course Type	Credits
1T3	ORGANIZATIONAL BEHAVIOUR	Core	3
CO1 Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.			
CO2 Students will be able to identify the components of Individual Behaviour and apply the concept of Learning, Perception, Attitudes and values.			
CO3 The student will be able to distinguish between the various theories of motivation and their application in organizations and also be able to apply these theories to practical problems in organizations.			
CO4 The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).			
CO5 The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations			

Course Code	Course Title	Course Type	Credits
1T5	FINANCIAL REPORTING, STATEMENTS AND ANALYSIS	Core	3
CO1 Given an accounting situation Students will be able to evaluate selected accounting standards and perform their application in actual practice			
CO2 Given the Trial Balance and accompanying financial adjustments the future manager shall be able to prepare the financial statements and calculate the profit or loss of a firm as at the end of the financial year.			
CO3 Given the financial statements a student will be able to Prepare Cash Flow statement to evaluate whether a firm is doing well financially and has sufficient cash to meet its obligations and support its growth or not.			
CO4 Given the financial statements a student will be able to perform Ratio analysis and comment on the performance of the firm. Whether a firm is doing well or not.			
CO5 Given the financial statements a student will be able to formulate common size statement, trend analysis			



as well as inter-firm and intra firm comparison.

Course Code	Course Title	Course Type	Credits
1T6	BUSINESS STATISTICS & ANALYTICS FOR DECISION MAKING	Core	3
<p>CO1 For a given dataset, the student should be able estimate the dispersion / variance & symmetry of the data using various measures and draw inferences to facilitate decision making.</p>			
<p>CO2 For a given dataset, the student should be able assess the level of association between given variables in the data using various types of correlation analysis techniques. The students should also be able to predict the values of a variable using regression analysis techniques.</p>			
<p>CO3 For given situations a student should be able determine the various probabilities arising out of the situation and make use of probability theory and appropriate probability distributions for the purpose of decision making.</p>			
<p>CO4 For a given research problem, student should be able to construct appropriate hypotheses and draw conclusions by using a suitable hypothesis testing procedure so as to address the research problem in question.</p>			
<p>CO5 The student will be able to differentiate between various forms of analytics and will also be able to choose suitable analytics for decision making</p>			
Course Code	Course Title	Course Type	Credits
1T7	LEGAL & BUSINESS ENVIRONMENT	Core	3
<p>CO1 Given the circumstances, the learner will be able to infer legal aspects of doing business & plan business activities. In a given situation, the learner will be able make use of provisions of the Contract Act to evaluate a contract used in commercial practice.</p>			
<p>CO2 In a given situation, learner will be able to distinguish between various types of Companies and explain their comparative advantages and disadvantages. The learner will be able to explain the legal process involved</p>			



in formation of a company and understand the relationships amongst the various stakeholders of the company.

CO3 In context of Intellectual Property Rights (IPR) the learner will understand various components of IPR and differentiate between them. The learner can also identify the uses of IPR in business

CO4 Under the given scenario, the learner will be able to describe various provisions of IT Act and will be able to use various provisions of Consumer Protection Act.

CO5 A learner will be able to analyse the elements of Social, political, economic environment around a firm.

Course Code	Course Title	Course Type	Credits
1T7	MANAGERIAL SKILLS FOR EFFECTIVENESS	Core	3
CO1 The student will be able to make proper use of group of words, synonyms and antonyms, phrases, idioms, proverbs for effective verbal communication			
CO2. The student will be able to write essays and CV using Word Processor			
CO3 The student will be able to draft business letters for given situations using Word Processor			
CO4 The student will be able to apply basic functions of PowerPoint and will also be able to create effective PowerPoint Presentations using templates			
CO5 The student will be able to use various spread sheet functions and will also be create useful spread sheets			

Course Code	Course Title	Course Type	Credits
2T1	FINANCIAL MANAGEMENT		3
CO1 Given financial cost parameters, the future manager will be able to calculate specific cost of capital			
CO2. Given different financing options, the future manager will be able to analyse the effect of operating and financial leverage on EPS and recommend a suitable long term financing mix for an organization by applying EBIT-EPS analysis, Indifference Level of EBIT and Financial Break-even Analysis for Page 20 of 99 given financing options			
CO3 Given the cash-flows pertaining to a project, the future manager will be able to estimate projects' cash flows to distinguish between value creating and value destroying investments using time-value intensive DCF techniques (viz. NPV, IRR, discounted payback period,			



profitability index) and Non-DCF techniques (i.e. Payback Period and Average rate of return approach)

CO4 Given the details pertaining to elements of working capital for a given level of activity, the future manager will be able to ascertain the components of current assets and current liabilities and determine the gross and net operating working capital requirement.

CO5 Given the expected dividends, future price of shares, investor expectations and funding requirements; the future manager will be able to compute the value of a share using various

Course Code	Course Title	Course Type	Credits
2T2	MARKETING MANAGEMENT		3
CO1 For a given marketing objective of a company the student manager will be able to develop a suitable marketing mix			
CO2. For a given product the student managers will be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning.			
CO3 For various stages in the life cycle of the product the student managers will be able to recommend a suitable pricing strategy			
CO4. For a given company the student managers will be able to evaluate different distribution channel options and their suitability for the company's product.			
CO5 For a given promotional objective of a company the student manager should be able to develop a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product			

Course Code	Course Title	Course Type	Credits
2T3	HUMAN RESOURCE MANAGEMENT		3
CO-1 Students should be able to explain the importance of Human Resource Management for an organisation and also distinguish between Personnel and HR Management.			
CO-2 For a given job profile, students should be able to develop a job analysis and produce a job description and job specification			
CO-3 Students should be able to design a Human Resource Plan for an organisation and construct its Selection Process			



CO-4 Students should be able to justify the applicability of various techniques of Training

CO-5 Students should be able to outline the performance appraisal process and identify and explain the utility of various modern and traditional methods of Performance Appraisal.

Course Code	Course Title	Course Type	Credits
2T4	OPERATIONS MANAGEMENT		3
CO-1. At the end of the course the students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service related decisions.			
CO-2 At the end of the course the student will be able to plan production schedules and plan resources (material and machine) required for production			
CO-3 At the end of the course the students can design maintenance schedules in manufacturing units, identify and propose material handling equipment and implement industrial safety rules			
CO-4 At the end of the course the students will be able to apply the concepts of purchase, stores and inventory management and analyse and evaluate material requirement decisions			
CO-5 At the end of the course the students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.			

Course Code	Course Title	Course Type	Credits
2T5	INTERNATIONAL BUSINESS		3
CO-1. Students should be able to understand various concepts and terminologies involved in International Business and importance of international trade			
CO-2 Students should be able to evaluate various modes of entry in to International business and should be able to select the best mode of entry given a situation.			
CO-3 Students should be able to relate and discuss the presence of macro factors (PESTEL) on international business environment			
CO-4 Students should be able to examine and elaborate the role of various Government institutions in India which support International trade			



CO-5 Students should be able to perceive the concepts in recent EXIM policy of India and relate it to the flow of FDI as well as direction of Indian foreign trade.

Course Code	Course Title	Course Type	Credits
2T6	CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY		3
<p>CO-1. Given the concept of CSR, the future manager will be able to identify the various activities which can benefit the organization under the banner of CSR.</p>			
<p>CO-2 Given a chance, the future manager will be able to frame and recommend the CSR policy according to sustainable development.</p>			
<p>CO-3 Given the framework, the future manager will be able to plan the CSR activity according to the various laws and regulations.</p>			
<p>CO-4 Given the details pertaining to government and non-government organizations, the future manager will be able to ascertain the role of various stakeholders in CSR activities and incorporate the guidelines issued by regulatory guidelines in CSR policy.</p>			
<p>CO-5 Given the task of CSR , the future manager will be able to plan and implement various activities to be taken under CSR activity and evaluate its effectiveness.</p>			

Course Code	Course Title	Course Type	Credits
2T7	COST ACCOUNTING		3
<p>CO-1. Given an information about basic conceptual framework of cost, the student will be able of identify/ classify different elements/ classification of cost and will be able to prepare cost sheet and prepare quotations for various business proposals</p>			
<p>CO-2 Given an information about cost, volume and profit for specific product for mention time</p>			



period, a student will be able to compute Break-even point, Margin of safety, Profit volume ratio, desired profit / desired sales as well as able to evaluate the decision making proposals (suitable product mix / dropping a product line / fixation of selling price / make or buy decisions/Key Factor Analysis)

CO3-Given information about relevant expenses, a student will be able to classify the cost by nature and estimate cost of operating a service

CO-4 Given an information about Expenses & Income / Receipt & Payment / Projected Sales, a student will be able to prepare relevant functional level budgets for an organisation

CO-5 Given an information about standard and actual performance, the student will be able to determine Direct Material and Direct Labour Variances

Course Code	Course Title	Course Type	Credits
2T8	MANAGEMENT CASE ANALYSIS		3
CO-1. Introduction – Persuasion, Augmentation and Case Method, What is a case?, How to Analyse a Case, Case Demonstration, Problems, Decisions and Evaluation			
CO-2 Cases on General Management and Strategic Management (A student or group of student is expected to present/ analyse/ provide solution to minimum two cases or 4-5 case lets in the subject domain of General and Strategic Management.)			
CO3-Cases on Marketing Management (A student or group of student is expected to present/ analyse/ provide solution to minimum two cases or 4-5 case lets in the subject domain of Marketing Management.)			
CO-4 Cases on Financial Management (A student or group of student is expected to present/ analyse/ provide solution to minimum two cases or 4-5 caselets in the subject domain of General and Financial Management.)			
CO-5 Cases on Human Resource Management (A student or group of student is expected to present/ analyse/ provide solution to minimum two cases or 4-5 case lets in the subject domain of General and Human Resource Management.)			



Course Code	Course Title	Course Type	Credits
3P1	SUMMER INTERNSHIP PROJECT (SPECIALIZATION BASED)		6
CO-1. Student is able to construct the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship			
CO-2 For his / her organization of internship, the student is able to assess its Strengths, Weaknesses, Opportunities and Threats (SWOT). Student is able to determine the challenges and future potential for his / her internship organization in particular and the sector in general.			
CO3 Student is able to test the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.			
CO-4 Student is able to apply various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization			
CO-5 Student is able to analyse the functioning of internship organization and recommend changes for improvement in processes.			



MARKETING MANAGEMENT

Course Code	Course Title	Course Type	Credits
3P1	MM1: SALES AND DISTRIBUTION MANAGEMENT		4
CO-1. Given a situation, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company			
CO-2 Given a situation of newly launched company, student manager will be able to design an effective Sales Compensation Plan for Sales Executive			
CO3 Given a situation of distribution channel of a company, student manager will be able to outline different levels of Marketing channel used by the company.			
CO-4 Given a situation, student manager will be able to describe the process of Supply Chain and Reverse Logistics			
CO-5 Given a situation, student manager will be able to develop e-retailing strategy as a channel of distribution			

Course Code	Course Title	Course Type	Credits
3T2	MM2: DIGITAL AND SOCIAL MEDIA MARKETING		4
CO-1. On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.			
CO-2 On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine on-line consumer behaviour and imagine its utility in on-line/off-line marketing strategies			
CO3 Upon studying this module, the students will be able to build an understanding of search			



engines and their utility in digital marketing area.

CO-4 On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

CO-5 On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve.

Course Code	Course Title	Course Type	Credits
3T3	INTEGRATED MARKETING COMMUNICATION AND BRAND MANAGEMENT		4
CO-1. At the end of the course the student manager shall be able to Design the Integrated marketing communication Process for a company/product			
CO-2 At the end of the course the student manager shall be able to develop a creative message strategy for a product and execute it.			
CO3 At the end of the course the student manager shall be able to implement and evaluate a IMC campaign.			
CO-4 At the end of the course the student manager shall be able to Identify & Establish Brand Positioning for a given product			
CO-5 At the end of the course the student manager shall be able to design/develop branding strategies for a product/company, brand marketing program and shall be able to evaluate a branding program.			

Course Code	Course Title	Course Type	Credits
3T1	FM1: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT		4
CO-1. The student will be able to apply concept of time value of money in computing the value of fixed income securities. The student will also be able to understand the relationship between interest rates, yield and bond prices.			



CO-2 The student will be able to compute and compare the value of a company's equity share with other company's equity by using various methods and tools of equity valuation

CO3 The student will be able to build and evaluate the relationship between the concept of risk and return and will be able to relate its implication on creating portfolio.

CO-4 The student will be able to learn the theoretical concepts of underlying the portfolio creation

CO-5 The student will be able to assess the tools and strategies for portfolio creation and evaluation and will also be able to evaluate the portfolios of mutual funds by using the tools of portfolio evaluation

Course Code	Course Title	Course Type	Credits
3T2	FM2: PROJECT APPRAISAL AND FINANCE		4

CO-1. The student will be able to assess capital budgeting decisions under uncertain and risk bearing situation and will also be able to build and interpret the decision tree approach for decision making

CO-2 The student will be able to choose between acquisition of long term assets either through lease or financing methods and will also be able to learn process of Private Equity and Venture Capital

CO3 The student will be able to compare the various theories of capital structure and will be able to determine the impact of debt equity mix on value of firm

CO-4 The student will be able to evaluate and compare the pre and post-merger financial position of the firms.

CO-5 The student will be able to determine/ estimate the cash requirement in a firm and will also be able to evaluate the impact of trade receivable policy of a firm on its profitability.

Course Code	Course Title	Course Type	Credits
3T3	FINANCIAL DERIVATIVES		4

CO-1. The student will be able to describe the concepts of derivatives and its trading and settlement procedures

CO-2The student will be able to calculate the value of Futures and apply it for risk managed trading strategies



CO3 The student will be able to compute the value of Options and plan various option strategies.

CO-4 The student will be able to analyse and use the concept of Swaps and will also be able to make Swaps related decisions.

CO-5 The student will be able to relate concept of foreign exchange in currency conversion and apply currency forward rate agreements for hedging

Human Resource Management

Course Code	Course Title	Course Type	Credits
3T1	HRM1: MANPOWER PLANNING, RECRUITMENT AND SELECTION		4
CO-1. HRM1: MANPOWER PLANNING, RECRUITMENT AND SELECTION			
CO-Students should be able to determine the process of demand and supply forecasting while doing human resource planning.			
CO3 Students should be able to devise the manpower plan for an organisation			
CO-4 Students should be able to formulate Recruitment and Selection process on the basis of HRP			
CO-5 Students should be able to outline the Recent Trends in Manpower Development and Planning			

Course Code	Course Title	Course Type	Credits
3T2	HRM2: PERFORMANCE MEASUREMENT SYSTEM		4
CO-1. Students should be able to distinguish the concept of Performance appraisal & Performance Management and also should be able to establish relationship of performance management with Strategic Planning.			
CO-Students should be able to determine the Mechanism of Performance Management, and also explain the various steps in performance planning and performance execution.			



CO3 Students should be able to justify the use of various modern and traditional methods of Performance Appraisal under given situation.

CO-4 Students should be able to justify the use of various Performance Assessment Models under given situations; also the student should be able to determine the steps of giving a constructive feedback.

CO-5 Students should be able to discuss the importance and Principles of ethics in performance management

Course Code	Course Title	Course Type	Credits
3T3	HRM3: COMPENSATION AND BENEFITS MANAGEMENT		4

CO-1. Students should be able to compare the applicability of various Job Evaluation methods under given situations.

CO-2 Students should be able to determine the importance of Wage Differentials and Differentiate between different types of wages

CO3 Students should be able to align the compensation strategy with business strategy

CO-4. Students should be able to design and develop the incentive and benefits plans

CO-5 Students should be able to outline the various Statutory Provisions related to Compensation

Course Code	Course Title	Course Type	Credits
3T3	HRM4: COMPENSATION AND BENEFITS MANAGEMENT		4

CO-1. Students should be able to compare the applicability of various Job Evaluation methods under given situations.

CO-2 Students should be able to determine the importance of Wage Differentials and Differentiate between different types of wages

CO3 Students should be able to align the compensation strategy with business strategy

CO-4. Students should be able to design and develop the incentive and benefits plans

CO-5 Students should be able to outline the various Statutory Provisions related to Compensation



Course Code	Course Title	Course Type	Credits
3T1	OM1: LOGISTICS AND SUPPLY CHAIN MANAGEMENT		4
CO-1. the end of the course the student will be able to analyse the business requirement and apply supply chain strategies			
CO-2 e student will be able to design effective distribution network for a company.			
CO3 The student shall be able to reduce transportation costs by applying optimization techniques.			
CO-4. The student shall be able to map the supply chain requirement as per the resources available by identifying the non-value added services within the supply chain.			
CO-5 The student will be able to measure the performance of the supply by applying various metrics in different areas Detailed Contents Reference Book, Publisher, E			

Course Code	Course Title	Course Type	Credits
3T2	OM2: QUALITY TOOLKIT FOR MANAGERS		4
CO-1. The student will be able to analyse the dimensions of Quality and apply quality systems for effective quality improvement.			
CO-2 The student will be able to select appropriate statistical tools for quality analysis.			
CO3 The student will be able to recommend appropriate SPC tools to improve process quality.			
CO-4. The student will be able to set bench marks for the organization and apply TQM tools for quality improvement			
CO-5 The student will be able to apply productivity tools for improving efficiency in the plant.			

Course Code	Course Title	Course Type	Credits
3T2	OM3: OPERATIONS RESEARCH		4
CO1The students will be able to attempt operation related problems by suggesting various operation research tools.			
CO2 The students will be able to analyse LPP and Game Problems and find solutions for business decisions.			
CO3 The students will be able to analyse and evaluate assignment problems to find solutions.			



CO4 The students will be able to analyse and evaluate Transportation problems to optimize costs.

CO5 The students will be able to apply PERT/ CPM tools for optimizing time and cost in project management.

Course Code	Course Title	Course Type	Credits
3T1	BA1: DATA VISUALIZATION FOR MANAGERS		4
CO-1. The student will be able to identify and use Interactive data visualization software desktop tools and will also be able to create Interactive data visualization software desktop workspace			
CO-2 The student will be able to connect data and will also be able to use Interactive data visualization software's File Types effectively			
CO3. The student will be able to create analytic pane and will also be able to use Sort, Filters, Sets, Groups and Hierarchy functions			
CO-4. The student will be able to create calculations to enhance the d Given overview of types of Data, the future manager will be able to read data from different files and create matrices and data frames using R			
CO-5 The student will be able to build effective dashboard			

Course Code	Course Title	Course Type	Credits
3T2	DATA MINING		4
CO-1 Given overview of Data Mining and Data pre-processing, the future manager will be able to outline major research challenges of data mining, Kinds of data and applications, Data Cleaning; Data Integration; Data Reduction; Data Transformation and Data Discrimination.			
CO-2 Given the overview of Data Warehousing, the future manager will be able to classify the Concept of Data Warehousing using Data Cube and OLAP and also able to identify the process of Data Generalisation			
CO3 Given the details pertaining to Pattern Mining, the future manager will be able to evaluate Patterns using colossal patterns, mining compressed or approximate patterns; explore patterns and its applications.			
CO-4. Given the details pertaining to Pattern Mining, the future manager will be able to analyse clusters using partitioning method, hierarchical method, density based method and grid based method			
CO-5 Given the details pertaining to Pattern Mining, the future manager will be able to correlate the use of			



data mining to the society and also will be able to explain the trend in data mining. Detailed Contents:

Reference Book, Pub

Course Code	Course Title	Course Type	Credits
3T3	BA3: DATA SCIENCE USING R	ELECTIVE	4
CO-1. Given overview of types of Data, the future manager will be able to read data from different files and create matrices and data frames using			
CO-2 Given the overview of functions, subset and loop; the future manager will be able to explain the character functions, date function, package, control statement and do loop			
CO3 Given the basic statistical data, the future manager will be able to draw charts, histogram and plots, and measure central tendencies			
CO-4. Given the data for testing of hypothesis, the future manager will be able to test the hypothesis by applying t-test, ANOVA and Chi-square test			
CO-5 Given the data of variables, the future manager will be able to apply Linear Regression, Logistic regression, Cluster Analysis, Time Series, Decision Tree and Random Forest			

Course Code	Course Title	Course Type	Credits
3T3	ED1: ENTREPRENEURIAL THEORY AND PRACTICES		4
CO-1. On completion of module, the student will be able understand the concept of entrepreneurship and what entrepreneurs do. They will also be able to relate the work of few prominent Indian entrepreneurs with the learned concept and compare the work of a manager with that of an entrepreneur.			
CO-2 On completing this module, the student will learn how entrepreneurship evolved from its earlier disorganized form to the current Government supported form. They will also be able to			



justify the role of EDPs in growth of entrepreneurship

CO3 Upon studying this module, the students will be able to explain the theories of entrepreneurship and also how the entrepreneurial knowledge gained can be applied to developing entrepreneurial ventures in different economic sectors in India

CO-4. On properly studying this module, the student will be able to examine the impact of different financial aspects on entrepreneurship and can evaluate his/her own ability to set up a small scale venture.

CO-5 On studying this module, the student will be able to create a mental map of the network of Government support system and various institutions purposely designed and set up, at national, state and district level, for assisting entrepreneurial ventures.

Course Code	Course Title	Course Type	Credits
3T3	ED2: BUSINESS PLAN FORMULATION		4
CO-1. On completion of module, the student will be able understand the concept and importance of a business plan in entrepreneurship.			
CO-2 CO2 On studying this module, the students will be able to classify projects into categories and will also be able to formulate a basic business plan (project).			
CO3 Upon going through this module, students will be in a position to understand how to develop ideas for a business project. They will also be able to assess the role of environment on different economic sectors and opportunities in India.			
CO4 On properly studying this module, the student will be able to examine the importance of project appraisal and can evaluate the different parameters that contribute to feasibility of a business project			
CO-5 Detailed study of this module will enable students to formulate steps in starting a small enterprise and visualise a model of small business. They will be able to relate the project to various permissions required for entrepreneurial ventures.			

Course	Course Title	Course Type	Credits
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Code			
3T3	ED3: SOCIAL ENTREPRENEURSHIP	ELECTIVE	4
CO-1.Under given circumstances the Learner shall identify the motivating factors and success factors of a Social enterprise.			
CO- In context of the Indian Society, the learner shall enlist the socio economic challenges and identify the Opportunities for creation of a Social			
CO3 Under exemplified conditions the Learner shall be able to discover the business models of Social Entrepreneurship.			
CO4 Under different circumstances the learner will be able to select an appropriate form of Social enterprise.			
CO-5 Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of a social enterprise			

Course Code	Course Title	Course Type	Credits
3T3	ED3: SOCIAL ENTREPRENEURSHIP	ELECTIVE	4
CO-1.Under given circumstances the Learner shall identify the motivating factors and success factors of a Social enterprise.			
CO- In context of the Indian Society, the learner shall enlist the socio economic challenges and identify the Opportunities for creation of a Social			
CO3 Under exemplified conditions the Learner shall be able to discover the business models of Social Entrepreneurship.			
CO4 Under different circumstances the learner will be able to select an appropriate form of Social enterprise.			
CO-5 Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of a social enterprise			

Course	Course Title	Course Type	Credits
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Code			
3T2	IB2: EXPORT DOCUMENTATION AND PROCEDURE	ELECTIVE	4
CO1 Students should be able to understand various preliminaries for exports and IEC codes and should be able to analyse functions of export marketing organizations and trading houses.			
CO2 Students should be able to understand various preliminaries of import and should be able to perceive concepts involved in import documentation and procedures.			
CO3 Students should be able to relate the concepts with selection of products and markets for exports as well as examine the pricing and payment methods in exports			
CO4 Students should be able to understand and elaborate various concepts in Export documentation, export procedures and contracts.			
CO5 Students should be able to perceive the procedures and intricacies of excise clearance and should be able to understand various shipment and post-shipment formalities			
Course Code	Course Title	Course Type	Credits
3T3	IB3: INTERNATIONAL FINANCE	ELECTIVE	4
CO1 Students Should be able to perceive various concepts involved in International Monetary system and various concepts like international liquidity and SDR			
CO2 Students should be able to understand methods of exchange rate determination , understand working of foreign exchange market and relate these concepts with existing scenario in India			
CO3 Students should be able to understand and analyse currency contracts and options. They should be able to examine risks involved in foreign trade and ways to manage the risks.			
CO4 Students should be able to understand management of short term finance in Multinational corporations and international financing decisions including funding and borrowing decisions			
CO5 Students should be able to understand and analyses various concepts like BOP, transfer pricing , structure of International banking and standards of international accounting			
Course Code	Course Title	Course Type	Credits
3T3	STRATEGIC MANAGEMENT	ELECTIVE	4
CO1 The student will be able to evaluate alternative paradigms of strategy and their influence on strategic decision making			



CO2 The student will be able to analyse and develop the vision and mission statement for given organisations and will also be able to differentiate between the external and internal components of environment while performing SWOT analysis

CO3 The student will be able to design and develop corporate level strategies for any organization

CO4 The student will be able to design/develop business level strategies for any organization.

CO5 The student will be able to evaluate all levels strategies and will also be design/develop functional level strategies for any organization.

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SEMESTER – IV

Course Code	Course Title	Course Type	Credits
4T1	Course Name MM4: RETAIL SALES MANAGEMENT AND SERVICES MARKETING	ELECTIVE	4
CO1 On completion of this module the students will be able to utilise the knowledge gained on Retail Industry and the existing retail environment. The student will also be able to plan their retail business as future manager by applying retail segmentation.			
CO2 On completing this module, the students will be able to take part in the decisions involved in running a retail firm. They will also be able to form their own opinion on various retail formats and recommend strategies for retail planning.			



CO3 On completing this module, the students will be able to draw relationship between retail merchandising, marketing communication, CRM and retail success. They will also be in a position to predict impact of changing trends in Indian market scenario on retail business.

CO4 On completion of this module, the students will be able to analyse concepts, functions, and techniques of the craft of service marketing services and will also be able to identify critical issues in service design & delivery. As future managers they will also be able to adapt a particular model of service marketing to a firm they work with.

CO5 On completing this module, the students will be able to examine the application of integrated marketing communication (IMC) to retail business and develop an effective service marketing system for retail business. Students will also be in a position to recommend ethical rules for conduct of retail business in India.

Course Code	Course Title	Course Type	Credits
4T2	FM4: MANAGING BANKS AND FINANCIAL INSTITUTION	ELECTIVE	4

CO1 The student will be able to identify role of banking in economic development of country.

CO2 The student will be able to assess the impact of monetary policy and its instruments on banking sector

CO3 The student will be able to analyse the health and risk of bank balance sheet and will also be able to appraise credit management parameters of a bank

CO4 The student will be able to identify the NPAs and will also be able to appraise the process of securitisation.

O5 The student will be able to distinguish the utility of various non-banking institutions like insurance, housing finance and credit rating

Course Code	Course Title	Course Type	Credits
4T3	HRM4: : TEAM DYNAMICS	ELECTIVE	4

CO1 Students should be able to justify the applicability of various theories of Motivation in given situation and



appraise the role of motivation in Team Behaviour
CO2 Students should be able to determine the importance of Interpersonal Communication and application of FIRO-B and Johor Window
CO3 Student should be able to explain the various steps of Group Formation and types of team
CO4 In a given situation, Students should be able to justify the Conflict resolution strategy.
CO5 Students should be able to apply various OD Intervention tools under given situation.

Course Code	Course Title	Course Type	Credits
4T1	OM4: SALES AND OPERATIONS PLANNING	ELECTIVE	4

CO1 At the end of the course the student will be able to develop short term, medium term and long term forecasting needs in the organization
CO2 The student will be able to apply forecasting models for forecasting
CO3 The student will be able to develop aggregate planning by applying aggregate strategies.
CO4 The student will be able to plan MPS and calculate bill of materials and MRP for production plan.
CO5 The students will be able to plan distribution of finished goods taking into consideration various inputs and constraints

Course Code	Course Title	Course Type	Credits
4T1	BA4: WEB AND SOCIAL MEDIA ANALYTICS	ELECTIVE	4

CO1 The student will be able to choose the right tools for website design for measured outcomes.
CO2 The student will be able to construct a modern metrics of better performance from eight specific metrics for web performance
CO3 The student will be able to develop a model for moving quickly from data to actions on a particular website.
CO4 The student will be able to develop the model for measuring the success of a Mobile & Social Media Campaign..



CO5 The student will be able to develop a model for the website Outcome.

Course Code	Course Title	Course Type	Credits
4T1	ED4: ENTREPRENEURIAL MARKETING	ELECTIVE	4
CO1 The student will be able to interpret the micro and macro environment of the firm			
CO2 The student will be able to use entrepreneurial approaches to marketing functions.			
CO3 The student will be able to describe consumer buying decision process			
CO4. The student will be able to justify the franchising mechanism as a tool for entrepreneurial marketing			
CO5 The student will be able to justify and elaborate the tools of relationship marketing			

Course Code	Course Title	Course Type	Credits
4T1	IB4: INTERNATIONAL HUMAN RESOURCE MANAGEMENT	ELECTIVE	4
CO1 Students will be able to differentiate between international and domestic HRM and analyses issues in IHRM and competencies of international manager			
CO2 Students will be able to understand recruitment and selection process for expatriates and various concepts involved in it such as HR outsourcing			
CO3 Students will be able to perceive concepts involved in training and development of expatriates and concepts such as diversity training and cross cultural team building			
CO4 Students will be able to understand and examine various international performance management processes and compensation of expatriates			
CO5 Students will be able to understand and analyse various cultural dimensions, cultural sensitivity as well as should be able to elaborate collective bargaining and employee relations in various countries.			



Course Code	Course Title	Course Type	Credits
4P5	PROJECT WORK AND VIVA VOCE	ELECTIVE	4
CO1 In a specialization domain of his / her choice, student manager will be able to choose an appropriate topic for study and will be able to clearly formulate & state a research problem			
CO2 For a selected research topic, student manager will be able to compile the relevant literature and frame hypotheses for research as applicable			
CO3 For a selected research topic, student manager will be able to plan a research design including the sampling, observational, statistical and operational designs if any			
CO4 For a selected research topic, student manager will be able to compile relevant data, interpret & analyse it and test the hypotheses wherever applicable			
CO5 Based on the analysis and interpretation of the data collected, student manager will be able to arrive at logical conclusions and propose suitable recommendations on the research problem			