

## Course Outcomes

<b>PAPER NAME: MANAGERIAL ECONOMICS</b>	<b>PAPER CODE: MB 101</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 1<sup>st</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Understand the concepts of cost, nature of production and its relationship to Business operations.
CO2	Apply marginal analysis to the “firm” under different market conditions.
CO3	Analyze the behavior of the consumer.
CO4	Understand the basic relations of macroeconomic variables
CO5	Analyze different macroeconomic issues
CO6	Adapt the decision making strategies and to learn the applications.

<b>Module I:</b>		
1.	<b>Introduction to Managerial Economics</b> (a) Definition, Nature, Scope, Importance and General Foundation of Managerial Economics. Circular flow of activities. (b) Nature of firm; Objectives of firm; Theory of firm Forms of Organizations- Sole Proprietorship; Partnership; Joint Stock Company; Cooperatives; Public Enterprises.	[4L]
2.	<b>Demand Analysis</b> (a) Relevance of demand analysis in Business Decision-making: Law of Demand; Elasticity of Demand; Determinants of Demand. (b) Individual, firm and Market demand; Demand Curve and its nature. (c) Demand Forecasting Techniques.	[6L]
3.	<b>Markets and It's Pricing</b> (a) Production functions in short and long run (b) Cost concepts: Types of cost; Relationship between Average and Marginal Cost in Short run and long run; Economics and Accountant View on Cost;	[10L]

	<p>Preparation of Cost sheet and Computation of Unit and Total Cost; Using Marginal costing in business decision making.</p> <p>(c) Wages and wage differentials.</p> <p>(d) Product Markets and Recourse Markets. Market Structure: Differently Competitive Markets; Pricing under different Market structures. Methods of Pricing new and existing products; Pricing strategies.</p>	
<b>Module II:</b>		
4.	<p><b>Decision Making</b></p> <p>(a) Concept of Required Rate of Return and Internal Rate of Return; Annual-cost and Annual-worth Comparisons; Present-worth analysis; Computation of Cost of Capital and its relevance to decision-making; Economic Life; Replacement Economy; Analysis of risk and uncertainty in capital expenditure decisions.</p> <p>(b) Budgetary Control: Preparation of Cash Budgets, Purchase Budgets, Production Budgets and Flexible Budgets; Concept of Zero-Based Budgeting.</p>	[8L]
5.	<p><b>Macro Economic Parameters</b></p> <p>(a) Introduction to National Income and Methods of Estimating National Income.</p> <p>(b) Inter Sectoral Linkages Macro Aggregates and Policy Interrelationships- Fiscal and Monetary Policies. Business and Government.</p>	[6L]
6.	<p><b>Macro Economic Issues</b></p> <p>(a) Economic Indicators Technology, Employment and Poverty-Issues and Challenges Industrial Finance – Money Market and Capital market.</p> <p>(b) The Great Depression of 1920s and lessons learnt. Global recession of 2008 and its impact on Indian business. The Euro crisis.</p> <p>(c) WTO and its impact on Indian Agriculture and Textiles industry. Concepts of SEZs, EPZs, FTZs and EPCs.</p>	[6L]
<b>Suggested Readings:</b>		
	<p>(a) Gupta G.S., MANAGERIAL ECONOMICS, Tata McGraw-Hill, New Delhi.</p> <p>(b) Varshnavy and Maheashwary, MANAGERIAL ECONOMICS, Sultan and Chand, New Delhi.</p> <p>(c) Managerial Economics by R. Panneerselvam, P. Sivasankaran and P. Senthilkumar (2018); Cenage Learning India Pvt. Ltd.</p> <p>(d) Managerial Economics and Business Strategy by Michael R Baye and Jeff Prince (2017); McGraw Hill Education, Eighth Edition</p> <p>(e) Managerial Economics: Principles and Worldwide Applications by Dominick</p>	

Salvatore and Siddhartha k rastogi (2016); Oxford Higher Education (f) Managerial Economics by D N Dwivedi (2015); Vikas Publishing House (g) Principles of Macroeconomics (7th Edition) by Karl E. Case, Ray C. Fair, Publisher: Prentice Hall (h) Macroeconomics: Principles and Tools (3rd Edition) by Arthur O’Sullivan, Steven M. Sheffrin, Publisher: Prentice Hall.	
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<b>PAPER NAME: ORGANIZATIONAL BEHAVIOUR</b>	<b>PAPER CODE: MB 102</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 1<sup>st</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Demonstrate the applicability of the context of Organizational Behavior to understand the behavior of people in the Organization.
CO2	Develop an understanding of the complexities associated with the Management of Individual Human Behavior
CO3	Analyze the complexities associated with the management of the group behavior in the organization.
CO4	Illustrate the ways the Organization Behavior can integrate the understanding of motivation (why factor) behind behavior of people in the organization.
CO5	Interpret how different type of leadership skills can be used by successful leaders and managers.
CO6	Investigate and discuss issues on Organizational Culture, managing change and to evaluate them in the perspective of Organizational Development.

<b>PAPER NAME: MANAGERIAL COMMUNICATION</b>	<b>PAPER CODE: MB 103</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 1<sup>st</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Understand the style and approach of business communication
CO2	Demonstrate their ability to write error free while making an optimum use of correct business vocabulary and grammar
CO3	Distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as a process in an organization
CO4	Demonstrate verbal and non-verbal communication ability through presentations
CO5	Stimulate creative thinking and critical thinking by reading selected editorials, academic journals and famous literary works
CO6	Design effective business correspondence with brevity and clarity.

<b>PAPER NAME: LEGAL REGULATORY FRAMEWORK</b>	<b>PAPER CODE: MB 104</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 1<sup>st</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Understand the study of law and how it governs conduct in business.
CO2	Recognize legal and ethical issues when making business decisions.
CO3	Identify general principles of illegality, agreements related to public welfare, and the regulation of business
CO4	Use effective written communication skills and apply these skills to a variety of

	business-related tasks and settings.
CO5	Develop the skill to analyze the different statute and correlate with business process and strategies.
CO6	Understand the legal framework of the country and comprehend the changing trend as a life long learning.

<b>PAPER NAME: INDIAN ETHOS AND BUSINESS ETHICS</b>	<b>PAPER CODE: MB 105</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 1<sup>st</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	To understand the various elements of Indian ethos and management lessons from Indian scriptures.
CO2	To know the work ethos and values and its relevance to management.
CO3	To articulate issues in business ethics, the ethical business environment and their potential effect on personal, managerial and corporate decisions
CO4	To deal with varied ethical dilemma at workplace and explore the impact of moral philosophies in ethical decision making
CO5	To explore the significance of Value Education and Service Learning and ways to promote peace and harmony
CO6	To recognize the core human values for shaping an individual's personality, external behavior and internal sense of wellbeing

<b>PAPER NAME: STATISTICS FOR MANAGERIAL DECISION</b>	<b>PAPER CODE: MB 106</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 1<sup>st</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Apply different statistical tools and techniques in managerial and social problem solving.
CO2	Identify the proper statistical tools for analyzing the data.
CO3	Analyze and interpret empirical data in an effective manner.
CO4	Analyze and evaluate different types of operation research problems.
CO5	Execute the operational research process for handling different operational issues in a systematic manner.
CO6	Identify ethical issues related to different data manipulation in quantitative techniques and operation research.

<b>PAPER NAME: BUSINESS RESEARCH METHODOLOGY</b>	<b>PAPER CODE: MB 201</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 2<sup>nd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Demonstrate the ability to choose methods appropriate to research aims and objectives.
CO2	Comprehend descriptive and inferential statistics, and understand their use in management.
CO3	Develop skills in qualitative and quantitative data analysis and presentation.

CO4	Identify, and prepare the key elements of a research proposal/report.
CO5	Develop advanced critical thinking skills through research.
CO6	Demonstrate how educational research contributes to the objectives of specific career aspirations.

<b>PAPER NAME: FINANCIAL MANAGEMENT</b>	<b>PAPER CODE: MB 202</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 2<sup>nd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Incumbent will learn the basics of corporate balance sheet and related financial accounting processes.
CO2	Incumbent will get the basic ideas about various decision areas in financial management including the use of mathematics of finance.
CO3	Incumbent will learn the techniques of determining working capital requirement in an organization giving due importance to cash management, receivables management and other related areas.
CO4	The incumbent will learn about long term decision making processes like capital budgeting analysis including the process of cost of capital determination and leverage analysis.
CO5	The incumbent will learn the techniques of determining various financial ratios, their implication in decision making in both short term and long term financing situation.
CO6	The incumbent will get all the basic financial knowledge which will enhance their employability irrespective of their streams.

<b>PAPER NAME: MARKETING MANAGEMENT</b>	<b>PAPER CODE: MB 203</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 2<sup>nd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Develop the understanding of the contextual knowledge and cross-cultural skills required to manage and across borders
CO2	Understand the convergence and divergence in cultural norms and values
CO3	Understand a contextual framework for systematically understanding the notion of culture, cultural synergies and differences.
CO4	Understand the cross-cultural ethics and Corporate Social Responsibility of Global teams
CO5	Develop and understanding of the issues and challenges faced by the expatriates and to discuss strategies for their better adaptation in foreign lands.
CO6	Explore on the various research work relating to the dimensions of culture of Multinational Corporations and how they affect their working.

<b>PAPER NAME: OPERATIONS MANAGEMENT</b>	<b>PAPER CODE: MB 204</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 2<sup>nd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Identify the elements of operations management and various manufacturing processes to enhance productivity and competitiveness.
CO2	Analyze and evaluate various factors of facility alternatives and propose an optimum layout subject to cost and space constraint.
CO3	Develop aggregate material planning and policies of inventory control.



CO4	Sequence jobs as per the availability of machines and schedule project activities in an optimal way.
CO5	Plan and implement suitable quality control measures subject to predefined quality standards.
CO6	Device maintenance policy for the plant equipments and safety requirements in the workplace.

<b>PAPER NAME: INFORMATION SYSTEM MANAGEMENT</b>	<b>PAPER CODE: MB 205</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 2<sup>nd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Describe managing the digital firm
CO2	Assess the relationship between the digital firm, electronic commerce, electronic business and internet technology
CO3	Interpret information systems in the enterprise
CO4	Explain relationships between concepts of information systems, organization, management and strate
CO5	Debate infrastructure of information technology
CO6	Illustrate redesigning the organization with information systems

<b>PAPER NAME: HUMAN RESOURCE MANAGEMENT</b>	<b>PAPER CODE: MB 206</b>
<b>YEAR : 1<sup>st</sup>, SEMESTER : 2<sup>nd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	To have an understanding of key terms, theories/concepts and practices within the field of HRM and critically assess them
CO2	To demonstrate competence in communicating, development and problem-solving in varied areas of HRM bringing in innovative solutions
CO3	To analyze the strategic issues and integrate the knowledge of HR concepts to take correct business decisions
CO4	To work effectively with colleagues with diverse skills, experience levels and way of thinking; responding positively to problems in unfamiliar contexts
CO5	Be able to identify and appreciate the significance of the ethical issues in HR
CO6	To be able to evaluate HRM related social, cultural, ethical and environmental responsibilities' and issues in a global context

<b>PAPER NAME: ENTREPRENEURSHIP &amp; PROJECT MANAGEMENT</b>	<b>PAPER CODE: MB 301</b>
<b>YEAR : 2<sup>nd</sup>, SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	The incumbent will learn general concept of a project and project management, the importance of project life cycle and essential elements of project planning.
CO2	The incumbent will learn fundamentals of project evaluation, project scheduling as well as project cost control through application of financial and mathematical tools.

CO3	The incumbent will learn about legal and quality aspects of project management to face various issues.
CO4	The incumbent will learn the features of different project management softwares with special emphasis on “MS Project” and can able to select the best PMS subject to desired requirements.
CO5	The incumbent will learn fundamentals of entrepreneurship both theoretical and practical approach and can take initiative of starting a new business.
CO6	The incumbent can align the successful approach of entrepreneurship in undertaking large investment projects for the necessity and benefit of the society.

<b>PAPER NAME: STRATEGIC MANAGEMENT</b>	<b>PAPER CODE: MB 302</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Describe major theories, background work, concepts and research output in the field of strategic management.
CO2	Students can be able to analyze the internal and external environment and its significance on formulation of a strategy in respect to various functional areas of business.
CO3	The incumbent can learn various levels of strategic planning and formulation through optimum investment decisions with proper allocation of resources.
CO4	Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.
CO5	The incumbent will learn various aspects of strategic alliances can take relevant decisions for the survival and growth of a business.
CO6	The incumbent can better align organization goals with existing plans, policies and procedures through proper evaluation of the strategies.

<b>PAPER NAME: RETAIL MANAGEMENT</b>	<b>PAPER CODE: MM 301</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Define and understand the key components of retailing.
CO2	Explore the basic fundamentals of retail operations and planning
CO3	Illustrate the techniques of retail sales and promotions
CO4	Know how to approach retail customers and study their behavior
CO5	Analyze the international aspects of retailing
CO6	Demonstrate regarding how strategies are taken in electronic retailing

<b>PAPER NAME: DIGITAL &amp; SOCIAL MEDIA MARKETING</b>	<b>PAPER CODE: MM 302</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Analyze the confluence of marketing, operations, and human resources in real-time delivery.
CO2	Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
CO3	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
CO4	Understand cross-cultural and ethical issues in globalised digital market
CO5	Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
CO6	Comprehend the importance of conversion and working with digital relationship marketing.

<b>PAPER NAME: IMC/ PROMOTION STRATEGY</b>	<b>PAPER CODE: MM 303</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Understand the marketing plans involving the Marketing Mix
CO2	Identify viable segmentation and targeting approaches in Marketing.
CO3	Develop knowledge of product and services framework and strategies and role of branding within business and society.
CO4	Demonstrate the role of Marketing Intermediaries in Selling and Marketing of products in markets.
CO5	Develop the framework of Promotional Mix as a part of overall Marketing Mix
CO6	Understand the approaches and basic Research tools applied in the field of Marketing Management.

<b>PAPER NAME: MARKETING RESEARCH</b>	<b>PAPER CODE: MM 304</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Critically evaluate and analyze different types of marketing problems.
CO2	Execute the marketing research process for solving a marketing problem in a systematic and logical manner.
CO3	Identify the proper statistical tools for analyzing the data in a marketing research problem.
CO4	Use different statistical software packages for analyzing the data.

CO5	Prepare the marketing research report in an organized manner.
CO6	Address the ethical problems that arise in research situations in a systematic and thoughtful manner.

<b>PAPER NAME: LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>	<b>PAPER CODE: MM 305</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting.
CO2	Apply various techniques of inventory management and their practical situations.
CO3	Analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain.
CO4	Comprehend various warehousing management system and transportation practiced in various industries.
CO5	Apply logistics and supply chain strategies that can create value generation and utilize IT applications.
CO6	Implement supply chain performance measurement using various models.

<b>PAPER NAME: TAXATION</b>	<b>PAPER CODE: FM 301</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	

CO1	Remember the basic concepts and definitions of Income Tax Act 1961
CO2	Understand the residential status of assesses and incomes exempted from tax
CO3	Construct the computation of income from salary, income from house property, income from business and profession, computation of capital gain and computation of income from other sources.
CO4	Elaborate the aggregation of income and deduction u/s 80C 80U
CO5	Design the assessment of individuals
CO6	Adapt the procedure for registration, payment and refund of GST

<b>PAPER NAME: FINANCIAL MARKETS &amp; SERVICES</b>	<b>PAPER CODE: FM 302</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Incumbent will learn about various financial markets of India along with modus operandi of various financial institutions related to these markets.
CO2	Incumbent will learn about operations of capital market and money market giving special emphasis on primary market and secondary market in details.
CO3	Incumbent will come to know various credit rating procedures by various credit rating agencies of India specifically with minimal idea about international rating agencies.
CO4	The scope of in depth study on Indian Banking System along with operational techniques of merchant bankers in various fields of financial activities is only possible for the incumbent by going through this course.
CO5	Incumbent will be well acquainted with various financial instruments, schemes etc. which are offered by different banks and other financial institutions presently so that in the job market specially in the financial product marketing sector the incumbent can be easily absorbed.
CO6	This course will help the incumbent to gather knowledge on the variety of financial services offered by huge number of institutions in India and abroad to make them ready for job market.

<b>PAPER NAME: INSURANCE PRACTICES</b>	<b>PAPER CODE: FM 303</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Explain risk management in insurance and understanding of the insurance mechanism.
CO2	Determine the loss exposures of properties, human lives, business operations, and the financial consequences because of the occurrence of a loss.
CO3	Apply the knowledge of current information, models, and techniques and practices in all of the major business disciplines.
CO4	Compare various kinds of insurance plans as well as the importance of contract in Customers
CO5	Create valuable insights into overview of Life Insurance and General Insurance Products
CO6	Understand the concept of Insurance Underwriting.

<b>PAPER NAME: CORPORATE FINANCE</b>	<b>PAPER CODE: FM 304</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Incumbent will learn how to prepare proper and suitable capital structure for any organization so that the organization can enjoy financial and operating Leverage to optimize profitability with moderate risk factor.
CO2	Incumbent will learn about what should be the ideal role of the finance manager in a corporate, how to tackle various internal as well as external stakeholders, how to handle Agency problems etc.
CO3	Incumbent will learn how to apply Capital Budgeting tools for project related decision making and how to manage working capital with a proper Risk-Profitability Trade-Off



	to avoid any possible financial trouble for smooth and efficient functioning of the organization.
CO4	Incumbent will learn how to align Managers and Owners Goal in an organization Practical aspects of Capital Investment Process, Incentives and their role in agency Problem, Measuring and Rewarding Performance: EVA, Pros and Cons of EVA (Economic Value Added)
CO5	Incumbent will learn about various theories and policies applicable for taking proper dividend payment decision for the shareholders of the company after deciding about different Investment and Financing activities.
CO6	Finally, incumbent will learn about proper overall financial governance of an organization after studying this paper.

<b>PAPER NAME: TEAM DYNAMICS AT WORK</b>	<b>PAPER CODE: HR 301</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Learn basic fundamentals of groups
CO2	Study the basics and impact of group dynamics
CO3	Understand the concepts of group properties
CO4	Understand different concepts of group decision making
CO5	Demonstrate regarding how effective teams should work in modern workplaces
CO6	Comprehend the concept of teambuilding and other contemporary issues

<b>PAPER NAME: HUMAN RESOURCE METRICS AND ANALYTICS</b>	<b>PAPER CODE: HR 302</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	To understand the value of human capital analytics concepts and measurements
CO2	To demonstrate how to connect data driven HR results to business results
CO3	To track, store, retrieve, analyze and interpret HR data to support decision making
CO4	To use appropriate HR metrics to conduct research and statistical analysis to delineate results
CO5	To apply quantitative and qualitative analysis to understand trends and indicators in human resource data
CO6	To use modern technical tools and information technology to solve analytic and research tasks

<b>PAPER NAME: CROSS CULTURAL MANAGEMENT</b>	<b>PAPER CODE: HR 303</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Understand the contextual knowledge and cross-cultural skills required to manage and across borders
CO2	Understand the convergence and divergence in cultural norms and values
CO3	Comprehend contextual framework for systematically understanding the notion of culture, cultural synergies and differences

CO4	Understand the cross-cultural ethics and Corporate Social Responsibility of Global teams
CO5	Understand the issues and challenges faced by the expatriates and to discuss strategies for their better adaptation in foreign lands.
CO6	Explore on the various research work relating to the dimensions of culture of Multinational Corporations and how they affect their working.

<b>PAPER NAME: ORGANIZATIONAL DESIGN</b>	<b>PAPER CODE: HR 304</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	To clearly understand the organic & mechanistic structures that have different implications for the way people behave at work
CO2	To analyze and compare the properties of varied organizational structures to best coordinate and motivate people at work
CO3	To interpret various organizational theories which would enable managers to understand, predict & influence organizational design and development
CO4	To identify the foundations of an organization's culture that account for cultural differences among organizations
CO5	To recognize the structural groupings and its group behavior to regroup business activities
CO6	To evaluate the modifications of bureaucratic structuring and understand strategies in managing an organization's power structure

<b>PAPER NAME: INDUSTRIAL SOCIOLOGY</b>	<b>PAPER CODE: HR 305</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	To give students an introduction and understanding on the fundamentals of Industrial Sociology
CO2	To enable students in having knowledge on theories and inputs of Industrial Sociology.
CO3	To educate students on the sociology of organizations and related knowledge and skills
CO4	To give a general overview to students on the different types of productive systems
CO5	To enable students on understanding communication in industry and production
CO6	To give students an understanding on the relationship between industry, society and different industrial policies

<b>PAPER NAME: ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT</b>	<b>PAPER CODE: EDSBM 301</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Understand and analyze business situation and able to take apt decision on time
CO2	Visualise the different external and internal environment and take proper action to exploit them favorably.
CO3	Manage the processes involved in standalone small business house single handedly or by deploying manpower.

CO4	Maximise the efficiency of the system and achieve business excellence.
CO5	Analyze the dynamic market and financial situations and orient the process accordingly.
CO6	Develop a habit of creative out of box thinking and earning continuous experiential knowledge on a lifelong fashion

<b>PAPER NAME: MARKETING FOR SOLITARY MANAGER</b>	<b>PAPER CODE: EDSBM 303</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 3<sup>rd</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Demonstrate strong conceptual knowledge in the functional area of marketing management and its application.
CO2	Evaluate critically the key frameworks and tools used in marketing
CO3	Identify, define and analyze marketing problems and identify or create processes to solve them.
CO4	Utilize information of a firm's external and internal marketing environment to identify and prioritize appropriate marketing strategies.
CO5	Evaluate critically the marketing function and the role it plays in achieving organizational success both in commercial and non-commercial settings
CO6	Evaluate and act upon the ethical and environmental concerns linked to marketing activities.

<b>PAPER NAME: CONSUMER BEHAVIOUR</b>	<b>PAPER CODE: MM 401</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	

CO1	Demonstrate how knowledge of consumer behaviour can be applied to marketing.
CO2	Identify and explain factors which influence consumer behaviour.
CO3	Relate internal dynamics such as personality, perception, learning motivation and attitude to the choice consumers make
CO4	Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations
CO5	Design a team, work effectively to prepare a research report on consumer behavior issues within a specific context.
CO6	Comprehend the intrinsic science of consumer behavior viz-a-viz with respect to the contemporary market.

<b>PAPER NAME: B2B MARKETING</b>	<b>PAPER CODE: MM 402</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Understand the basic principles of B2B marketing.
CO2	Demonstrate and understand the broad concepts of marketing for business to business companies through marketing research.
CO3	Demonstrate regarding how to take proper B2B product policies through market segmentation.
CO4	Outline general overview students on B2B channel strategies.
CO5	Enable students on the understanding of B2B pricing, promotional and sales force strategies.
CO6	Examine the different components of B2B E-Commerce.

<b>PAPER NAME: SALES &amp; DISTRIBUTION MANAGEMENT</b>	<b>PAPER CODE: MM 403</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Perform various roles, responsibilities and policies of sales function.
CO2	Execute the sales process in a systematic and logical manner.
CO3	Design and implement various channel strategies.
CO4	Manage, motivate and lead the sales force.
CO5	Frame different policies and plan for sales organization.
CO6	Address the ethical issues related to sales process.

<b>PAPER NAME: SERVICE MARKETING</b>	<b>PAPER CODE: MM 404</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Examine the nature of services, and distinguish between products and services.
CO2	Develop and justify marketing planning and control systems appropriate to service-based activities.
CO3	Specify, analyze and select markets for specific service products.
CO4	Prepare, communicate and justify marketing mixes and information systems for service-based organizations.
CO5	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty.

CO6	Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats.
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<b>PAPER NAME: PRODUCT &amp; BRAND MANAGEMENT</b>	<b>PAPER CODE: MM 405</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Apply the fundamental concepts of product and brand development and management.
CO2	Use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
CO3	Use tools and metrics to analyze competitors and develop positioning strategies.
CO4	Recognize the importance of using teams and organization to coordinate multiple interdisciplinary tasks in order to create and manage products within an organization.
CO5	Use portfolio analysis and the product life cycle to understand how a firm manages its product mix.
CO6	Apply an understanding of the product manager's role in product pricing, sales, and promotion.

<b>PAPER NAME: INTERNATIONAL MARKETING</b>	<b>PAPER CODE: MM 406</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	



CO1	Find the issues related to design and implementation of International Marketing Strategy
CO2	Relate and analyze the factors effecting International Marketing Environment
CO3	Demonstrate the approaches and research tools used in the field of International Marketing
CO4	Analyze the issues and challenges related to market entry and expansion strategies in foreign lands
CO5	Describe the various Product adaptation strategies for refitting products in various foreign Markets
CO6	Understand about the various pricing methods used for Marketing products cross border

<b>PAPER NAME: INVESTMENT ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>	<b>PAPER CODE: FM 401</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Incumbent will learn about various avenues of investment in securities whether in capital market or in money market (specially money market mutual funds) in details which will not only help him/her to get a job of a financial analyst but also will help them to go for self profession in the form of financial agents or stock market brokers ( i.e to be a job creator).
CO2	Incumbent will learn how to evaluate the Shares and bonds, how to determine the feasible price of shares and bonds for fixing buying and selling strategy.
CO3	Incumbent will learn to analyze a share fundamentally and technically before taking investment decision in that share. This knowledge is essential for getting a job of Mutual Fund Managers as well as for constructing his or her own portfolio.
CO4	Incumbent will various theories applicable in capital market like Markowitz Portfolio Theory and selection of optimum portfolio by applying efficient frontier model. He/ She will also learn other portfolio theories like Sharpe Single Index Model, Efficient Market Hypothesis, Arbitrage theory etc.

CO5	Incumbent will learn the application of CAPM model, its analysis, interpretation and usefulness in decision making regarding portfolio investment.
CO6	Incumbent will learn various portfolio evaluation techniques and the ways to revise a portfolio, if necessary.

<b>PAPER NAME: BANKING PRACTICES</b>	<b>PAPER CODE: FM 402</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Understand the various principles and practices of banking
CO2	Understand the basic ideas on Ancillary Services of Banks
CO3	Understand and remember the Basel Committee Norms
CO4	Understand various risk management strategies of the bank
CO5	Understand and remember the latest developments of Indian Banking
CO6	Understand the overall idea about the banking system in India

<b>PAPER NAME: FINANCIAL DERIVATIVES</b>	<b>PAPER CODE: FM 404</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Analyze derivatives products to generate an optimal risk management strategy
CO2	Demonstrate critical thinking, analytical and problem solving skills in the context of derivatives pricing and hedging practice.

CO3	Explain the binomial model and its extension in continuous time to the Black-Scholes model.
CO4	Demonstrate an understanding of pricing forwards, futures and options contracts
CO5	Adapt knowledge of how forward contracts, futures contracts, swap and options work, how they are used and how they are priced
CO6	Explain the fundamental features of a range of key financial derivative instruments

<b>PAPER NAME: PROJECT APPRAISAL &amp; FINANCE</b>	<b>PAPER CODE: FM 406</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Incumbent will learn about various risks involved in financing of a project.
CO2	Incumbent will learn about different types of projects and how to select out of different alternative projects
CO3	Incumbent will learn how to conduct feasibility study of any project by applying various financial tools like NPV, IRR, PI, XIRR, MIRR, Economic IRR etc. He will learn about proper way of Working Capital Management which is extremely necessary for smooth and timely execution of the project without any type of interruption.
CO4	Incumbent will learn how to prepare a DPR keeping view on competencies and experience of Promoters, arrangements of finance etc. which are required for loan documentation.
CO5	Incumbent will learn about various sources of capital for Long Term and Short Term Financing, proper mixing of these two types of financing at the time of requirement.
CO6	Incumbent will learn about role of Banks and NBFCs in project financing as well as servicing of debt by applying Interest coverage ratio, Debt service coverage ratio etc. Also he/she will learn about how to maintain a proper capital structure in financing a project by judicious mix of Owned capital and Borrowed Capital.

<b>PAPER NAME: MANPOWER PLANNING, RECRUITMENT &amp; SELECTION</b>	<b>PAPER CODE: HR 401</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	To prepare recruitment and selection strategy in relation to the organization's business objectives
CO2	To demonstrate the appropriate use of job descriptions / job specifications for efficient manpower allocation
CO3	To evaluate the principles, techniques and judgment in supply-demand forecasting in determining HR planning
CO4	To apply the HRIS to facilitate HR functions
CO5	To appropriately use the manpower implementation strategies of downsizing, retention, training and succession planning
CO6	Evaluate strategies to integrate HR planning with the strategic initiatives of senior management to achieve overall business objectives

<b>PAPER NAME: EMPLOYEE RELATIONS &amp; LABOUR LAWS</b>	<b>PAPER CODE: HR 402</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Elaborate the concept of Industrial Relations

CO2	Understand the role of trade union and the industrial setup
CO3	Analyze the important causes & impact of industrial disputes
CO4	Comprehend Industrial Dispute settlement procedures
CO5	Implement the important provisions of Wage and other human resource legislations
CO6	Understand the important provisions of Social Security and use it in effective manner

<b>PAPER NAME: PERFORMANCE MANAGEMENT SYSTEMS</b>	<b>PAPER CODE: HR 404</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Remove the different components of performance management.
CO2	Understand fundamentals of performance planning, developing and monitoring
CO3	Design the performance appraisal
CO4	Understand and inspect the principle of reward management through potential appraisal
CO5	Demonstrate regarding how balanced scorecard is implemented in practice
CO6	Understand basics of potential appraisal.

<b>PAPER NAME: STRATEGIC HRM</b>	<b>PAPER CODE: HR 405</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b>Course Outcomes:</b>	
On completion of the course students will be able to	
CO1	To identify the linkages between HRM functions and operations and organizational strategies, structures and culture
CO2	To interpret high performance work systems and develop high performance strategy for the organization
CO3	To have a conceptual and procedural knowledge of the strategic HRM approach to employee resourcing strategies
CO4	To analyze and demonstrate the significance of learning culture in an organization and plan for varied organization learning strategies
CO5	To develop and monitor talent management strategies in alignment with organizational needs
CO6	To recognize and integrate human capital management strategies into business opportunities; fostering employee engagement and business value

<b>PAPER NAME: GENERAL MANAGEMENT &amp; BUSINESS ENVIRONMENT FOR SMALL BUSINESS</b>	<b>PAPER CODE: EDSBM 401</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>
<b>Course Outcomes:</b>	
On completion of the course students will be able to	
CO1	Demonstrate basic managerial functions of planning, organizing, staffing, directing and controlling resources to accomplish organizational goals.
CO2	Distinguish the characteristics and skills of proper management by identifying what successful managers do and how they do it.
CO3	Analyze firm's external and internal environment to implement proper business strategy for small business.

CO4	Critically evaluate the corporate responsibilities for small business organizations.
CO5	Analyze the business decisions made by organizations using various tools and techniques to remain competitive.
CO6	Identify unethical activities and resolve issues in small business environment.

<b>PAPER NAME: FINANCIAL MANAGEMENT FOR ENTREPRENEURS</b>	<b>PAPER CODE: EDSBM 402</b>
<b>YEAR : 2<sup>nd</sup> , SEMESTER : 4<sup>th</sup></b>	<b>CREDIT : 4, CONTACT HOURS: 40</b>

<b><i>Course Outcomes:</i></b>	
On completion of the course students will be able to	
CO1	Incumbent will learn the basic concepts of financial accounting by studying various aspects of accounting cycle required for analysing Balance Sheet and understanding the Annual Report to ensure strong entrepreneurial financial control and management.
CO2	Incumbent will learn to analyse various financial ratios. They will be able to prepare Cash Flow Statement, cash Budget, working capital statement to determine the requirement of working capital to run the business smoothly as a successful entrepreneur.
CO3	Incumbent will learn to arrange for and utilisation of different long term sources of fund.
CO4	Incumbent will learn the basic aspects of cost accounting. They will be able to apply various costing techniques specially Marginal costing, Standard Costing, Job Costing, Batch Costing, Process Costing etc. for different business decision making purpose.
CO5	Incumbent will learn various aspects, applications and calculations of different types of Direct and Indirect Taxes. Specifically they will learn the calculation of GST which is a necessity for modern days entrepreneurs.
CO6	Finally it can be said that the incumbent will learn to control the entire financial matters as an entrepreneur and will also learn various tax related aspects for domestic and overseas trade.