

**Central Institute of Business Management Research & Development, Nagpur**

**Program Outcomes & Detailed Course Objectives**

**MBA (CBCS) New**

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<b>Sr. No.</b>	<b>Program Outcomes</b>
<b>1</b>	<b>Apply knowledge of management theories and practices to solve business problems</b>
<b>2</b>	<b>Foster Analytical and Critical thinking abilities for data-based decision making</b>
<b>3</b>	<b>Ability to develop Value Based Leadership ability</b>
<b>4</b>	<b>Ability to understand, analyze and communicate global, economic, legal, and ethical areas of business</b>
<b>5</b>	<b>Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.</b>

## MBA CBCS (Sem-I)

Course Name	INDUCTION cum FOUNDATION COURSE
CO1	Given a presentation/ debatable topic, discussion, training, the students will be able to <b>understand</b> voice modulation, nuances of diction and articulation which will in turn help them in <b>developing</b> effective communication skills.
CO2	Given a workplace setting, the students will not only be <b>aware</b> about their inner qualities, inner potential and importance of human qualities but also will be able to <b>critically assess</b> the relationship between theory and practice in the formulation of values.
CO3	The Students will be able to <b>perform</b> calculations based on elementary statistics and accountancy
CO4	Given a stressful or demanding situation the students will <b>develop</b> skills like team work, leadership, time management and will also be able to develop self confidence, handle conflicts, be patient and work under pressure.
CO5	Given a problematic situation/ a dilemma/ a choice the students will be able to <b>distinguish</b> between the ethical and unethical ways and <b>chose</b> the right way of doing things in professional and personal life.
Course Name	MANAGERIAL ECONOMICS
CO1	Given the details regarding price and quantity, the future manager will be able to <b>calculate</b> and <b>interpret</b> price elasticity, income elasticity and cross-price elasticity of demand and will also be able <b>examine</b> the uses and abuses of demand forecasting techniques
CO2	Given the information about scale of production, the future manager will be able to <b>analyze</b> various aspects of empirical production functions and also will be able to <b>comprehend</b> the difference sources of economies and diseconomies of scale.

<b>CO3</b>	Given the information pertaining to market structure, the future manager will be able to <b>determine</b> the optimal price and output for firms under different market structures.
<b>CO4</b>	Given the circular flow model of an economy, the future manager will be able to interpret the role and importance of each component with regard to factor market and product market and will also be able to <b>comment</b> on the implications and control of inflation.
<b>CO5</b>	Given the information regarding expenses and income in an economy, the future manager will be able to <b>calculate</b> and <b>explicate</b> 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 <b>depict</b> the symptoms, causes and effects on economic activities of a nation.
<b>Course Name</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>
<b>CO1</b>	The student will be able to <b>describe</b> different types of management information system from management activity point of view and will also be able to <b>identify</b> and <b>work out</b> KRAs, BOPs and BPPs for various organisations/systems.
<b>CO2</b>	The student will be able to <b>identify</b> the master data, <b>draw</b> report format and interface matrix while making a <b>model</b> of DSS.
<b>CO3</b>	The student will be able to <b>suggest</b> the conceptual model of PMS and will also be able to <b>draw</b> a system model of integrated system (PMS+SCM+Accounting and Billing)
<b>CO4</b>	The student will be able to <b>describe</b> the key features of ERP, SCM and CRM and will also be able to <b>draw</b> functional flow and process flow diagrams for various transactions.
<b>CO5</b>	The student will be able to <b>enumerate</b> the factors affecting system performance and will also be able to <b>comment</b> on the operational feasibility of IT system under consideration
<b>Course Name</b>	<b>BUSINESS RESEARCH</b>
<b>CO1</b>	In context of research, the student will be able to <b>define</b> business research problems and will also able to formulate an abbreviated version of research proposal.
<b>CO3</b>	The student will be able to develop measurement tools and construct appropriate scales therein.

<b>CO4</b>	The student will be able to <b>select</b> suitable method of data collection and will be able to <b>make</b> questionnaire/e-questionnaire
<b>CO5</b>	The student will be able to <b>derive</b> inferences by applying various techniques of interpretation and be and write various types of research reports.
<b>Course Name</b>	<b>ORGANIZATIONAL BEHAVIOUR</b>
<b>CO1</b>	Students will be able to <b>explain</b> the concept of Organisation Design and <b>determine</b> the factors that affect Organisation Design.
<b>CO2</b>	Students will be able to <b>identify</b> the components of Individual Behaviour and <b>apply</b> the concept of Learning, Perception, Attitudes and values.
<b>CO3</b>	The student will be able to <b>distinguish</b> between the various theories of motivation and their application in organizations and also be able to <b>apply</b> these theories to practical problems in organizations. They will also be able to <b>distinguish</b> between a number of different leadership theories & styles and contribute to the effective performance of a team as the team leader or a group member.
<b>CO4</b>	The future managers/ students will be able to <b>analyse</b> 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).
<b>CO5</b>	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
<b>Course Name</b>	<b>FINANCIAL STATEMENT REPORTING AND ANALYSIS</b>
<b>CO1</b>	Given an accounting situation Students will be able to <b>evaluate</b> selected accounting standards and <b>perform</b> their application in actual practice
<b>CO2</b>	Given the Trial Balance and accompanying financial adjustments the future manager shall be able to <b>prepare</b> the financial statements and <b>calculate</b> the profit or loss of a firm as at the end of the financial year.
<b>CO3</b>	Given the financial statements a student will be able to <b>Prepare</b> Cash Flow statement to <b>evaluate</b> whether a firm is doing well financially and has sufficient cash to meet its obligations and support its growth or not.

<b>CO4</b>	Given the financial statements a student will be able to <b>perform</b> Ratio analysis and comment on the performance of the firm. Whether a firm is doing well or not. (As compared to its peers or year on year basis.)
<b>CO5</b>	Given the financial statements a student will be able to <b>formulate</b> common size statement, trend analysis as well as inter-firm and intra firm comparison (As compared to its peers or year on year basis.)
<b>Course Name</b>	<b>BUSINESS STATISTICS &amp; ANALYTICS FOR DECISION MAKING</b>
<b>CO1</b>	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.
<b>CO2</b>	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.
<b>CO3</b>	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.
<b>CO4</b>	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.
<b>CO5</b>	The student will be able to differentiate between various forms of analytics and will also be able to choose suitable analytics for decision making.
<b>Course Name</b>	<b>LEGAL &amp; BUSINESS ENVIRONMENT</b>
<b>CO1</b>	Given the circumstances, the learner will be able to <b>infer</b> legal aspects of doing business & <b>plan</b> business activities. In a given situation, the learner will be able <b>make use of</b> provisions of the Contract Act to <b>evaluate</b> a contract used in commercial practice.

<b>CO2</b>	In a given situation, learner will be able to <b>distinguish</b> between various types of Companies and <b>explain</b> their comparative advantages and disadvantages. The learner will be able to <b>explain</b> the legal process involved in formation of a company and <b>understand</b> the relationships amongst the various stakeholders of the company.
<b>CO3</b>	In context of Intellectual Property Rights (IPR) the learner will <b>understand</b> various components of IPR and <b>differentiate</b> between them. The learner can also <b>identify</b> the uses of IPR in business
<b>CO4</b>	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.
<b>CO5</b>	A learner will be able to analyze the elements of Social, political, economic environment around a firm.
<b>Course Name</b>	<b>MANAGERIAL SKILLS FOR EFFECTIVENESS</b>
<b>CO1</b>	The student will be able to make proper use of group of words, synonyms and antonyms, phrases, idioms, proverbs for effective verbal communication
<b>CO2</b>	The student will be able to <b>write</b> essays and CV using Word Processor
<b>CO3</b>	The student will be able to <b>draft</b> business letters for given situations using Word Processor
<b>CO4</b>	The student will be able to <b>apply</b> basic functions of PowerPoint and will also be able to <b>create</b> effective PowerPoint Presentations using templates
<b>CO5</b>	The student will be able to <b>use</b> various spreadsheet functions and will also be <b>create</b> useful spreadsheets

## MBA CBCS (Sem-II)

Course Name	FINANCIAL MANAGEMENT
CO1	Given financial cost parameters, the future manager will be able to <b>calculate</b> specific cost of capital (i.e. Cost of debt, preference, equity and retained earnings) and the weighted average cost of capital for any specific given firm.
CO2	Given different financing options, the future manager will be able to analyze the effect of operating and financial leverage on EPS and <b>recommend</b> a suitable long term financing mix for an organization by <b>applying</b> EBIT-EPS analysis, Indifference Level of EBIT and Financial Break-even Analysis for
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 <b>ascertain</b> the components of current assets and current liabilities and <b>determine</b> 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 dividend discount models and illustrate whether dividend is relevant for firm valuation or not.
Course Name	MARKETING MANAGEMENT
CO1	For a given marketing objective of a company the student manager will be able <b>to develop</b> a suitable marketing mix.
CO2	For a given product the student managers will be able <b>to apply</b> 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 <b>to recommend</b> a suitable pricing strategy.



<b>CO4</b>	For a given company the student managers will be able <b>to evaluate</b> different distribution channel options and their suitability for the company's product.
<b>CO5</b>	For a given promotional objective of a company the student manager should be able <b>to develop</b> a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.
<b>Course Name</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
<b>CO1</b>	Students should be able to <b>explain</b> the importance of Human Resource Management for an organisation and also distinguish between Personnel and HR Management.
<b>CO2</b>	For a given job profile, students should be able to <b>develop</b> a job analysis and produce a job description and job specification.
<b>CO3</b>	Students should be able to <b>design</b> a Human Resource Plan for an organisation and <b>construct</b> its Selection Process
<b>CO4</b>	Students should be able to justify the applicability of various techniques of Training
<b>CO5</b>	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
<b>Course Name</b>	<b>OPERATIONS MANAGEMENT</b>
<b>CO1</b>	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.
<b>CO2</b>	At the end of the course the student will be able to <b>plan</b> production schedules and plan resources (material and machine) required for production
<b>CO3</b>	At the end of the course the students can <b>design</b> maintenance schedules in manufacturing units, <b>identify</b> and <b>propose</b> material handling equipments and implement industrial safety rules
<b>CO4</b>	At the end of the course the students will be able to <b>apply</b> the concepts of purchase, stores and inventory Management and <b>analyze</b> and <b>evaluate</b> material requirement decisions
<b>CO5</b>	At the end of the course the students can <b>measure</b> performance related to productivity and will be able to <b>conduct</b> basic industrial engineering study on men and machines.

Course Name	INTERNATIONAL BUSINESS
CO1	Students should be able to understand various concepts and terminologies involved in International Business and importance of international trade
CO2	Students should be able to <b>evaluate</b> various modes of entry in to International business and should be able to <b>select</b> the best mode of entry given a situation.
CO3	Students should be able to <b>relate and discuss</b> the presence of macro factors (PESTEL ) on international business environment
CO4	Students should be able to <b>examine</b> and <b>elaborate</b> the role of various Government institutions in India which support International trade.
CO5	Students should be able to <b>perceive</b> the concepts in recent EXIM policy of India and <b>relate it</b> to the flow of FDI as well as direction of Indian foreign trade.
Course Name	CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY
CO1	Given the concept of CSR, the future manager will be able to <b>identify</b> the various activities which can benefit the organization under the banner of CSR.
CO2	Given a chance, the future manager will be able to <b>frame</b> and <b>recommend</b> the CSR policy according to sustainable development.
CO3	Given the framework, the future manager will be able to <b>plan</b> the CSR activity according to the various laws and regulations.
CO4	Given the details pertaining to government and non government organizations, the future manager will be able to <b>ascertain</b> the role of various stakeholders in CSR activities and <b>incorporate</b> the guidelines issued by regulatory guidelines in CSR policy.
CO5	Given the task of CSR , the future manager will be able to <b>plan and implement</b> various activities to be taken under CSR activity and evaluate its effectiveness.

<b>Course Name</b>	<b>COST ACCOUNTING</b>
<b>CO1</b>	Given an information about basic conceptual framework of cost, the student will be able of <b>identify/ classify</b> different elements/ classification of cost and will be able to <b>prepare</b> cost sheet and prepare quotations for various business proposals
<b>CO2</b>	Given an information about cost, volume and profit for specific product for mention time period, a student will able to <b>compute</b> Break-even point, Marine of safety, Profit volume ratio, desired profit / desired sales as well as able to <b>evaluate</b> the decision making
<b>CO3</b>	Given information about relevant expenses, a student will be able to classify the cost by nature and estimate cost of operating a service
<b>CO4</b>	Given an information about Expenses & Income / Receipt & Payment / Projected Sales, a student will be able to <b>prepare</b> relevant functional level budgets for an organisation
<b>CO5</b>	Given an information about standard and actual performance, the student will be able to determine Direct Material and Direct Labour Variances
<b>Course Name</b>	<b>MANAGEMENT CASE ANALYSIS</b>
<b>CO1</b>	Given a situation a student will be able to <b>construct</b> SWOT for a concerned orgnaisation or situation as well as he/she will be able to indentify key actors/stakeholders in the given situation
<b>CO2</b>	A student will be able to <b>evaluate</b> the dilemma (Problem/ Issues/ Concerns) in the case.
<b>CO3</b>	A student will be able to <b>develop</b> suitable alternatives for the dilemma identified.
<b>CO4</b>	A student will be able to <b>analyse</b> and <b>evaluate</b> the alternatives using the theoretical framework.
<b>CO5</b>	A Student will be able to discuss <b>suggest</b> suitable roadmaps to overcome the identified dilemma.

### MBA CBCS (Sem-III)

Course Name	<b>MM1: SALES AND DISTRIBUTION MANAGEMENT</b>
CO1	Given a situation, student manager will be able to <b>identify</b> appropriate Sales Forecasting method to be adopted by a company.
CO2	Given a situation of newly launched company, student manager will be able to <b>design</b> an effective Sales Compensation Plan for Sales Executive.
CO3	Given a situation of distribution channel of a company, student manager will be able to <b>outline</b> different levels of Marketing channel used by the company.
CO4	Given a situation, student manager will be able to <b>describe</b> the process of Supply Chain and Reverse Logistics.
CO5	Given a situation, student manager will be able to <b>develop</b> e-retailing strategy as a channel of distribution.
Course Name	<b>MM2: DIGITAL AND SOCIAL MEDIA MARKETING</b>
CO1	Given a situation, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company
CO2	Given a situation of newly launched company, student manager will be able to design an effective Sales Compensation Plan for Sales Executive.
CO3	Upon studying this module, the students will be able to <b>build</b> an understanding of search engines and their utility in digital marketing area. They will also <b>comprehend</b> optimization and the keyword search methodology.
CO4	Given a situation, student manager will be able to describe the process of Supply Chain and Reverse Logistics.
CO5	On studying this module, the student will be able to <b>create</b> favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to <b>form</b> opinion on current trends in digital marketing area and <b>estimate</b> future trends therein.
Course Name	<b>MM3: INTEGRATED MARKETING COMMUNICATION AND BRAND MANAGEMENT</b>

<b>CO1</b>	At the end of the course the student manager shall be able to <b>Design</b> the Integrated marketing communication Process for a company/product
<b>CO2</b>	At the end of the course the student manager shall be able to <b>develop</b> a creative message strategy for a product and execute it.
<b>CO3</b>	At the end of the course the student manager shall be able to <b>implement</b> and evaluate a IMC campaign.
<b>CO4</b>	At the end of the course the student manager shall be able to Identify&Establish Brand Positioning for a given product
<b>CO5</b>	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.
<b>Course Name</b>	<b>FM1: INVESTMENT ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>
<b>CO1</b>	The student will be able to <b>apply</b> concept of time value of money in computing the value of fixed income securities. The student will also be able to <b>understand</b> the relationship between interest rates, yield and bond prices.
<b>CO2</b>	The student will be able to <b>compute and compare</b> the value of a company's equity share with other company's equity by using various methods and tools of equity valuation
<b>CO3</b>	The student will be able to <b>build and evaluate</b> the relationship between the concept of risk and return and will be able to <b>relate</b> its implication on creating portfolio.
<b>CO4</b>	The student will be able to <b>learn</b> the theoretical concepts of underlying the portfolio creation
<b>CO5</b>	The student will be able to <b>assess</b> the tools and strategies for portfolio creation and evaluation and will also be able to <b>evaluate</b> the portfolios of mutual funds by using the tools of portfolio evaluation
<b>Course Name</b>	<b>FM2: PROJECT APPRAISAL AND FINANCE</b>
<b>CO1</b>	The student will be able to <b>assess</b> capital budgeting decisions under uncertain and risk bearing situation and will also be able to <b>build</b> and <b>interpret</b> the decision tree approach for decision making

<b>CO2</b>	The student will be able to <b>choose</b> between acquisition of long term assets either through lease or financing methods and will also be able to <b>learn</b> process of Private Equity and Venture Capital
<b>CO3</b>	The student will be able to <b>compare</b> the various theories of capital structure and will be able to <b>determine</b> the impact of debt equity mix on value of firm
<b>CO4</b>	The student will be able to <b>evaluate</b> and <b>compare</b> the pre and post merger financial position of the firms.
<b>CO5</b>	The student will be able to <b>determine/ estimate</b> the cash requirement in a firm and will also be able to <b>evaluate</b> the impact of trade receivable policy of a firm on its profitability.
<b>Course Name</b>	<b>FM3: FINANCIAL DERIVATIVES</b>
<b>CO1</b>	The student will be able to <b>describe</b> the concepts of derivatives and its trading and settlement procedures
<b>CO2</b>	The student will be able to <b>calculate</b> the value of Futures and <b>apply</b> it for risk managed trading strategies.
<b>CO3</b>	The student will be able to <b>compute</b> the value of Options and <b>plan</b> various option strategies.
<b>CO4</b>	The student will be able to <b>analyse and use</b> the concept of Swaps and will also be able to make Swaps related decisions.
<b>CO5</b>	The student will be able to <b>relate</b> concept of foreign exchange in currency conversion and <b>apply</b> currency forward rate agreements for hedging.
<b>Course Name</b>	<b>HRM1: MANPOWER PLANNING, RECRUITMENT AND SELECTION</b>
<b>CO1</b>	Students should be able to explain the factors affecting HRP and HRP process of an organisation.
<b>CO2</b>	Students should be able to <b>determine</b> the process of demand and supply forecasting while doing human resource planning.
<b>CO3</b>	Students should be able to <b>devise</b> the manpower plan for an organisation.
<b>CO4</b>	Students should be able to <b>formulate</b> Recruitment and Selection process on the basis of HRP.

<b>CO5</b>	Students should be able to <b>outline</b> the Recent Trends in Manpower Development and Planning
<b>HRM2: PERFORMANCE MEASUREMENT SYSTEM</b>	
<b>CO1</b>	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.
<b>CO2</b>	Students should be able to determine the Mechanism of Performance Management, and also explain the various steps in performance planning and performance execution
<b>CO3</b>	Students should be able to <b>justify</b> the use of various modern and traditional methods of Performance Appraisal under given situation.
<b>CO4</b>	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
<b>CO5</b>	Students should be able to <b>discuss</b> the importance and Principles of ethics in performance management.
<b>Course Name</b>	<b>HRM3: COMPENSATION AND BENEFITS MANAGEMENT</b>
<b>CO1</b>	Students should be able to <b>compare</b> the applicability of various Job Evaluation methods under given situations.
<b>CO2</b>	Students should be able to <b>determine</b> the importance of Wage Differentials and <b>Differentiate</b> between different types of wages
<b>CO3</b>	Students should be able to <b>align</b> the compensation strategy with business strategy
<b>CO4</b>	Students should be able to <b>design and develop</b> the incentive and benefits plans
<b>CO5</b>	Students should be able to <b>outline</b> the various Statutory Provisions related to Compensation

<b>Course Name</b>	<b>OM1: LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>
<b>CO1</b>	At the end of the course the student will be able to <b>analyze</b> the business requirement and apply supply chain strategies
<b>CO2</b>	The student will be able to <b>design</b> effective distribution network for a company.
<b>CO3</b>	The student shall be able to reduce transportation costs by <b>applying</b> optimization techniques.
<b>CO4</b>	The student shall be able to <b>map</b> the supply chain requirement as per the resources available by identifying the non value added services within the supply chain.
<b>CO5</b>	The student will be able to <b>measure</b> the performance of the supply by applying various metrics in different areas
<b>Course Name</b>	<b>OM2: QUALITY TOOLKIT FOR MANAGERS</b>
<b>CO1</b>	The student will be able to <b>analyze</b> the dimensions of Quality and apply quality systems for effective quality improvement.
<b>CO2</b>	The student will be able to <b>select</b> appropriate statistical tools for quality analysis.
<b>CO3</b>	The student will be able to <b>recommend</b> appropriate SPC tools to improve process quality.
<b>CO4</b>	The student will be able to <b>set bench marks</b> for the organization and apply TQM tools for quality improvement.
<b>CO5</b>	The student will be able to <b>apply</b> productivity tools for improving efficiency in the plant.
<b>Course Name</b>	<b>OM3: OPERATIONS RESEARCH</b>
<b>CO1</b>	The students will be able to <b>attempt</b> operation related problems by <b>suggesting</b> various operation research tools.
<b>CO2</b>	The students will be able to <b>analyze</b> LPP and Game Problems and find solutions for business decisions.



<b>CO3</b>	The students will be able to <b>analyze</b> and evaluate assignment problems to find solutions.
<b>CO4</b>	The students will be able to <b>analyze</b> and evaluate Transportation problems to optimize costs.
<b>CO5</b>	The students will be able to <b>apply</b> PERT/ CPM tools for optimizing time and cost in project management.
<b>Course Name</b>	<b>BA1: DATA VISUALIZATION FOR MANAGERS</b>
<b>CO1</b>	The student will be able to <b>identify</b> and <b>use</b> Interactive data visualization software desktop tools and will also be able to <b>create</b> Interactive data visualization software desktop workspace
<b>CO2</b>	The student will be able to <b>connect</b> data and will also be able to <b>use</b> Interactive data visualization software's File Types effectively.
<b>CO3</b>	The student will be able to create analytics pane and will also be able to use Sort, Filters, Sets, Groups and Hierarchy functions
<b>CO4</b>	The student will be able to <b>create</b> calculations to enhance the data visualisation
<b>CO5</b>	The student will be able to <b>build</b> effective dashboard
<b>Course Name</b>	<b>BA2: DATA MINING</b>
<b>CO1</b>	Given overview of Data Mining and Data pre-processing, the future manager will be able to <b>outline</b> major research challenges of data mining, Kinds of data and applications, Data Cleaning; Data Integration; Data Reduction; Data Transformation and Data Discretization.
<b>CO2</b>	Given the overview of Data Warehousing, the future manager will be able to <b>classify</b> the Concept of Data Warehousing using Data Cube and OLAP and also able to identify the process of Data Generalisation
<b>CO3</b>	Given the details pertaining to Pattern Mining, the future manager will be able to <b>evaluate</b> Patterns using colossal patterns, mining compressed or approximate patterns; explore patterns and its applications.

<b>CO4</b>	Given the details pertaining to Pattern Mining, the future manager will be able to <b>analyse</b> clusters using partitioning method, hierarchical method, density based method and grid based method
<b>CO5</b>	Given the details pertaining to Pattern Mining, the future manager will be able to <b>correlate</b> the use of data mining to the society and also will be able to explain the trend in data mining.
<b>Course Name</b>	<b>BA3: DATA SCIENCE USING R</b>
<b>CO1</b>	Given overview of types of Data, the future manager will be able to <b>read</b> data from different files and create matrices and data frames using R
<b>CO2</b>	Given the overview of functions, subset and loop; the future manager will be able to <b>explain</b> the character functions, date function, package, control statement and do loop.
<b>CO3</b>	Given the basic statistical data, the future manager will be able to <b>draw</b> charts, histogram and plots, and measure central tendencies.
<b>CO4</b>	Given the data for testing of hypothesis, the future manager will be able to <b>test</b> the hypothesis by applying t-test, ANOVA and Chi-square test
<b>CO5</b>	Given the data of variables, the future manager will be able to <b>apply</b> Linear Regression, Logistic regression, Cluster Analysis, Time Series, Decision Tree and Random Forest
<b>Course Name</b>	<b>ED1: ENTREPRENEURIAL THEORY AND PRACTICES</b>
<b>CO1</b>	On completion of module, the student will be able <b>understand</b> 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 <b>compare</b> the work of a manager with that of an
<b>CO2</b>	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 <b>justify</b> the role of EDPs in growth of entrepreneurship.

<b>CO3</b>	Upon studying this module, the students will be able to <b>explain</b> the theories of entrepreneurship and also how the entrepreneurial knowledge gained can be <b>applied</b> to developing entrepreneurial ventures in different economic sectors in India.
<b>CO4</b>	On properly studying this module, the student will be able to <b>examine</b> the impact of different financial aspects on entrepreneurship and can <b>evaluate</b> his/her own ability to set up a small scale venture.
<b>CO5</b>	On studying this module, the student will be able to <b>create</b> 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.
<b>Course Name</b>	<b>ED2: BUSINESS PLAN FORMULATION</b>
<b>CO1</b>	On completion of module, the student will be able to <b>understand</b> the concept and importance of a business plan in entrepreneurship. They will also be able to <b>explain</b> the elements of a good business plan, in order to be effective.
<b>CO2</b>	On studying this module, the students will be able to <b>classify</b> projects into categories and will also be able to <b>formulate</b> a basic business plan (project).
<b>CO3</b>	Upon going through this module, students will be in a position to understand how to <b>develop</b> ideas for a business project. They will also be able to <b>assess</b> the role of environment on different economic sectors and opportunities in India.
<b>CO4</b>	On properly studying this module, the student will be able to <b>examine</b> the importance of project appraisal and can <b>evaluate</b> the different parameters that contribute to feasibility of a business project.
<b>CO5</b>	Detailed study of this module will enable students to <b>formulate</b> steps in starting a small enterprise and visualise a model of small business. They will be able to <b>relate</b> the project to various permissions required for entrepreneurial ventures.
<b>Course Name</b>	<b>ED3: SOCIAL ENTREPRENEURSHIP</b>
<b>CO1</b>	Under given circumstances the Learner shall <b>identify</b> the motivating factors and success factors of a Social enterprise.

<b>CO2</b>	In context of the Indian Society, the learner shall <b>enlist</b> the socio economic challenges and <b>identify</b> the Opportunities for creation of a Social
<b>CO3</b>	Under exemplified conditions the Learner shall be able to <b>discover</b> the business models of Social Entrepreneurship.
<b>CO4</b>	Under different circumstances the learner will be able to <b>select</b> an appropriate form of Social enterprise.
<b>CO5</b>	Given the case the learner shall be able to <b>interpret</b> the business model and <b>illustrate</b> the reasons for success of a social enterprise.
<b>Course Name</b>	<b>IB1: INTERNATIONAL MARKETING MANAGEMENT</b>
<b>CO1</b>	At the end of the course the student shall be able to <b>differentiate</b> between domestic marketing and international marketing and <b>understand</b> clearly features of International Marketing.
<b>CO2</b>	At the end of the course the student shall be able to <b>plan, explain and practice</b> various procedures in International marketing.
<b>CO3</b>	At the end of the course the student manager shall be able to <b>design</b> and <b>develop</b> Global Product Policy decisions.
<b>CO4</b>	At the end of the course the student manager shall be able to <b>design/develop</b> strategies for International Service Sector Marketing
<b>CO5</b>	At the end of the course the student manager shall be able to <b>design/develop</b> functional level strategies for Global Branding.
<b>Course</b>	<b>IB2: EXPORT DOCUMENTATION AND PROCEDURES</b>
<b>CO1</b>	Students should be able to <b>understand</b> various preliminaries for exports and IEC codes and should be able to <b>analyze</b> functions of export marketing organizations and trading houses.
<b>CO2</b>	Students should be able to <b>understand</b> various preliminaries of import and should be able to <b>perceive</b> concepts involved in import documentation and procedures.

<b>CO3</b>	Students should be able to <b>relate</b> the concepts with selection of products and markets for exports as well as <b>examine</b> the pricing and payment methods in exports
<b>CO4</b>	Students should be able to <b>understand</b> and <b>elaborate</b> various concepts in Export documentation, export procedures and contracts.
<b>CO5</b>	Students should be able to <b>perceive</b> the procedures and intricacies of excise clearance and should be able to understand various shipment and post-shipment formalities
<b>Course Name</b>	<b>IB3: INTERNATIONAL FINANCE</b>
<b>CO1</b>	Students Should be able to <b>perceive</b> various concepts involved in International Monetary system and various concepts like international liquidity and SDR
<b>CO2</b>	Students should be able to <b>understand</b> methods of exchange rate determination , understand working of foreign exchange market and <b>relate</b> these concepts with existing scenario in India
<b>CO3</b>	Students should be able to <b>understand and analyze</b> currency contracts and options. They should be able to <b>examine</b> risks involved in foreign trade and ways to manage the risks.
<b>CO4</b>	Students should be able to understand management of short term finance in Multinational corporations and international financing decisions including funding and borrowing decisions
<b>CO5</b>	Students should be able to <b>understand and analyze</b> various concepts like BOP, transfer pricing , structure of International banking and standards of international accounting
<b>Course Name</b>	<b>SUMMER INTERNSHIP PROJECT (SPECIALIZATION BASED)</b>
<b>CO1</b>	Student is able to <b>construct</b> the company profile by compiling the brief history, management structure, products / services offered, key achievements and market performance for his / her organization of internship.
<b>CO2</b>	For his / her organization of internship, the student is able to <b>assess</b> its Strengths, Weaknesses, Opportunities and Threats (SWOT). Student is able to <b>determine</b> the challenges and future potential for his / her internship organization in particular and the sector in general.

<b>CO3</b>	Student is able to <b>test</b> the theoretical learning in practical situations by accomplishing the tasks assigned during the internship period.
<b>CO4</b>	Student is able to <b>apply</b> various soft skills such as time management, positive attitude and communication skills during performance of the tasks assigned in internship organization.
<b>CO5</b>	Student is able to <b>analyze</b> the functioning of internship organization and <b>recommend</b> changes for improvement in processes.
<b>Course Name</b>	<b>STRATEGIC MANAGEMENT</b>
<b>CO1</b>	The student will be able to <b>evaluate</b> alternative paradigms of strategy and their influence on strategic decision making.
<b>CO2</b>	The student will be able to <b>analyse</b> and <b>develop</b> the vision and mission statement for given organisations and will also be able to <b>differentiate</b> between the external and internal components of environment while <b>performing</b> SWOT analysis.
<b>CO3</b>	The student will be able to design <b>and develop</b> corporate level strategies for any organization.
<b>CO4</b>	The student will be able to <b>design/develop</b> business level strategies for any organization.
<b>CO5</b>	The student will be able to <b>evaluate</b> all levels strategies and will also be <b>design/develop</b> functional level strategies for any organization.

### MBA CBCS (Sem-IV)

<b>Course Name</b>	<b>MM4: RETAIL SALES MANAGEMENT AND SERVICES MARKETING</b>
<b>CO1</b>	On completion of this module the students will be able to <b>utilise</b> the knowledge gained on Retail Industry and the existing retail environment. The student will also be able to <b>plan</b> their retail business as future manager by <b>applying</b> retail segmentation.
<b>CO2</b>	On completing this module, the students will be able to <b>take part in</b> the decisions involved in running a retail firm. They will also be able to form their own <b>opinion</b> on various retail formats and <b>recommend</b> strategies for retail planning.
<b>CO3</b>	On completing this module, the students will be able to draw <b>relationship</b> between retail merchandising, marketing communication, CRM and retail success. They will also be in a position to <b>predict</b> impact of changing trends in Indian market scenario on retail business.
<b>CO4</b>	On completion of this module, the students will be able to <b>analyse</b> concepts, functions, and techniques of the craft of service marketing services and will also be able to <b>identify</b> critical issues in service design & delivery. As future managers they will also be able to <b>adapt</b> a particular model of service marketing to a firm they work with.
<b>CO5</b>	On completing this module, the students will be able to <b>examine</b> the <b>application</b> of integrated marketing communication (IMC) to retail business and <b>develop</b> an effective service marketing system for retail business. Students will also be in a position to <b>recommend</b> ethical rules for conduct of retail business in India.
<b>Course Name</b>	<b>FM4: MANAGING BANKS AND FINANCIAL INSTITUTIONS</b>
<b>CO1</b>	The student will be able to <b>identify</b> role of banking in economic development of country.
<b>CO2</b>	The student will be able to <b>assess</b> the impact of monetary policy and its instruments on banking sector
<b>CO3</b>	The student will be able to <b>analyse</b> the health and risk of bank balance sheet and will also be able to <b>appraise</b> credit management parameters of a bank
<b>CO4</b>	The student will be able to <b>identify</b> the NPAs and will also be able to <b>appraise</b> the process of securitisation.

<b>CO5</b>	The student will be able to <b>distinguish</b> the utility of various non banking institutions like insurance, housing finance and credit rating
<b>Course Name</b>	<b>HRM4: TEAM DYNAMICS</b>
<b>CO1</b>	Students should be able to <b>justify</b> the applicability of various theories of Motivation in given situation and appraise the role of motivation in Team Behavior
<b>CO2</b>	Students should be able to <b>determine</b> the importance of Interpersonal Communication and application of FIRO-B and Johari Window.
<b>CO3</b>	Student should be able to <b>explain</b> the various steps of Group Formation and types of team
<b>CO4</b>	In a given situation, Students should be able to <b>justify</b> the Conflict resolution strategy.
<b>CO5</b>	Students should be able to <b>apply</b> various OD Intervention tools under given situation.
<b>Course Name</b>	<b>OM4: SALES AND OPERATIONS PLANNING</b>
<b>CO1</b>	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.
<b>CO2</b>	The student will be able to apply forecasting models for forecasting.
<b>CO3</b>	The student will be able to develop aggregate planning by applying aggregate strategies.
<b>CO4</b>	The student will be able to plan MPS and calculate bill of materials and MRP for production plan.
<b>CO5</b>	The students will be able to plan distribution of finished goods taking into consideration various inputs and constraints.



<b>Course Name</b>	<b>BA4: WEB AND SOCIAL MEDIA ANALYTICS</b>
<b>CO1</b>	The student will be able to <b>choose</b> the right tools for website design for measured outcomes.
<b>CO2</b>	The student will be able to <b>construct</b> a modern metrics of better performance from eight specific metrics for web performance.
<b>CO3</b>	The student will be able to <b>develop</b> a model for moving quickly from data to actions on a particular website.
<b>CO4</b>	The student will be able to <b>develop</b> the model for measuring the success of a Mobile & Social Media Campaign..
<b>CO5</b>	The student will be able to <b>develop</b> a model for the website Outcome.
<b>Course Name</b>	<b>ED4: ENTREPRENEURIAL MARKETING</b>
<b>CO1</b>	The student will be able to <b>interpret</b> the micro and macro environment of the firm
<b>CO2</b>	The student will be able to <b>use</b> entrepreneurial approaches to marketing functions.
<b>CO3</b>	The student will be able to <b>describe</b> consumer buying decision process
<b>CO4</b>	The student will be able to <b>justify</b> the franchising mechanism as a tool for entrepreneurial marketing
<b>CO5</b>	The student will be able to <b>justify</b> and <b>elaborate</b> the tools of relationship marketing
<b>Course Name</b>	<b>IB4: INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>
<b>CO1</b>	Students will be able to <b>differentiate</b> between international and domestic HRM and <b>analyze</b> issues in IHRM and competencies of international managers
<b>CO2</b>	Students will be able to <b>understand</b> recruitment and selection process for expatriates and various concepts involved in it such as HR outsourcing
<b>CO3</b>	Students will be able to <b>perceive</b> concepts involved in training and development of expatriates and concepts such as diversity training and cross cultural team building.

<b>CO4</b>	Students will be able to <b>understand and examine</b> various international performance management processes and compensation of expatriates
<b>CO5</b>	Students will be able to <b>understand and analyze</b> various cultural dimensions, cultural sensitivity as well as should be able to <b>elaborate</b> collective bargaining and employee relations in various countries.
<b>Course Name</b>	<b>PROJECT WORK AND VIVA VOCE</b>
<b>CO1</b>	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
<b>CO2</b>	For a selected research topic, student manager will be able to compile the relevant literature and frame hypotheses for research as applicable
<b>CO3</b>	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
<b>CO4</b>	For a selected research topic, student manager will be able to compile relevant data, interpret & analyze it and test the hypotheses wherever applicable
<b>CO5</b>	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
<b>CO6</b>	Student manager will be able to create a logically coherent project report and will be able to defend his / her work in front of a panel of examiners
<b>Course</b>	<b>EXIT SEMINAR AND OPEN DEFENCE</b>
<b>CO1</b>	The student will be able to <b>apply</b> knowledge of management theories and practices to solve business problems
<b>CO2</b>	The student will <b>Foster</b> Analytical and Critical thinking abilities for data-based decision making

<b>C03</b>	The student will <b>acquire</b> Ability to develop Value Based Leadership ability
<b>C04</b>	The student will <b>develop</b> the Ability to understand, analyse and communicate global, economic, legal, and ethical areas of business
<b>C05</b>	The student will <b>acquire</b> the Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.