



ASHOKA EDUCATION FOUNDATION'S  
**ASHOKA BUSINESS SCHOOL**

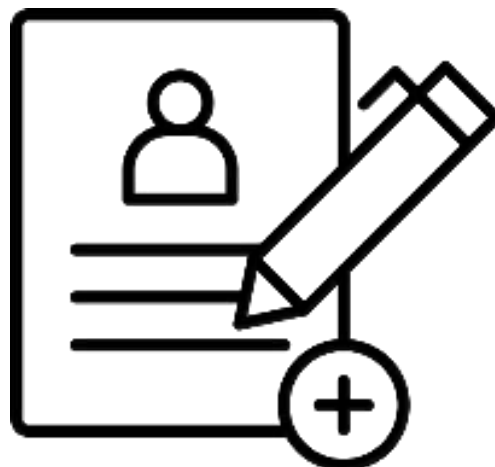
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**NAAC CYCLE-2**

# CRITERIA 2

**TEACHING - LEARNING & EVALUATION**

**2.6.1 PO & CO FOR ALL SUBJECTS**



### List of Program Outcomes for MBA Program

**3.2 Programme Outcomes (POs): At the end of the MBA programme the learner will possess the**

1. Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2. Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3. Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4. Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5. Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6. Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7. Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
8. Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
9. Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.
10. Life-Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

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<b>Semester I</b>		<b>101 – Managerial Accounting</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO101.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	EVALUATING	EVALUATE the financial impact of the decision.
CO101.6	CREATING	CREATE the Financial Statement of Sole Proprietor, Cost Sheet and Budgets

<b>Semester I</b>		<b>102 - Organizational Behaviour</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	Describe complexities of individual and group behavior in the organizations.
CO102.2	UNDERSTANDING	Explain the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO102.3	APPLYING	APPLY Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings
CO102.4	ANALYSING	ANALYZE human behavioural problems like conflict, low motivational levels, politics, attitudinal issues etc. and develop solutions to these problems.
CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behavior In order to achieve organizational goals
CO102.6	CREATING	DEVELOP strategies for challenges faced during shaping organizational behavior, organizational culture and organizational change.

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<b>Semester I</b>		<b>103 – Economic Analysis for Business Decisions</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO103.1	REMEMBERING	DEFINE the key terms.
CO103.2	UNDERSTANDING	EXPLAIN the key concepts in economics, from a managerial perspective.
CO103.3	APPLYING	IDENTIFY the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making.
CO103.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO103.5	EVALUATING	EVALUATE critical thinking based on principles of micro-economics for informed business decision making.
CO103.6	CREATING	ELABORATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

<b>Semester I</b>		<b>104 - Business Research Methods</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
CO104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
CO104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
CO104.5	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO104.6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

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<b>Semester I</b>		<b>105 – Basics of Marketing</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	REPRODUCE the key marketing concepts, components and principles of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.2	UNDERSTANDING	INTERPRET the basic concepts, principles and frameworks of marketing in the context of diverse business situations for explaining the relevant issues with regard to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.3	APPLYING	APPLY the contemporary marketing theories, frameworks and tools to inform problem solving with respect to marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.4	ANALYSING	EXAMINE the critical marketing issues for drawing inferences about the underlying causes and relationships concerning marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.5	EVALUATING	EVALUATE the alternative courses of actions to make judgments with regard to the solution for problems involving marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.
CO105.6	CREATING	GENERATE alternative approaches to the emerging business challenges in the context of marketing environment, segmenting, targeting, positioning, consumer behaviour, marketing mix, and product life cycle.

<b>Semester I</b>		<b>106 – Digital Business</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.



<b>Semester II</b>		<b>201 – Marketing Management</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing for a real world marketing offering.
CO201.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing mix concepts and frameworks for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	APPLY marketing Mix decisions for a real world marketing offering (commodities, goods, services, e-products/ e- Services.)
CO201.4	ANALYSING	EXAMINE marketing issues pertaining to Marketing Mix and Marketing Plan in the context of real world marketing offering (commodities, goods, services, e-products/ e-services
CO201.5	EVALUATING	EXPLAIN the interrelationships between various elements of Marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

<b>Semester II</b>		<b>202 – Financial Management</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO202.4	ANALYSING	ANALYZE the situation and <ul style="list-style-type: none"> <li>• comment on financial position of the firm</li> <li>• estimate working capital required</li> <li>• decide ideal capital structure</li> <li>• evaluate various project proposals</li> </ul>
CO202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
CO202.6	CREATING	CREATE Common Size Comparative Statements, Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise), Comparative Proposals using Capital Budgeting Techniques

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<b>Semester II</b>		<b>203 – Human Resource Management</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization.
CO203.2	UNDERSTANDING	DISCUSS the emerging trends and practices in HRM.
CO203.3	APPLYING	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	ANALYSING	IDENTIFY the use of different appraisal and training methods in an organization.
CO203.5	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.
CO203.6	CREATING	DESIGN the HR manual and compensation policy of the organization.

<b>Semester II</b>		<b>204 – Operations &amp; Supply Chain Management</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO204.1	REMEMBERING	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO204.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO204.3	APPLYING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
CO204.4	ANALYSING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
CO204.5	EVALUATING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.
CO204.6	CREATING	ELABORATE upon different operational issues in manufacturing and services organizations where the decision-making element is emphasized.



<b>Semester II</b>		<b>208 - Geopolitics &amp; World Economic Systems</b>
<b>2 Credits</b>	<b>LTP: 2:0:0</b>	<b>Generic Elective – University Level</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO208.1	REMEMBERING	ENUMERATE the various elements of global economic system.
CO208.2	UNDERSTANDING	EXPLAIN the role of key trade organizations in the global economic system.
CO208.3	APPLYING	IDENTIFY the crucial elements of international trade laws.
CO208.4	ANALYSING	ANALYSE the forces that work for and against globalization.
CO208.5	EVALUATING	ASSESS the impact of the elements of the Global Economic System on the India Economy.
CO208.6	CREATING	CREATE a Country Profile based on various aspects of Geopolitics and World Economic Systems

<b>Semester II</b>		<b>209 - Start Up and New Venture Management</b>
<b>2 Credits</b>	<b>LTP: 2:0:0</b>	<b>Generic Elective – University Level</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO209.1	REMEMBERING	DESCRIBE the strategic decisions involved In establishing a startup.
CO209.2	UNDERSTANDING	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO209.3	APPLYING	IDENTIFY the issues in developing a team to establish and grow a startup
CO209.4	ANALYSING	FORMULATE a go to market strategy for a startup.
CO209.5	EVALUATING	DESIGN a workable funding model for a proposed startup.
CO209.6	CREATING	DEVFLOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

<b>Semester II</b>		<b>211 – Business, Government &amp; Society</b>
<b>2 Credits</b>	<b>LTP: 2:0:0</b>	<b>Generic Elective – University Level</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOME
CO211.1	REMEMBERING	DESCRIBE the economic roles of government in the Indian context.
CO211.2	UNDERSTANDING	EXPLAIN the macroeconomic crises around the world.
CO211.3	APPLYING	ILLUSTRATE the interlinkages between economic growth , poverty and inequality.
CO211.4	ANALYSING	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
CO211.5	EVALUATING	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
CO211.6	CREATING	DISCUSS the interplay between technology, business and society.

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Semester II		206MKT: Consumer Behavior
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206MKT.1	REMEMBERING	RECALL the factors influencing Consumer's purchase decision making process.
CO206MKT.2	UNDERSTANDING	OUTLINE consumer and organizational buyer behavior process.
CO206MKT.3	APPLYING	APPLY concepts of consumer behavior to real world marketing decision making.
CO206MKT.4	ANALYSING	ANALYZE the consumer decision making process and the role of different determinants that affect the buying decision process.
CO206MKT.5	EVALUATING	EXPLAIN the new trends influencing buyer behavior and its effect on new age Indian Consumer.
CO206MKT.6	CREATING	DISCUSS the consumer and organizational buying behavior process for a variety of products (goods/services).

Semester II		217MKT: Integrated Marketing Communications
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217MKT.1	REMEMBERING	Describe the key concepts & components of IMC.
CO217MKT.2	UNDERSTANDING	EXAMINE the role of Integrated marketing communications in building brand identity, brand equity, and customer franchise.
CO217MKT.3	APPLYING	Apply the integrated marketing communications tools in contemporary real world scenarios.
CO217MKT.4	ANALYSING	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
CO217MKT.5	EVALUATING	Evaluate the IMC mix, advertising – sales promotion & PR strategies with real world examples of products / services / e-products / e-services.
CO217MKT.6	CREATING	Develop an integrated creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.

  
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Semester II		214 - Industry Analysis - Desk Research
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO214.1	REMEMBERING	DESCRIBE the key characteristics of the players in an industry.
CO214.2	UNDERSTANDING	SUMMARIZE the management ethos and philosophy of the players in the industry.
CO214.3	APPLYING	DEMONSTRATE an understanding of the regulatory forces acting on the industry.
CO214.4	ANALYSING	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
CO214.5	EVALUATING	ASSESS the impact of recent developments on the industry and its key players.
CO214.6	CREATING	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).

Semester II		205MKT: Marketing Research
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205MKT.1	REMEMBERING	DESCRIBE the key concepts involved in the Marketing Research.
CO205MKT.2	UNDERSTANDING	EXPLAIN various research designs, data sources, data collection methods, instruments, sampling methods and analytical tools used in Marketing Research.
CO205MKT.3	APPLYING	APPLY the concepts of marketing research in solving real-life marketing problems.
CO205MKT.4	ANALYSING	ANALYSE data and draw appropriate inferences to address real-life marketing issues.
CO205MKT.5	EVALUATING	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
CO205MKT.6	CREATING	PLAN and UNDERTAKE qualitative or quantitative marketing research and demonstrate the ability to analyse data to resolve real-life marketing issues.



Semester II		206FIN: Personal Financial Planning
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206FIN.1	REMEMBERING	UNDERSTAND the need and aspects of personal financial planning
CO206FIN.2	UNDERSTANDING	Describe the investment options available to an individual
CO206FIN.3	APPLYING	IDENTIFY types of risk and means of managing it
CO206FIN.4	ANALYSING	DETERMINE the ways of personal tax planning
CO206FIN.5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO206FIN.6	CREATING	CREATE a financial plan for a variety of individuals.

Semester II		217FIN: Securities Analysis & Portfolio Management
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217FIN.1	REMEMBERING	REMEMBER various concepts of investments, Bonds.
CO217FIN.2	UNDERSTANDING	EXPLAIN various theories of Investment Analysis and Portfolio Management.
CO217FIN.3	APPLYING	CALCULATE risk and return on investment using various concepts covered in the syllabus.
CO217FIN.4	ANALYSING	ANALYZE and DISCOVER intrinsic value of a security.
CO217FIN.5	EVALUATING	DESIGN/ CREATE optimal portfolio.

Semester II		219FIN: Direct Taxation
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219FIN.1	REMEMBERING	REMEMBER various basic concepts / terminologies related Direct Taxation
CO219FIN.2	UNDERSTANDING	EXPLAIN how tax planning can be done.
CO219FIN.3	APPLYING	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee of all income heads.
CO219FIN.4	ANALYSING	Permissible exemptions and deductions from income under Income Tax Act.
CO219FIN.5	EVALUATING	EVALUATE the tax liability and benefits of possible exemptions under Income Tax Act
CO219FIN.6	CREATING	DESIGN / DEVELOP / CREATE tax saving plan.

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Semester II		220MKT: Digital Marketing - I
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Marketing Management

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO220MKT.1	REMEMBERING	DEFINE various concepts related to Digital Marketing.
CO220MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
CO220MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
CO220MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
CO220MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
CO220MKT.6	CREATING	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.

Semester II		205FIN: Financial Markets and Banking Operations
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Financial Management

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205FIN.1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO205FIN.2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
CO205FIN.3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO205FIN.4	ANALYSING	ANALYZE the linkages in the Financial Markets.
CO205FIN.5	EVALUATING	EXPLAIN the various banking and accounting transactions.
CO205FIN.6	CREATING	DEVELOP necessary competencies expected of a finance professional.



Semester II		<b>205HRM: Competency Based Human Resource Management System</b>
3 Credits	LTP: 2:1:1	<b>Subject Core (SC) Course – Human Resource Management</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205HRM.1	REMEMBERING	DEFINE the key terms related to performance management and competency development.
CO205HRM.2	UNDERSTANDING	EXPLAIN various models of competency development
CO205HRM.3	APPLYING	PRACTICE competency mapping.
CO205HRM.4	ANALYSING	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO205HRM.5	EVALUATING	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO205HRM.6	CREATING	DEVELOP a customized competency model in accordance with the corporate requirements.

Semester II		<b>206HRM: Employee Relations and Labour Legislations</b>
3 Credits	LTP: 2:1:1	<b>Subject Core (SC) Course – Human Resource Management</b>

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206HRM.1	REMEMBERING	SHOW awareness of important and critical issues in Employee Relations
CO206HRM.2	UNDERSTANDING	INTERPRET and relate legislations governing employee relations.
CO206HRM.3	APPLYING	DEMONSTRATE an understanding of legislations relating to working environment.
CO206HRM.4	ANALYSING	OUTLINE the role of government, society and trade union in ER.
CO206HRM.5	EVALUATING	EXPLAIN aspects of collective bargaining and grievance handling.
CO206HRM.6	CREATING	DISCUSS the relevant provisions of various Labour Legislations.



Semester II		221HRM: HR Analytics
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221HRM.1	REMEMBERING	ENUMERATE the key concepts related to the subject matter.
CO221HRM.2	UNDERSTANDING	DEMONSTRATE experimentation and innovation.
CO221HRM.3	APPLYING	USE thinking & decision making ability beyond the existing capabilities and present environment.
CO221HRM.4	ANALYSING	ANALYSE the behavioral Patterns of an individual & Map the competency- the audit Perspective.
CO221HRM.5	EVALUATING	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
CO221HRM.6	CREATING	FORMULATE the linkage between HR Analytics and Business Analytics.

Semester II		222HRM: Conflict & Negotiation Management
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO222HRM.1	REMEMBERING	DEFINE the key concepts of the subject matter.
CO222HRM.2	UNDERSTANDING	EXPLAIN the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA)
CO222HRM.3	APPLYING	APPLY the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA) for successful negotiations.
CO222HRM.4	ANALYSING	APPRAISE the importance of in business negotiations and managing conflicts.
CO222HRM.5	EVALUATING	DEVELOP the logical thinking, communication skills and other prerequisite for successful business negotiations and handling organizational conflict.
CO222HRM.6	CREATING	COMBINE the theoretical concepts practical methods of managing and resolving organizational conflict and negotiation styles in the organizational context.

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Ashoka Business School, Nashik



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**Director**  
Ashoka Business School



# ASHOKA BUSINESS SCHOOL

Survey No.-883, Plot No.6+7+8, Mumbai-Agra National Highway, Rane Nagar, Nashik – 422009.

Tel.: 0253 6649500/24, Website: www.ashokabschool.org, Email: abs@aef.edu.in



Linguistic Minority Institute (Hindi)

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Semester II		<b>205BA: Basic Business Analytics using R</b>
3 Credits	LTP: 2:1:1	<b>Subject Core (SC) Course – Business Analytics</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205BA.1	REMEMBERING	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
CO205BA.2	UNDERSTANDING	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
CO205BA.3	APPLYING	DEVELOP a thought process to think like a data scientist/business analyst.
CO205BA.4	ANALYSING	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO205BA.5	EVALUATING	INTERPRET various data types and structures for given analytics task
CO205BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

Semester II		<b>206BA: Data Mining</b>
3 Credits	LTP: 2:1:1	<b>Subject Core (SC) Course – Business Analytics</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206BA.1	REMEMBERING	DEFINE the key terms associated with Data Mining
CO206BA.2	UNDERSTANDING	EXPLAIN the various aspects of Data
CO206BA.3	APPLYING	APPLY classification models
CO206BA.4	ANALYSING	<b>Analyse data using various clustering models</b>
CO206BA.5	EVALUATING	SELECT appropriate association analysis and anomaly detection tools.
CO206BA.6	CREATING	COMBINE various data mining tools and use them in live analytical projects in business scenarios.



Semester II		220BA: Tableau
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221BA.1	REMEMBERING	DEFINE Tableau terminology and SHOW how to Connect to your data, Edit and save a data source.
CO221BA.2	UNDERSTANDING	ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts.
CO221BA.3	APPLYING	MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values.
CO221BA.4	ANALYSING	INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins.
CO221BA.5	EVALUATING	CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations.
CO221BA.6	CREATING	BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding.

Semester II		221BA: Data Warehousing Project Life Cycle Management
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221BA.1	REMEMBERING	DESCRIBE various stages in Data Warehouse development process.
CO221BA.2	UNDERSTANDING	EXPLAIN the significance of and Project Management issues to be considered in the Data warehouse and Business Intelligence projects and the practicality of each phase.
CO221BA.3	APPLYING	MAKE USE OF the Data warehouse lifecycle.
CO221BA.4	ANALYSING	FORMULATE Requirements Definition using requirements gathering methods.
CO221BA.5	EVALUATING	DETERMINE users of information and SELECT appropriate Information Delivery Tools, OLAP models and Data Mining Techniques.
CO221BA.6	CREATING	CREATE an Implementation Plan for a Data warehouse Project.

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Semester II		205OSCM: Service Operations Management – I
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205OSCM.1	REMEMBERING	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
CO205OSCM .2	UNDERSTANDING	DESCRIBE the service design elements of variety of services.
CO205OSCM .3	APPLYING	USE service blueprinting for mapping variety of real life service processes.
CO205OSCM .4	ANALYSING	ANALYSE alternative locations and sites for variety of service facilities.
CO205OSCM .5	EVALUATING	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
CO205OSCM .6	CREATING	CREATE flow process layouts for variety of services.

Semester II		206OSCM: Supply Chain Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206OSCM.1	REMEMBERING	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO206OSCM.2	UNDERSTANDING	EXPLAIN the structure of modern day supply chains.
CO206OSCM.3	APPLYING	IDENTIFY the various flows in real world supply chains.
CO206OSCM.4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
CO206OSCM.5	EVALUATING	EXPLAIN the key Operational Aspects in Supply Chain Management.
CO206OSCM.6	CREATING	DISCUSS the relationship between Customer Value and Supply Chain Management.



Semester II		219OSCM: Inventory Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219OSCM.1	REMEMBERING	DEFINE the key terms associated with Inventory Management.
CO219OSCM.2	UNDERSTANDING	CLASSIFY various types of inventory, and inventory costs
CO219OSCM.3	APPLYING	CALCULATE Economic Order Quantity and stock levels under various conditions.
CO219OSCM.4	ANALYSING	COMPARE and CONTRAST various methods of inventory control.
CO219OSCM.5	EVALUATING	ASSESS various factors influencing Make or Buy decisions.
CO219OSCM.6	CREATING	SOLVE problems based on ABC classification of inventory.

Semester II		221OSCM: Quality Management Standards
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO221OSCM.1	REMEMBERING	DESCRIBE the concepts of Quality and importance of the Quality Management Principles.
CO221OSCM.2	UNDERSTANDING	INTERPRET the requirements of ISO 9001:2015 standard.
CO221OSCM.3	APPLYING	APPLY process based thinking and risk based thinking for managing and improving the functioning of an organization.
CO221OSCM.4	ANALYSING	TAKE PART IN planning, conducting and follow-up of QMS audits directed towards maintenance and continual improvement of the QMS
CO221OSCM.5	EVALUATING	DEVELOP skills for Corrective Action Management and Continual Improvement Project management.
CO221OSCM.6	CREATING	BUILD stakeholder confidence by managing processes in line with the latest requirements.

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Semester III		307– International Business Environment
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 307 .1	REMEMBERING	Recall and Describe the key concepts of international Business Environment
CO 307 .2	UNDERSTANDING	Understand the relevance of Multinational Corporations (MNCs) in global trade
CO 307 .3	APPLYING	Demonstrate the significance of FDI and FPI in respect of developing economy
CO 307 .4	ANALYSING	Analyze the issues related to Labor, Environmental and Global Value chain
CO 307 .5	EVALUATING	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.

Semester III		309 – Knowledge Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 309 .1	Remembering	DEFINE the key terms and concepts in Knowledge Management.
CO 309 .2	Understanding	DESCRIBE the Knowledge Management cycle
CO 309 .3	Applying	DISCUSS the types of Knowledge and its implications.
CO 309 .4	Analysing	OUTLINE the importance of capturing knowledge elements and its structures application as a competitive advantage to business
CO 309 .5	Evaluating	EXPLAIN the human and business aspects of knowledge management.

  
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Semester III		301– Strategic Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO301.1	REMEMBERING	DESCRIBE the basic terms and concepts in Strategic Management.
CO301.2	UNDERSTANDING	EXPLAIN the various facets of Strategic Management in a real world context.
CO301.3	UNDERSTANDING	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO301.4	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO301.5	ANALYSING	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO301.6	CREATING	DEVELOP the capability to view the firm in its totality in the context of its environment.

Semester III		302– Decision Science
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO302.1	REMEMBERING	DESCRIBE the concepts and models associated with Decision Science.
CO302.2	UNDERSTANDING	UNDERSTAND the different decision-making tools required to achieve optimisation in business processes.
CO302.3	UNDERSTANDING	APPLY appropriate decision-making approach and tools to be used in business environment.
CO302.4	APPLYING	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO302.5	ANALYSING	EVALUATE the various facets of a business problem and develop problem solving ability.
CO302.6	CREATING	DISCUSS & propose the various applications of decision tools in the present business scenario.

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Semester III	SE – IL – MKT - 08	<b>313MKT:International Marketing</b>
2 Credits	LTP: 2:1:1	<b>Subject Elective (SE) Course – Marketing Management</b>

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313MKT.1	REMEMBERING	DESCRIBE various terms and key concepts associated with international marketing.
CO313MKT.2	UNDERSTANDING	EXPLAIN various key concepts used in all aspects of international marketing.
CO313MKT.3	APPLYING	ILLUSTRATE all stages in international marketing management process.
CO313MKT.4	ANALYSING	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
CO313MKT.5	EVALUATING	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on assessment of international marketing environment.
CO313MKT.6	CREATING	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and International marketing mix strategies for global business organizations.

Semester III	SE - IL – MKT - 09	<b>314 MKT: Digital Marketing II</b>
2 Credits	LTP: 1:1:1	<b>Subject Elective (SE) Course – Marketing Management</b>

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 314MKT.1	REMEMBERING	DEFINE the key terms and concepts related with digital marketing
CO 314MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube, Email marketing and other related tools in digital marketing.
CO 314MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email marketing and other related tools for carrying out digital marketing for given situation.
CO 314MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email marketing and other related tools in given situation.
CO 314MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email marketing and other related tools.
CO 314MKT.6	CREATING	CREATE appropriate content for a digital marketing campaign.

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Semester III		310- Corporate Governance
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO310.1	REMEMBERING	ENUMERATE the global contemporary developments in Corporate Governance.
CO310.2	UNDERSTANDING	EXPLAIN the importance of regulation, markets and information in corporate governance and CATEGORIZE the role of Board of Directors and Committees for good Corporate Governance.
CO310.3	APPLYING	EXAMINE the provision of Corporate Governance for listed and unlisted firms.
CO310.4	ANALYSING	ANALYSE the enterprise risk for formulating the Internal control policies.
CO310.5	EVALUATING	Evaluate the legal framework and global perspective of Corporate Governance.
CO310.6	CREATING	DISCUSS Cases related to Corporate Governance.

Semester III	SC – MKT - 03	304 MKT. Services Marketing
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304 MKT.1	REMEMBERING	RECALL the key concepts in services marketing
CO304 MKT.2	UNDERSTANDING	Describe the role of Extended Marketing Mix in Services in managing consumer behavior and in improving service quality.
CO304 MKT.3	APPLYING	Identify concepts related to service experience in the context of real world offering.
CO304 MKT.4	ANALYSING	Examine the elements of services marketing and service quality in contemporary context.
CO304 MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services and assess its importance and challenges in the dynamic marketing environment
CO304 MKT.6	CREATING	DEVELOP marketing mix, service blueprint and servicescapes for various services offering

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Semester III	SE -IL -MKT- 07	312 MKT: Business to Business Marketing
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312 MKT.1	REMEMBERING	DEFINE the terms and concepts related to Business to Business marketing
CO312MKT.2	UNDERSTANDING	EXPLAIN the terms and concepts used in business to business marketing
CO312 MKT.3	APPLYING	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
CO312 MKT.4	ANALYSING	FORMULATE segmentation, targeting and positioning, consumer buying behavior and marketing mix in the context of Business to Business marketing
CO312MKT.5	EVALUATING	DESIGN marketing mix elements considering business-to-business sales and service situations.
CO312MKT.6	CREATING	DEVELOP marketing plan for business-to-business Marketing situations.

Semester III		304 FIN– Advanced Financial Management
3 Credits	LTP: 2:1:1	Subject Core - SC - FIN - 03

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 304.1	REMEMBERING	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
CO 304.2	UNDERSTANDING	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
CO 304 .3	APPLYING	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
CO 304.4	ANALYSING	ANALYZE the Leverage and PBIT EPS Analysis associate with Financial Data in the corporate
CO 304.5	EVALUATING	Evaluate the key strategic financial issues that must be considered in an acquisition or merger
CO304.6	CREATING	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

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Semester III	SE -IL -MKT- 07	312 MKT: Business to Business Marketing
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312MKT.1	REMEMBERING	DEFINE the terms and concepts related to Business to Business marketing
CO312MKT.2	UNDERSTANDING	EXPLAIN the terms and concepts used in business to business marketing
CO312MKT.3	APPLYING	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
CO312MKT.4	ANALYSING	FORMULATE segmentation, targeting and positioning, consumer buying behavior and marketing mix in the context of Business to Business marketing
CO312MKT.5	EVALUATING	DESIGN marketing mix elements considering business to business sales and service situations.
CO312MKT.6	CREATING	DEVELOP marketing plan for business-to-business Marketing situations.

Semester III	SC – MKT- 04	305MKT: Sales & Distribution Management
3 Credits	LTP: 3:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305MKT.1	REMEMBERING	DESCRIBE the theoretical concepts related to Sales and Distribution Management Domain.
CO305MKT.2	UNDERSTANDING	UNDERSTAND the role, concepts, importance, techniques and approaches required for effective designing and implementation of various aspects in the Sales and Distribution Management.
CO305MKT.3	APPLYING	APPLY various concepts related to Sales and Distribution Management.
CO305MKT.4	ANALYZING	ANALYZE the real-life issues related to design and implementation of Sales and Distribution Management Strategy.
CO305MKT.5	EVALUATING	EVALUATE suitability of alternative Sales and Distribution Management strategies of an organization.
CO305MKT.6	CREATING	DESIGN and implement Sales and Distribution Management Strategies for an organization.

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Semester III		<b>313 FIN: Technical Analysis of Financial Markets</b>
2 Credits	LTP: 0:3:1	<b>Subject Elective (SE) Course – Financial Management</b>

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313FIN.1	Remembering	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
CO313FIN.2	Understanding	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
CO313FIN.3	Applying	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities
CO313FIN.4	Analyzing	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions
CO313FIN.5	Evaluating	EVALUATE opportunities for Buy & Sale on the basis of technical analysis
CO313FIN.6	Creating	FORMULATE an ideal portfolio of investments with a combination of wide number of securities

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<b>SEMESTER III</b>		<b>315 FIN – Indirect Taxation</b>
<b>2 Credit</b>	<b>LTP : 1:1:1</b>	<b>Subject Elective (SE-IL) Course – Financial Management</b>

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Ability	Course Outcomes
CO315FIN.1	Remembering	Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes.
CO315FIN.2	Understanding	Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc.
CO315FIN.3	Applying	Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services.
CO315FIN.4	Analysing	Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept
CO315FIN.5	Evaluating	Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in india & verify the tax levied on Goods and Services.
CO315FIN.6	Creating	Elaborate all Provisions of GST and can correlate with filing of returns; virtuale filling can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.

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Semester III		305 FIN – International Finance
3 Credit	LTP : 2:1:1	Subject Core (SC) Course – International Finance

Course Outcome: On successful completion of the course the learner will be able to

CO#	Cognitive Ability	Course Outcomes
CO305FIN.1	Remembering	RECALL the basic concepts associated with international finance.
CO305FIN.2	Understanding	EXPLAIN the various the concepts related to Foreign Exchange Markets, transactions on the international foreign exchange market, Taxation Systems, International Receivables and cash management.
CO305FIN.3	Applying	USE International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, International Receivables and cash management in International financial market.
CO305FIN.4	Analyzing	ANALYZE the role of exchange rate and credit rating agencies, foreign exchange transactions, taxation system, Receivables and cash management in International financial market.
CO305FIN.5	Evaluating	EVALUATE the International Monetary Fund, World Bank, credit rating agencies, foreign exchange, foreign exchange transactions, taxation system, Receivables and cash management in International finance.
CO305FIN.6	Creating	CREATE the investment/ business plan by adopting various international finance concepts

  
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Semester III		316 FIN – Corporate Financial Restructuring
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316FIN.1	REMEMBERING	DESCRIBE the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring.
CO316FIN.2	UNDERSTANDING	EXPLAIN the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units.
CO316FIN.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO316FIN.4	ANALYSING	ANALYZE the situation by calculations of exchange ratio, financial returns, valuations and others.
CO316FIN.5	EVALUATING	EVALUATE impact of corporate financial restructuring on all stakeholders
CO316FIN.6	CREATING	CREATE an interface and model on various dimensions of corporate finance and restructuring process.

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Semester III		<b>312HRM: Talent Management</b>
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.312.1	REMEMBERING	DEFINE Talent Management and its significance
CO.312.2	UNDERSTANDING	UNDERSTANDING performance excellence through TalentManagement
CO.312.3	APPLYING	APPLY Talent Management concepts in Human ResourceManagement
CO.312.4	ANALYSING	ANALYSING Talent Management practices in employee developmentand career enhancement
CO.312.5	EVALUATING	FORMULATE the Talent Management Strategies for any organisation.

Semester IV		<b>319 HRM -: Change Management &amp; new technologies in HRM</b>
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES (CO'S)
319HRM.1	REMEMBERING	DEFINE Change Management and its significance
319HRM.2	UNDERSTANDING	UNDERSTANDING change management model and practices
319HRM.3	APPLYING	APPLY Change Management in context to digital transformation
319HRM.4	ANALYSING & EVALUATING	EXAMINE and DETERMINE various concepts in human resourceinformation system
319HRM.5	CREATING	IMPLEMENT change management in the organization.

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Semester-III		304HRM- Strategic Human Resource Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course- Human Resource Management

Course Outcome: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304HRM.1	REMEMBERING	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
CO304HRM.2	UNDERSTANDING	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
CO304HRM.3	APPLYING AND ANALYZING	Ability to ANALYZE HR as an investment to the company.
CO304HRM.4	EVALUATING	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
CO304HRM.5	CREATING	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.

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Semester III		304 BA- Advanced Statistical Methods using R
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304BA .1	REMEMBERING	RECALL all basic statistical concepts and associated values, formulae.
CO304BA .2	UNDERSTANDING	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
CO304BA .3	APPLYING	APPLY time series analysis in prediction of various trends.
CO304BA .4	ANALYSING	DISCRIMINATE between various types of probability and probability distributions.
CO304BA .5	EVALUATING	FORMULATE and TEST hypothesis using tools of R.
CO304BA .6	CREATING	COMPILE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

Semester III		312 BA- Social Media, Web & Text Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312BA.1	REMEMBERING	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
CO312BA.2	UNDERSTANDING	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
CO312BA.3	APPLYING	DEVELOP a thought process to harness the power of social media analytics to improve website or business
CO312BA.4	ANALYSING	ANALYSE Social Media Analytics and Web Analytics Tools
CO312BA.5	EVALUATING	SELECT the right metrics for Social Media Analytics and Web Analytics
CO312BA.6	CREATING	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios

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Semester III		305HRM : HR Operations
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Human Resource Management

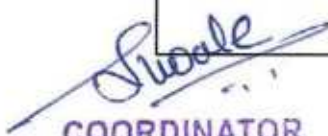
Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO305HRM.1	REMEMBERING	Describe the functioning of personnel department
CO305HRM.2	UNDERSTANDING	Understand the communication of HR & Personnel department
CO305HRM.3	APPLYING	Apply the knowledge of various provisions under laws related to social Security and Labour welfare
CO305HRM.4	ANALYSING	Examine various compensation structure and disciplinary policies
CO305HRM.5	EVALUATING	Evaluate applicability of provisions of laws related to social security and labour welfare across various sectors
CO305HRM.6	CREATING	Design a salary structure incorporating all components of payroll system

Semester III		315HRM : International HR
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO315HRM.1	REMEMBERING	IDENTIFY key perspectives of global workforce management
CO315HRM.2	UNDERSTANDING	UNDERSTAND cultural aspects of International HRM
CO315HRM.3	APPLYING	PREPARE HR planning for long term global staffing
CO315HRM.4	ANALYSING	ILLUSTRATE steps involved in global selection of human resources
CO315HRM.5	EVALUATING	FORMULATE Training and development policy for expatriate employees of an organization
CO315HRM.6	CREATING	ANALYZE / COMPARE important points that needs to be included while drafting global workforce performance & development management system of an organization



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Semester III		305 BA - Machine Learning & Cognitive intelligence using Python
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305BA.1	REMEMBERING	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
CO305BA.2	UNDERSTANDING	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
CO305BA.3	APPLYING	DEVELOP a thought process to think like data scientist/business Analyst
CO305BA.4	ANALYSING	ANALYSE data using supervised and unsupervised Learning Techniques
CO305BA.5	EVALUATING	SELECT the right functions, arrays of Python for Machine Learning algorithms.
CO305BA.6	CREATING	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.

Semester IV		401 – Enterprise Performance Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO401.1	REMEMBERING	Enumerate the different parameters & facets of management control of an enterprise.
CO401.2	UNDERSTANDING	Illustrate the various techniques of enterprise performance management for varied sectors.
CO401.3	UNDERSTANDING	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO401.4	APPLYING	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO401.5	ANALYSING	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.


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<b>Semester III</b>		<b>313 BA- Industrial Internet of Things</b>
<b>2 Credits</b>	<b>LTP: 2:0:0</b>	<b>Subject Elective (SE) Course – Business Analytics</b>

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313BA.1	REMEMBERING	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
CO313BA.2	UNDERSTANDING	DISCUSS the value added by analytics in the operations function.
CO313BA.3	APPLYING	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
CO313BA.4	ANALYSING	EXAMINE the Industrial Internet of ings (IIoT) and the role of Big Data Analytics.
CO313BA.5	EVALUATING	EXPLAIN the applications of analytics in operations.
CO313BA.6	CREATING	COMPILE the issues pertaining to the adoption of technologies that will shape industry

<b>Semester III</b>		<b>317 BA- E Commerce Analytics - I</b>
<b>2 Credits</b>	<b>LTP: 2:0:0</b>	<b>Subject Elective (SE) Course – Business Analytics</b>

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO317BA.1	REMEMBERING	DESCRIBE the key concepts in e-commerce analytics.
CO317BA.2	UNDERSTANDING	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO317BA.3	APPLYING	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO317BA.4	ANALYSING	DISCOVER high-value insights via dashboards and visualization.
CO317BA.5	EVALUATING	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamlinetransactions, optimize product mix, and accurately attribute sales.
CO317BA.6	CREATING	FORMULATE the right analytics driven strategy for ecommerce businesses.

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Semester- IV	SC – MKT - 06	404MKT: Marketing Strategy
3 Credits	LTP: 2:1:1	Subject Core (SC) Course Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404MKT.1	REMEMBERING	DESCRIBE various concepts of marketing strategies.
CO404MKT.2	UNDERSTANDING	EXPLAIN various marketing strategies to handle marketing circumstances
CO404MKT.3	APPLYING	APPLY the concepts of marketing strategy to solve real-life business problems.
CO404MKT.4	ANALYSING	DISCOVER the suitable competitive advantage useful to design market specific and organization specific marketing strategies.
CO404MKT.5	EVALUATING	ESTIMATE the attractiveness of segment to decide targeting strategy and MONITOR marketing performance using marketing matrices.
CO404MKT.6	CREATING	DESIGN marketing strategies to lead the organization towards sustainable growth.

Semester IV	SE -IL – MKT - 16	412 MKT – Retail Marketing
2 Credits	LTP - 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 412 MKT.1	REMEMBERING	DEFINE and RECALL concepts associated with retail marketing
CO412 MKT.2	UNDERSTANDING	UNDERSTAND the various retail Formats, merchandise management and recent trends
CO412 MKT.3	APPLYING	APPLY the best practices for retail store management along with USE of social media in retailing
CO412 MKT.4	ANALYSING	ANALYSE and COMPARE the contemporary issues in Retailing and E-tailing
CO412 MKT.5	EVALUATING	EVALUATE the store location based on the determinants and effectiveness of Retail marketing mix
CO412 MKT.6	CREATING	DESIGN effective CRM programs suitable for each retail format



<b>Semester IV</b>	<b>SE – IL – MKT - 13</b>	<b>409MKT: Customer Relationship Management</b>
<b>2 Credits</b>	<b>LTP: 1:1:1</b>	<b>Subject Elective (SE) Course – Marketing Management</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 412 MKT.1	REMEMBERING	DEFINE and RECALL concepts associated with retail marketing
CO412 MKT.2	UNDERSTANDING	UNDERSTAND the various retail Formats, merchandise management and recent trends
CO412 MKT.3	APPLYING	APPLY the best practices for retail store management along with USE of social media in retailing
CO412 MKT.4	ANALYSING	ANALYSE and COMPARE the contemporary issues in Retailing and E-tailing
CO412 MKT.5	EVALUATING	EVALUATE the store location based on the determinants and effectiveness of Retail marketing mix
CO412 MKT.6	CREATING	DESIGN effective CRM programs suitable for each retail format

<b>Semester IV</b>		<b>403 FIN: Financial Laws</b>
<b>3 Credit</b>	<b>LTP : 2:1:1</b>	<b>SUBJECT CORE (SC) COURSE: Specialization – Financial Management (FIN)</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	Cognitive Ability	Course Outcomes
CO403FIN .1	REMEMBERING	Define and Describe the basic concepts related to Financial Laws
CO403 FIN. 2	UNDERSTANDING	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO403 FIN. 3	APPLYING	Make use of contextual financial laws applicable to organisations.
CO403 FIN. 4	ANALYZING	Infer the application of financial laws to organisations
CO403 FIN. 5	EVALUATING	Appraise and perceive the benefits of applicable laws to the organisations.
CO403 FIN.6	CREATING	CREATE debt restructuring portfolio/ proposal.

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<b>Semester IV</b>		<b>404 FIN Current Trends &amp; Cases in Finance</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Subject Core (SC) Course – Financial Management</b>

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404FIN.1	REMEMBERING	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
CO404FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
CO404FIN.3	APPLYING	APPLY the various theories and models of financial management in the case.
CO404FIN.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO404FIN.5	EVALUATING	EVALUATE the financial impact of the alternative on the given case.
CO404FIN.6	CREATING	CREATE financial models based on theories and concepts studied

<b>Semester IV</b>		<b>410 FIN – Business Valuation</b>
<b>2 Credits</b>	<b>LTP: 2:0:0</b>	<b>Subject Elective (SE) Course- Financial Management</b>

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410.1	REMEMBERING	RECALL concepts of value and valuation
CO410.2	UNDERSTANDING	EXPLAIN valuation process of business firms
CO410.3	APPLYING	CALCULATE business value using different techniques
CO410.4	ANALYSING	EXAMINE special factors to be considered in business valuation
CO410.5	EVALUATING	ASSESS the value of the firm in the light of business environment and regulatory aspects
CO410.6	CREATING	DESIGN a structured business valuation model for business.



SEM IV		413FIN -Rural and Micro Finance
2 Credits	LTP: 2:0:0	Subject Elective(SE) Course-Financial Management

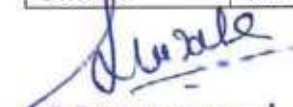
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO413FIN.1	REMEMBERING	<b>DEFINE</b> the key concepts of Microfinance and other terms associated with rural and micro finance.
CO413FIN.2	UNDERSTANDING	<b>EXPLAIN</b> the relevance of Microfinance and how its work towards rural development.
CO413FIN.3	APPLYING	<b>USE</b> of micro finance, microfinance models and their contribution towards, Economic growth, poverty elimination, women empowerment and gender equality
CO413FIN.4	ANALYSING	<b>ANALYZE</b> the linkage between MFIs and Rural development
CO413FIN.5	EVALUATING	<b>EVALUATE</b> the significance of the microfinance institutions & Self-Help Group for rural development.
CO413FIN.6	CREATING	<b>CREATE/DEVELOP</b> models, cases and plans related to micro finance.

Semester IV		403 HRM - Organizational Diagnosis & Development
Credits: 3	LTP: 2:1:1	Subject Core – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404.1	REMEMBERING	<b>DESCRIBE</b> the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO404.2	UNDERSTANDING	<b>UNDERSTAND</b> concept of OD and 'intervention'.
CO404.3	APPLYING	<b>MAKE USE</b> of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO404.4	ANALYSING	<b>ANALYZE</b> the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO404.5	EVALUATING	<b>IDENTIFY AND MAP</b> an intervention to organisational need
CO404.6	CREATING	<b>DESIGN</b> the role of the consultant for an organisational issue

  
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Semester – IV		<b>404 HRM: Current Trends &amp; Cases in Human Resource Management</b>
<b>3 Credits</b>	<b>LTP: 2:1:1</b>	<b>Subject Core (SC) Course –Human Resource Management</b>

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404HRM.1	REMEMBERING	<b>DESCRIBE</b> the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
CO404HRM.2	UNDERSTANDING	<b>SUMMARIZE</b> the impact of Current HR trends on HR Functions
CO404HRM.3	APPLYING	<b>ILLUSTRATE</b> value creation & competitive advantage of Technology on current HR Trends
CO404HRM.4	ANALYSING	<b>EXAMINE</b> the changing role of HR Priorities
CO404HRM.5	EVALUATING	<b>ELABORATE</b> upon the various types of current HR Trends
CO404HRM.6	CREATING	<b>APPLY</b> the existing Tech tools to real time HRM Challenges and offer Solutions.

Semester IV		<b>409 HRM: Labour Legislation</b>
<b>2 Credits</b>	<b>LTP : 0:3:1</b>	<b>Subject Elective (SE) Course – Human Resource Management</b>

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CO1	REMEMBERING	AWARENESS about foundation of labor legislation.
CO2	UNDERSTANDING	UNDERSTAND the legislation related to various labor and social laws.
CO3	APPLYING	APPLY formulas of specific laws and calculate.
CO4	ANALYSING	STUDY labor legislation and effective implementation of them through case laws.
CO5	EVALUATING	REVIEW AND UNDERSTAND different labor legislations and its amendments.



Semester IV		<b>412HRM : Best Practices In HRM</b>
2 Credits	LTP: 1:1:1	<b>Subject Elective (SE) Course - Human Resource Management</b>

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.412HRM.1	REMEMBERING	DEFINE dynamic approach towards Human Resource activities and practices.
CO.412HRM.2	UNDERSTANDING	EXPLAIN theoretical framework for best practices.
CO.412HRM.3	APPLYING	IDENTIFY & CLASSIFY the practices according to the industry and subsectors of the industry.
CO.412HRM.4	ANALYSING & EVALUATING	COMPARE and DETERMINE various skill sets required at Human Resource Section.

Semester IV		<b>403 BA- Economics of Network Industries</b>
3 Credits	LTP: 2:1:1	<b>Subject Core (SC) Course – Business Analytics</b>

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403BA .1	REMEMBERING	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
CO403BA .2	UNDERSTANDING	DESCRIBE the characteristics of the markets for network products.
CO403BA .3	APPLYING	ILLUSTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
CO403BA .4	ANALYSING	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
CO403BA .5	EVALUATING	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
CO403BA .6	CREATING	DISCUSS the economics of Internet advertising, and the business model of zero pricing.

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Semester IV		<b>404 DA- Artificial Intelligence in Business Applications</b>
3 Credits	LTP: 2:1:1	<b>Subject Core (SC) Course – Business Analytics</b>

**Course Outcomes: On successful completion of the course, the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404BA .1	REMEMBERING	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
CO404BA .2	UNDERSTANDING	UNDERSTAND AI's fundamental concepts and methods.
CO404BA .3	APPLYING	APPLY various machine learning algorithms on structured data to develop machine learning models.
CO404BA .4	ANALYSING	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
CO404BA .5	EVALUATING	SELECT logical and functional process to develop the model
CO404BA .6	CREATING	CREATE SOLUTIONS for various business problems using AI techniques.

Semester IV		<b>409 BA- E Commerce Analytics - II</b>
2 Credits	LTP: 2:1:1	<b>Subject Elective (SE) Course – Business Analytics</b>

**Course Outcomes. On successful completion of the course, the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO409BA.1	REMEMBERING	DESCRIBE the key concepts in e-commerce analytics.
CO409 BA.2	UNDERSTANDING	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO409 BA.3	APPLYING	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO409 BA.4	ANALYSING	DISCOVER high-value insights via dashboards and visualization.
CO409 BA.5	EVALUATING	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO409 BA.6	CREATING	FORMULATE the right analytics driven strategy for ecommerce businesses.



Semester IV		412 BA- Scala and Spark
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course - Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO412BA.1	REMEMBERING	DESCRIBE the ecosystem associated with SCALA and SPARK.
CO412BA.2	UNDERSTANDING	ILLUSTRATE the use of SPARK and SCALA.
CO412BA.3	APPLYING	USE the core RDD and DataFrame APIs to perform analytics on datasets with Scala.
CO412BA.4	ANALYSING	EXAMINE how and when it differs from familiar programming models
CO412BA.5	EVALUATING	READ data from persistent storage and load it into Apache Spark.
CO412BA.6	CREATING	MANIPULATE data with Spark and Scala

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Semester IV		<b>408 – Corporate Social Responsibility &amp; Sustainability</b>
2 Credits	LTP: 2:0:0	<b>Generic Elective – University Level</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO408.1	Remembering	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013, when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR, CSR in India ,CSR in global Context, Implementation .
CO408.2	Understanding	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
CO408.3	Applying	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
CO408.4	Analyzing	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
CO408.5	Evaluating	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
CO408.6	Creating	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.

Semester IV	SC – MKT - 05	<b>403MKT- Marketing 4.0</b>
3 Credits	LTP:: 2:1:1	<b>Subject Core (SC) Course Marketing Management</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403.1	REMEMBERING	DEFINITE the various concepts associated with Marketing 4.0.
CO403.2	UNDERSTANDING	EXPLAIN the importance of various concepts in Marketing 4.0. like prompted Advocacy ,5A's, Four Major Industry Archetypes, and content marketing leading to Brand Affinity.
CO403.3	APPLYING	APPLY the concepts of digital marketing by Using Digital Anthropology to connected customers , which will drive up the productivity , by Integrating the Best of Online and Offline Channels in the digital world.
CO403.4	ANALYSING	ANALYSE the online and offline interactions between the companies and customers to be the effective marketers.
CO403.5	EVALUATING	EVALUATE how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
CO403.6	CREATING	CREATING WOW! Moments with customer engagement by using Marketing 4.0.

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Semester IV		<b>402 – Indian Ethos &amp; Business Ethics</b>
3 Credits	LTP: 2:1:1	<b>Compulsory Generic Core Course</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO402.1	REMEMBERING	Recall and spell the human universal values of Indian Ethos and its applications in Business ethics
CO402.2	UNDERSTANDING	Recognize and Demonstrate the relevance of Indian Ethos by taking the rationale and ethical business decision derived from Indian Heritage Scriptures.
CO402.3	APPLYING	Apply the concepts of Indian Ethos, Values, and Ethics with moral reasoning to develop sustainable solutions to solve complex business issues..
CO402.4	ANALYSING	Analyze and make inferences to contemporary business practices in relation to Indian Ethos & Business Ethics
CO402.5	EVALUATING	Appraising the importance of business decisions on the basis of ethics and thus create a value driven management.
CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to Ethical decision making.

Semester IV		<b>407 – Cyber Laws</b>
2 Credits	LTP: 2:0:0	<b>Generic Elective – University Level</b>

**Course Outcomes: On successful completion of the course the learner will be able to**

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO407.1	Remembering	DEFINE the key terms and concepts pertaining to cyber laws.
CO407.2	Understanding	DESCRIBE the relevant legal provisions in detail.
CO407.3	Applying	DETERMINE the applicability of the legal provisions in a specific scenario.
CO407.4	Analyzing	OUTLINE the course of action in case of violation of the legal provisions.
CO407.5	Evaluating	EXPLAIN the various legal, social and international issues and the various remedies available under the Information Technology Act for the breach and commission of offence in cyber space

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