

## Course Outcomes (COs):

<b>101 – Managerial Accounting</b>		
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.

<b>102– Organizational Behaviour</b>		
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	DESCRIBE the key concepts of organizational behavior.
CO102.2	UNDERSTANDING	UNDERSTAND theories about how managers should behave to motivate and control employees.
CO102.3	APPLYING	ARTICULATE aspects of organizational culture and interpret cultural diversity.
CO102.4	ANALYSING	BUILD people and leadership skills essential for managerial success.
CO102.5	EVALUATING	ANALYSE causes of conflict and OUTLINE conflict management strategies that managers can use to resolve organizational conflict effectively.

CO102.6	CREATING	EXPLAIN group and teams dynamics leading to organizational effectiveness.
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### 103– Economic Analysis for Business Decisions

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO103.1	REMEMBERING	DEFINE the key terms in economics.
CO103.2	UNDERSTANDING	EXPLAIN the reasons for existence of firms and their decision making goals.
CO103.3	APPLYING	MAKE USE OF the basic concepts of Demand, Supply, Demand Forecasting,Equilibrium and their determinants.
CO103.4	ANALYSING	ANALYSE cost function and the difference between short-run and long-runcost function and establish the REATIONSHIP between production function andcost function.
CO103.5	EVALUATING	EXAMINE the effect of non-price factors on products and services of monopolisticand oligopoly firms.
CO103.6	CREATING	DESIGN competition strategies, including costing, pricing, product differentiation,and market environment according to the natures of products, the marketstructures and Business Cycles.

### 104– Business Research Methods

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO104.1	REMEMBERING	Enumerate and define various concepts & terms associated with scientific business research.
CO104.2	UNDERSTANDING	Explain the various types of measurement scales & attitude scaling techniquesand their application in the context of business research.

<b>CO104.3</b>	<b>APPLYING</b>	Design a variety of data collection instruments for contemporary business research issues and apply the principles of sampling and sample size determination to contemporary business research problems.
<b>CO104.4</b>	<b>ANALYSING</b>	Analyse and graphically present quantitative data and derive actionable inferences from the same from a decision making perspective.
<b>CO104.5</b>	<b>EVALUATING</b>	Construct different types of testable hypotheses and interpret the statistical test outcomes.
<b>CO104.6</b>	<b>CREATING</b>	Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design.

### **105– Basics of Marketing**

<b>CO#</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
<b>CO105.1</b>	<b>REMEMBERING</b>	<b>DEFINE</b> the various concepts, terms in marketing and the various company orientations towards the market place.
<b>CO105.2</b>	<b>UNDERSTANDING</b>	<b>CLASSIFY</b> the various components of the marketing environment of a firm and explain the same in detail.
<b>CO105.3</b>	<b>APPLYING</b>	<b>APPLY</b> principles of segmentation, targeting and positioning to real world marketing offering (commodities, goods, services, e-products/e-services.)
<b>CO105.4</b>	<b>ANALYSING</b>	<b>BREAKDOWN</b> the consumer buying behavior journey into various components and <b>DISTINGUISH</b> between various buying roles for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
<b>CO105.5</b>	<b>EVALUATING</b>	<b>DEVELOP</b> and <b>EXPLAIN</b> the marketing mix for real world marketing offering (commodities, goods, services, e-products/ e-services.)

<b>CO105.6</b>	<b>CREATING</b>	<b>ELABORATE</b> on the various types of Product Life Cycles and <b>RELATE</b> them with the marketing mix in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).
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### 106–Digital Business

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

### 107– Management Fundamentals

<b>CO#</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
<b>CO107.1</b>	<b>REMEMBERING</b>	<b>ENUMERATE</b> various managerial competencies and approaches to management
<b>CO107.2</b>	<b>UNDERSTANDING</b>	<b>EXPLAIN</b> the role and need of Planning, Organizing, Decision Making and Controlling.
<b>CO107.3</b>	<b>APPLYING</b>	<b>MAKE USE OF</b> the principles of goal setting and planning for simple as well as complex tasks and small projects.

<b>CO107.4</b>	<b>ANALYSING</b>	<b>COMPARE</b> and <b>CONTRAST</b> various organizational structures of variety of business and not-for-profit entities in a real world context.
<b>CO107.5</b>	<b>EVALUATING</b>	<b>BUILD</b> a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and <b>EVALUATE</b> and <b>EXPLAIN</b> the same.
<b>CO107.6</b>	<b>CREATING</b>	<b>FORMULATE</b> and <b>DISCUSS</b> a basic controlling model in a real life business, start-up and not-for-profit organizational context.

### **109– Entrepreneurship Development**

<b>CO#</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
<b>CO109.1</b>	<b>REMEMBERING</b>	<b>DEFINE</b> the key terms, <b>LIST</b> the Attributes and Characteristics of Entrepreneurs features and <b>ENUMERATE</b> the Factors influencing Entrepreneurship Growth.
<b>CO109.2</b>	<b>UNDERSTANDING</b>	<b>DISCUSS</b> the various theories of entrepreneurship.
<b>CO109.3</b>	<b>APPLYING</b>	<b>CONSTRUCT</b> a framework for a typical EDP.
<b>CO109.4</b>	<b>ANALYSING</b>	<b>OUTLINE</b> the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
<b>CO109.5</b>	<b>EVALUATING</b>	<b>COMPOSE</b> an inventory of possible entrepreneurial opportunities in Contemporary local, regional and national context.
<b>CO109.6</b>	<b>CREATING</b>	<b>CREATE</b> a business plan for an entrepreneurial venture.

### **111 – Legal Aspects of Business**

<b>CO#</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
<b>CO111.1</b>	<b>REMEMBERING</b>	<b>DESCRIBE</b> the key terms involved in each Act.
<b>CO111.2</b>	<b>UNDERSTANDING</b>	<b>SUMMARIZE</b> the key legal provisions of each Act.

<b>CO111.3</b>	<b>APPLYING</b>	<b>ILLUSTRATE</b> the use of the Acts in common business situations.
<b>CO111.4</b>	<b>ANALYSING</b>	<b>OUTLINE</b> the various facets of basic case laws of each Act from a legal and managerial perspective.

### 113-Verbal Communication Lab

<b>CO#</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
<b>CO109.1</b>	<b>REMEMBERING</b>	<b>DEFINE</b> the key terms, <b>LIST</b> the Attributes and Characteristics of Entrepreneurs features and <b>ENUMERATE</b> the Factors influencing Entrepreneurship Growth.
<b>CO109.2</b>	<b>UNDERSTANDING</b>	<b>DISCUSS</b> the various theories of entrepreneurship.
<b>CO109.3</b>	<b>APPLYING</b>	<b>CONSTRUCT</b> a framework for a typical EDP.
<b>CO109.4</b>	<b>ANALYSING</b>	<b>OUTLINE</b> the role of Government and various support organizations in encouraging and supporting Entrepreneurship.
<b>CO109.5</b>	<b>EVALUATING</b>	<b>COMPOSE</b> an inventory of possible entrepreneurial opportunities in Contemporary local, regional and national context.
<b>CO109.6</b>	<b>CREATING</b>	<b>CREATE</b> a business plan for an entrepreneurial venture.

### 114- 114 - Enterprise Analysis - Desk Research

<b>CO#</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
<b>CO114.1</b>	<b>REMEMBERING</b>	<b>DESCRIBE</b> the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
<b>CO114.2</b>	<b>UNDERSTANDING</b>	<b>SUMMARIZE</b> the regional, national and global footprint of a real world business organization.

<b>CO114.3</b>	<b>APPLYING</b>	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
<b>CO114.4</b>	<b>ANALYSING</b>	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
<b>CO114.5</b>	<b>EVALUATING</b>	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
<b>CO114.6</b>	<b>CREATING</b>	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

### 116-MS Excel

<b>CO#</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
<b>CO116.1</b>	<b>REMEMBERING</b>	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
<b>CO116.2</b>	<b>UNDERSTANDING</b>	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
<b>CO116.3</b>	<b>APPLYING</b>	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
<b>CO116.4</b>	<b>ANALYSING</b>	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
<b>CO116.5</b>	<b>EVALUATING</b>	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
<b>CO116.6</b>	<b>CREATING</b>	CREATE standard Excel Templates for routine business data management and analysis activities.

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	EVALUATING	EXPLAIN the role of various communication mix elements for a 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>202 – Financial Management</b>		
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>
CO201.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

### 203– Human Resource Management

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

### 204– Operations & Supply Chain Management

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.

<b>CO204.3</b>	<b>UNDERSTANDING</b>	<b>DESCRIBE</b> the various dimensions of production planning and control and their inter-linkages with forecasting.
<b>CO204.4</b>	<b>APPLYING</b>	<b>CALCULATE</b> inventory levels and order quantities and <b>MAKE USE OF</b> various inventory classification methods.
<b>CO204.5</b>	<b>ANALYSING</b>	<b>OUTLINE</b> a typical Supply Chain Model for a product / service and <b>ILLUSTRATE</b> the linkages with Customer Issues, Logistic and Business Issues in a real world context.

### **301– Strategic Management**

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

### **302– Decision Science**

<b>CO#</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
<b>CO301.1</b>	<b>REMEMBERING</b>	<b>DESCRIBE</b> the concepts and models associated with Decision Science.
<b>CO301.2</b>	<b>REMEMBERING</b>	<b>UNDERSTAND</b> the different decision-making tools required to achieve optimisation in business processes.
<b>CO301.3</b>	<b>UNDERSTANDING</b>	<b>APPLY</b> appropriate decision-making approach and tools to be

		used in business environment.
<b>CO301.4</b>	<b>APPLYING</b>	<b>ANALYSE</b> real life situation with constraints and examine the problems using different decision-making tools
CO301.5	ANALYSING	EVALUATE the various facets of a business problem and develop problem solving ability
CO301.6	EVALUATING	DISCUSS & propose the various applications of decision tools in the present business scenario.

#### 401 – Enterprise Performance Management

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.

#### 402 – Indian Ethos & Business Ethics

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
<b>CO402.1</b>	<b>REMEMBERING</b>	<b>DESCRIBE</b> major theories, concepts, terms, models and framework of Indian ethos and business ethics. <b>DISCOVER</b> the contemporary Issues in Business Ethics
<b>CO402.2</b>	<b>REMEMBERING</b>	<b>CLASSIFY</b> and <b>RECOGNIZE</b> Karma, Karma Yoga and discover its relevance in business setting, <b>ILLUSTRATE</b> the business ethical decision rationale derived from Indian Heritage Scriptures.
<b>CO402.3</b>	<b>UNDERSTANDING</b>	<b>APPLY</b> Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place.

<b>CO402.4</b>	<b>APPLYING</b>	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
<b>CO402.5</b>	<b>ANALYSING</b>	COMPREHENSION and PRACTICE of Indian ethos and value system IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
<b>CO402.6</b>	<b>EVALUATING</b>	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.