COURSE OUTCOME(CO)

Department of Management (MBA)

SEMESTER: I

17BAP01	MANAGEMENT PRINCIPLES AND PRACTICE	CATEGORY	L	P	CREDIT
		Core - I	60	-	4

Preamble

To familiarise the students with the basic concepts and underlying principles of management science in order to aid in understanding how an organization functions and about the complexity and wide variety of issues managers face in managing today's business firms.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Observe and evaluate the influence of historical forces on the current practice of management.	K1,K5
CO2	Recognize and apply the skills necessary for carrying out strategic management planning and effective management decision-making	K3
CO3	Understand organisation structures and ensure that the organization performs its vital tasks and goals	K2
CO4	Describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication and apply them in real time situations as per needs	K2,K6
CO5	Ensure that the overall directions of individuals and groups are consistent with the short and long range plans of an organisation	K4

17BAP02	ORGANISATIONAL BEHAVIOUR	CATEGORY	L	P	CREDIT
		Core - II	60	-	4

Preamble

To understand the behaviour of employees and the way they behave in organizations paving way for mutual growth and prosperity

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the dynamics of individual and group behaviour in organizations	K1
CO2	Predict the potential of employees and mold their traits to create a better workplace	K2, K3
CO3	Enhance the organisational culture to be conducive for team work and motivate the employees to achieve the best results	K4
CO4	Predict the need for organizational change and suggest measures to handle change	K3,K5
CO5	Understand the diversity of culture and its bearing on the employees behaviour in organizations	K4,K6

17BAP03	**MANAGERIAL ECONOMICS**	**CATEGORY**	**L**	**P**	**CREDIT**
		Core -III	48	-	4

Preamble

To facilitate students, learning the application of economic principles and policies in managerial decision making.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the economic concepts and strategies and their contribution to business decisions	K1
CO2	Determine a cost efficient method of production, the relationship between demand and supply and the managerial implications	K2,K3
CO3	Develop an insight into the different kinds of competition at the market place and the techniques adopted thereon	K3,K4
CO4	Design competitive strategies including pricing and product differentiation in accordance with the nature of market	K5, K6
CO5	Determine the implications of government policy on industry and industrial business	K6

17BAP04	FINANCIAL AND MANAGEMENT ACCOUNTING	CATEGORY	L	P	CREDIT
		Core - IV	60	-	4

Preamble

To understand the concepts of accounting and its application for Managerial decision making

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the fundamental principles of accounting	K1
CO2	Prepare and analyze a financial statement and assist in management decision making	K2
CO3	Apprehend various tools of management and cost accounting necessary for effective decision making	K3,K4
CO4	Develop the skills needed to apply the knowledge on the tools of management and cost accounting in varied situations	K5, K6
CO5	Analyse the relevance of their skill and knowledge for business at turbulence	K6

17BAP06	CORPORATE COMMUNICATION	CATEGORY	L	P	CREDIT
		Core - VI	48	-	4

Preamble

To enable the students to learn the basic communication skills and the usage of contemporary communication technology in the modern workplace.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate competency in verbal and non-verbal forms of communication both one-on-one and in groups	K1, K2
CO2	Understand the rudiments of corporate communication	K2,
CO3	Think strategically, present creative ideas and attempt to become leaders in the digital era	K3, K6
CO4	Endeavor in the corporate word so that they can gain a cutting edge over their other counterparts within the country and across the globe	K3, K4
CO5	Thrive in a dynamic world by equipping with the skills needed to respond ethically and confidently, to any corporate communications challenge on a global perspective	K5, K6

17BAP07	COMPUTER APPLICATIONS IN MANAGEMENT USING SAP - PRACTICAL	CATEGORY	L	P	CREDIT
		Core - VI	-	48	2

Preamble

To enable the students to work effectively with a range of current standard, Office productivity and Software applications

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Imbibe the basic operations in MS-word, MS-Excel, Power Point Presentations, Tally-ERP	K1
CO2	Understand the procedures in MS-word, MS-Excel, Power Point Presentations, Tally-ERP and the pitfalls	K1,K2
CO3	Demonstrate expertise in handling certain basic exercises and assert to develop small operative modules	K3,K6
CO4	Apply the understanding of basic concepts and principles in different business scenarios	K4,K5
CO5	Apprehend the knowledge to create small business applications and manage data	K6

17BAP08	OPERATIONS MANAGEMENT	CATEGORY	L	P	CREDIT
		Core -VIII	48	-	4

Preamble

This course is designed to prepare the learners in addressing the key operations issues in service and manufacturing organizations that have strategic as well as tactical implications.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Articulate the fundamental principles of operations management and identify the underlying processes, tools and principles	K1
CO2	Develop an understanding of the operations management functions in a manufacturing or service industry and demonstrate a range of skills to identify and resolve problems	K2,K3
CO3	Establish and measure the performance of different operations related decision problems, such as facility layout, capacity planning, facility location, forecasting, inventory, quality, etc and review their contribution to profit	K3,K4
CO4	Enhance their own competence to apply the tasks, tools and underlying principles of operations management in the manufacturing and service sectors for improving organizational performance	K3,K6
CO5	Identify future challenges and directions that relate to operations management to effectively and efficiently respond to market changes.	K5,K6

17BAP09	**FINANCIAL MANAGEMENT**	**CATEGORY**	**L**	**P**	**CREDIT**
		Core - IX	48	-	4

Preamble

To familiarizing the participants with the skills related to basic principles, tools and techniques of financial management

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Have an understanding about the varied functions of financial management and the managerial implications	K1,K2
CO2	Equip themselves with an overview and interpret the impact of capital structure, investment projects, working capital management and capital budgeting	K2
CO3	Organise their knowledge on various aspects of financial management and prepare to handle real-time business situations	K3,K6
CO4	Discover strategies and recommend feasible solutions to handle business at financial crisis	K4,K5
CO5	Elaborate on the strategic need for financial management and the managerial implications of the tools	K6

17BAP10	MARKETING MANAGEMENT	CATEGORY	L	P	CREDIT
		Core – X	48	-	4

Preamble

To enable the students to learn the basic functions, principles, strategies and concepts of marketing for effective managerial function

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recall and outline the key marketing concepts, theories and techniques used for analyzing a variety of marketing situations	K1,K2
CO2	Demonstrate an understanding of market segmentation and targeting to build knowledge on consumer behaviour	K2, K3
CO3	Infer marketing strategies based on product, price, place and promotional objectives	K4
CO4	Inspect the marketing environment and distribution channels in order to derive timely decisions on marketing mix	K5, K6
CO5	Elaborate on the emerging trends in marketing in a global perspective and apply newer concepts for business development	K6

17BAP11	HUMAN RESOURCE MANAGEMENT	CATEGORY	L	P	CREDIT
		Core - XI	48	-	4

Preamble

To provide an understanding to the students by focusing on practical insights of the human resource management process

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate proficiency in fundamental human resource theories and concepts and how they relate to an organisation	K1,K2
CO2	Analyze the role of recruitment & selection in relation to the organisations's business and interpret the salary and wage structure	K4, K5
CO3	Experiment with various forms of performance measurement rubrics and simplify employee performance management	K3,K4
CO4	Assess the need for goal alignment and prioritise goals on par with industry expectations thereby attempting to establish a career path	K5
CO5	Predict the upcoming trend in human resources management and plan to operate in a global context	K6

17BAP13	**BUSINESS RESEARCH METHODS**	**CATEGORY**	**L**	**P**	**CREDIT**
		Core - XIII	48	-	4

Preamble

To familiarize the students with methodology of research and its application in managerial decision making

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the scope and significance of research in business decisions	K1,K2
CO2	Translate their understanding about hypotheses, scaling, and the research tools in order to experiment in different business situations	K2,K3
CO3	Discover the pitfalls in business research and the methodology adopted and inspect the rudiments for improvement	K4
CO4	Determine the relative importance of variables in a business research and measure their impact on the core issue investiagted	K5
CO5	Design reports that propose alternative solutions and test their feasibility	K6

17SEP01	CYBER SECURITY	CATEGORY	L	P	CREDIT
		Skill Enhancement	24	-	2

Preamble

To understand the basics of cyber security and the security threats in day-to-day activities.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts of information security and its types	K1
CO2	Outline their knowledge on the need for cyber security and the underlying principles	K2
CO3	Make use of the knowledge acquired to handle cyber security risks and threats even during situations of higher uncertainity	K3
CO4	Dissect the security issues in handling information and social media	K4
CO5	Estimate the risk involved in the cyber world and ensure preventive and control measures at times of security breaches or threats	K5,K6

17BAP16	STRATEGIC MANAGEMENT	CATEGORY	L	P	CREDIT
		Core : XVI	60	-	4

Preamble

To integrate the knowledge gained in various functional areas for making business decisions, from the executive's point of view in the global and Indian context.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To impart the basics of strategy and its implications in an organization and community	K1,K3
CO2	Discuss importance of business scenario in the competitive arena by doing environment analysis	K3,K4
CO3	Understand the stability and durability of different strategic alternatives under various levels	K2
CO4	Demonstrate implementation strategies and matching the strategy with organizational structure and control systems	K5
CO5	Construct the strategies to adopt the current trends and face new challenges in the environment	K6

HUMAN RESOURCE MANAGEMENT

17BAPH1	MANAGERIAL BEHAVIOR AND EFFECTIVENESS	CATEGORY	L	P	CREDIT
		Core-Elective-H	48	-	3

Preamble

 To examine managerial styles of students in assessing different systems of management and relate systems to organizational characteristics.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Dissimilitude different attitudes and assumptions of managers about human nature and behaviour at work	K1
CO2	Appraise different systems of management and relate systems to organisational characteristics	K3,K4
CO3	Review the basic and underlying philosophies for successful management of people	K2,K3
CO4	Advocate criteria's for evaluating the effectiveness of managers	K4,K5
CO5	Acclaim the importance of organisational and managerial efforts in fostering innovation and creativity	K5,K6

17BAPH2	LEGAL ASPECTS OF BUSINESS	CATEGORY	L	P	CREDIT
		Core- Elective-H	48	-	3

Preamble

To contrive the knowledge of various legal aspects relevant to business and to future its practices for the improvement of business.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the key concepts of business law relating to contract formation, the selection of business assignment, etc	K1,K2
CO2	Ability to analyse legal issues faced by company with the knowledge gained	K3, K4
CO3	Become proficient in the ways to minimize legal risk in business and safeguard their rights	K3
CO4	Familiarize in the concepts of income tax, GST and its impact on business in global scenario	K5,K6

17BAPH3	STRATEGIC HUMAN RESOURCE MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-H	48	-	3

Preamble

To understand the transformation of HR functions from being a support function to strategic function.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge level
CO1	Accustom the basic concepts and models in SHRM	K1,K2
CO2	Understand the key areas of human behaviour in sustained organisation performance	K2
CO3	Evaluate HR Programs and its implications in current business world	K3,K4
CO4	Demonstrate the ability to explain the importance of strategic options in the achievement of strategic change	K4,K5
CO5	Ascertain the impact of Strategic International HRM in promoting the development of an organisation in global scenario	K6

II. ELECTIVE COURSES

FINANCE

17BAPF1	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-F	48	-	3

Preamble

To familiarize the students on the modes of selecting investment opportunities, and analyzing the securities for investment.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recollect the Investment, Investment products and Risk Return Concepts	K1
CO2	Know the working of Securities Market Exchange and Regulators	K2
CO3	Get acquainted with the fundamental analysis and valuations of Securities	K3,K5
CO4	Analyze the share prices using technical charts	K4
CO5	Make use of tools to evaluate portfolio performance	K6

17BAPF2	MERCHANT BANKING AND FINANCIAL SERVICES	CATEGORY	L	P	CREDIT
		Core- Elective-F	48	-	3

Preamble

To make the students understand the various financial services and its usage and applications in business and industry

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recollect and understand the functions of merchant banking and SEBI activities	K1,K2
CO2	Understand the leasing, hire purchase activities and apply its uses in various activities of business	K2,K3
CO3	Analyse the concept of mutual funds and various types of MF's and credit ratings	K4
CO4	Construct broad picture of mergers and acquisitions related activities	K6
CO5	Evaluate Venture capital, Credit Rating and depositories	K5

17BAPF3	MODERN BANKING	CATEGORY	L	P	CREDIT
		Core-Elective-F	48	-	3

To familiarize the students in advanced banking concepts and enable them to work with modern banking system.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic functions of banking operation and its regulation	K1,K2
CO2	Discuss various products offered by the bank for its customers	K3
CO3	Analyze the impact of technology in banking industry	K4
CO4	Evaluate the bank payment and settlement system from the customer view.	K5
CO5	To study the financial inclusion and issues in banking system.	K6

III. ELECTIVE COURSES

MARKETING

17BAPM1	INTEGRATED MARKETING COMMUNICATION	CATEGORY	L	P	CREDIT
		Core-Elective-M	48	-	3

Preamble

This course introduces students to the basic concepts of advertising and sales promotion which helps firm to promote products in the market.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Understanding the marketing communication and environment.	K1,K2
CO 2	Applying communicational methods for marketing.	K3
CO3	Analysing advertisement media and tactics at corporate and marketing level.	K4
CO4	Understanding the sales promotion, public relations tools and techniques.	K2,K5
CO5	Creating publicity for marketing communication.	K6

17BAPM2	BRAND MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-M	48	-	3

Preamble

To familiarize the students to the methods of managing brands and framing new strategies for successful business

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand brand management concepts and careers in the areas of brand management.	K1,K2
CO2	Identify different Brand strategies adopted by different companies.	K3,K4
CO3	Develop successful interfaces with sales, advertising & channel functions.	K6,K2
CO4	Understanding different brand extension and identify the factors deciding it.	K2,K3
CO5	Evaluate performance of well known brands	K5

17BAPM3	RURAL MARKETING	CATEGORY	L	P	CREDIT
		Core- Elective-M	48	-	3

Preamble

The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for production of Rural Products.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understanding the nature and scope of rural marketing.	K2
CO2	Recognise product and Appling pricing strategy	K1,K3
CO3	Analysing promotional and distribution strategy.	K4
CO4	Evaluating the consumer behaviour in the rural marketing.	K5
CO5	Creating trends in rural marketing.	K6

IV.ELECTIVECOURSES

SYSTEMS

17BAPS1	SYSTEM ANALYSIS AND DESIGN	CATEGORY	L	P	CREDIT
		Core- Elective-S	48	-	3

Preamble

To make the students understand and analyze about the system. Its function and the components of the system to be implemented.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Gather data to analyse and to specify the requirements of a system.	K1
CO2	Build general and detailed models that assist programmers in implementing a system.	K3,K4
CO3	Design a database for storing data and a user interface for data input ,output & its controls to protect the system and its data.	K2,K6
CO4	Demonstrate the issues in implementation process and the ethics to be followed in system development process.	K5
CO5	Develop the basic skills required to design system components and environments in an organisation.	K4,K6

17BAPS2	KNOWLEDGE MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-S	48	-	3

Preamble

To focus on knowledge creation, capture, representation, storage and reuse to fully leverage the intellectual assets of a firm.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Define the nature and topology of knowledge and knowledge management within a business context	K1,K2
CO2	Identify technologies that are most useful for capturing/acquiring, organizing, distributing, and sharing knowledge within an enterprise	K2
CO3	Analyze & apply the knowledge of management solutions, which refer to the variety of ways in which information and knowledge management can be facilitated	K3
CO4	Demonstrate a thorough understanding of different types of knowledge assets in an organisation and to be able to design and implement successful strategies for leveraging them	K2,K4
CO5	Explain and evaluate major KM issues such as ethics, knowledge ownership vs. authorship, copyright, intellectual property and knowledge sharing incentives	K5,K6

17BAPS3	ENTERPRISE RESOURCE PLANNING AND MANAGEMENT	CATEGORY	L	P	CREDIT
		Core- Elective-S	48	-	3

Preamble

To understand about ERP systems, ERP software and modules, Implementation of ERP, and Emerging trends on ERP.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify the factors that lead to the development and implementation of ERP systems	K1
CO2	Describe an integrated information system to support for an effective and efficient business processes	K2,K3
CO3	Analyse and evaluate the critical stage of implementation in the development of enterprise wide systems	K4,K5
CO4	Evaluate and debate the need for linking enterprise mission & goals with the implementation of ERP systems	K5
CO5	Figure out the various emerging trends which will support business process.	K6

PRODUCTION

17BAPP1	SUPPLY CHAIN MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-P	48	-	3

Preamble

This course is designed to recognize the elements of supply chain and its impact on overall performance of the organization and also to impart the metrics for assessing the supply chain performance.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the fundamentals of supply chain and network design	K2
CO2	Evaluate the demand through forecasting. Recognise and review the aggregate plan	K5,K1
CO3	Create design and plan transportation networks	K6
CO4	Analyse the model for strategic benchmarking and setting priorties.	K4
CO5	Apply IT for SCM with various techniques involved in supply chain.	K3

17BAPP2	INTEGRATED MATERIALS MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-P	48	-	3

Preamble

Integrated Materials Management will enable the students to know the complete cycle of material flow, work in process, warehousing, shipping and distribution of finished product.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand various functional areas of Materials Management planning, budgeting with relevant applications.	K2
CO2	Recognise and analyse EOQ model and ABC analysis in inventory	K1, K4
CO3	Apply the knowledge of warehouse management.	K3
CO4	Evaluate the purchase planning process including the transportation management.	K5
CO5	To assimilate the requirement of materials management in industrial perspective.	K6

17BAPP3	MANAGING SERVICES OPERATIONS	CATEGORY	L	P	CREDIT
		Core –Elective-P	48	-	3

Preamble

It helps to understand role of service operations and method of managing the operation.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the importance of services under different competitive environment.	K2
CO2	Design a service with its key dimension on retail design strategy.	K5
CO3	Recognise into SERQUAL methods with service guarantee and Research service recovery.	K1,K4
CO4	Analyse the managing of service operations	K4
CO5	Applying various insights into parameters for assessing quality.	K3

VI.ELECTIVE COURSES

ENTREPRENEURSHIP

17BAPE1	ENTREPRENEURSHIP DEVELOPMENT	CATEGORY	L	P	CREDIT
		Core-Elective-E	48	-	3

Preamble

To make students understand the different dimensions of entrepreneurship and to inculcate the spirit of entrepreneurship in students.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understanding the concept of Entrepreneur, Entrepreneurship and Intrapreneur	K2,K4
CO2	Identify the developmental Opportunities and the Institutional Support to Entrepreneurs	K5
CO3	To inculcate Entrepreneurial attitude in the young minds	K3
CO4	Analyse the different Entrepreneurial Sectors in India	K4
CO5	Understand and analyse the success and failure of Entrepreneurs	K2,K4

17BAPE2	PROJECT MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-E	48	-	3

Preamble

Graduates are prepared to serve as project leaders and team members who add value through innovation, customer focus, prudence, and professional responsibility, consistent with the objectives of the projects in which they are involved and the organizations they support.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand the concept of project and steps in project management.	K2
CO2	Recollect and apply techniques of project planning and project control	K1,K5
CO3	Manage the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders.	K4
CO4	Recognise and apply techniques of project risk management	K1,K3
CO5	To evaluate the task (pre & post analysis) and Forecast and set procedures for subsequent years	K5,K6

17BAPE3	START UP LAUNCH PAD	CATEGORY	L	P	CREDIT
		Core- Elective-E	48	-	3

Preamble

To provide a experiential learning opportunity for establishment of a new venture

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Develop and test ideas by gathering massive amounts of customer opinion and marketplace feedback	K1,K4
CO2	Validate ideas with real-life customers	K3
CO3	Evaluate the distribution channels for effective distribution	K2,K3
CO4	Design revenue models and resources for establishing a suitable business model	K5
CO5	Identify key resources for successful establishment of a new venture	K6

17BAP21	**RESEARCH IMMERSION PROJECT**	**CATEGORY**	**L**	**P**	**CREDIT**
		Core : XXI Project	36	-	3

Course Code 17BAP21	**Research Immersion Project***	
Course Objectives	On completion of this course, a student will be able : 1. To approach real time business problems with research perspective 2. Familiar with various approaches and forms of research 3. To apply analytical tools and draw inferences for decision making 4. To present the results of the investigation for further implication	
Guidelines	*Nature of study and duration :* A student shall undertake a research project to address a problem in a sector/ industry / corporate with an aim to find a solution to the problem identified. *Report :* Preparation of report to be done in compliance with the criteria for assessment	
Criteria for assessment and weightage	Identification of the problem and Review of literature	5
	Design of the instrument and research methodology	5
	Data Analysis and Inferences	5
	Regularity	5
	Viva-Voce	80
	Total	**100**

17BAP23	**Comprehension in Management-II (Online Exam)**	**CATEGORY**	**L**	**P**	**CREDIT**
		Core – XXIII	-	-	1

The Comprehension in Management examination will be conducted at the end of each semester I, II, III, IV for a maximum of 100 marks which consists of

Comprehension (Multiple Choice Questions) (50x2=100)   100 marks

The students are examined on Core, Core Allied, Core Elective papers studied in I, II, III, IV Semester. In the comprehension component, the students are tested on their grasping ability of the subjects of study.

17SEP02	CORPORATE EMPLOYABILITY SKILLS	CATEGORY	L	P	CREDIT
		Employability Enhancement	36	-	1

Preamble

It bridges the gap between the academic and industry, lay down emphasis on programs that enable the students to excel in the interviews.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understanding effective communication	K2,K1
CO2	Analysis the presentation skills of individuals	K4
CO3	Self evaluation	K5
CO4	To apply the theoretical concepts practically	K3
CO5	To create successful events	K6

17PEP01	WOMEN AND LEADERSHIP (Self Study)	CATEGORY	L	P	CREDIT
		Proficiency Enhancement	-	-	2

Preamble

To equipe the students with necessary concepts and techniques to develop effective leadership qualities and empowerment skills.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Have a better grounding in concepts of women and leadership	K1,K2
CO2	Inculcate leadership skills in women to sustain in the competitive world	K3
CO3	Evaluate the leadership quality in women	K5
CO4	Analyze the personality of women and to develop the leadership quality	K3,K4
CO5	Create awareness about gender leadership to make women as a global leader	K2,K6

17BAP24	BUSINESS ETHICS AND GLOBAL BUSINESS MANAGEMENT	CATEGORY	L	P	CREDIT
		Core – XXIV	60	-	4

Preamble

To understand ethical issues in workplace and acquire knowledge about international operations and business environment.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Critically appraise the different understanding of ethics in business	K5
CO2	Identify the ethical issues in the light of changing systems of business	K3
CO3	Analyze the political,social,economic configurations that support cross broader support	K4
CO4	Have a better knowledge in socio cultural impact on global business and its help to create international trade policy also	K1,K6
CO5	Manage the preparation of documents and the application of procedures to support the movement of products and services in global level	K2,K3

17BAP25	MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS	CATEGORY	L	P	CREDIT
		Core – XXV	60	-	4

Preamble

To give an idea about intellectual property rights and its valuation to enhance firm value. .

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts of Intellectual property	K2
CO2	Observe and learn the latest developments in IPR and its implementation in India	K1
CO3	Analyzing and understanding the different treaties and Acts in IP	K4
CO4	Creating and Implementing strategies for investing in Research and Development	K6
CO5	To evaluate the usage of technology in IP models and applications of option model in SDM transfer	K5,K3

I.ELECTIVE COURSES

HUMAN RESOURCE MANAGEMENT

17BAPH4	LABOUR WELFARE AND INDUSTRIAL RELATIONS	CATEGORY	L	P	CREDIT
		Core-Elective-H	48	--	3

Preamble

This course is designed to familiarize the students with the knowledge of industrial relations and their impact on managing human resource.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Understand the basic objectives and functions of HRM and the organized structure of trade uniform	K1
CO 2	Recognise the causes of Industrial disputes and to apply the techniques for handling and settling the disputes.	K2,K3
CO 3	Evaluate the basic concept of collective bargaining and its importance to employee empowerment.	K5
CO 4	Analyze the Various Welfare Act under different legislation related to employees.	K4
CO 5	Understand the provision related to the payment of compensation to the employee under different legal provisions.	K1

17BAPH5	EMPLOYEE TRAINING & DEVELOPMENT	CATEGORY	L	P	CREDIT
		Core- Elective-H	48	--	3

Preamble

This course is designed to enable the students to apply theoretical perspectives in training and development and know the basics requirement to conduct the job effectively and smoothly.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Remember the evaluation of training and development need in different stratergies.	K1
CO 2	Understand the needs and process of training evaluation and it outcomes.	K2
CO 3	Apply modern, traditional training after learning the training methods.	K3
CO 4	Analyse the need for employee development and issues related to that.	K4
CO 5	Develop critical thinking skills that help to recognize potential ethical dilemmas.	K5

17BAPH6	CAREER MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-H	48	-	3

Preamble

The objective of career management will enable the students to learn process that starts from an understanding of oneself and encompasses occupational awarenesses.

Course Outcomes

On the successful completion of the course, students will be able to

Course Outcome	CO Statement	Knowledge Level
CO 1	Demonstrate and apply the managerial knowledge in enhancing career options within the organisation for sustaining employees	K2, K3
CO 2	Apply various approaches for career development.	K6
CO 3	Create and apply various models in the organisational context	K3
CO 4	Analyse the factor related to quality of work life , family support and its management.	K4
CO 5	Evaluate and create a human resource support system.	K5, K6

II.ELECTIVE COURSES

FINANCE

17BAPF4	INTERNATIONAL FINANCIAL MANGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-F	48	-	3

Preamble

To sensitize the students to apply critical thinking skills in identifying and evaluating international financial issues and information

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Have a deeper knowledge in international financial systems to help in policy making	K1,K6
CO2	Understand the operations of foreign exchange risk management	K2
CO3	Identify the processes used in the financing of MNCs	K3
CO4	Analyze the risk involved in overseas investment	K4
CO5	Evaluate the working capital requirement of MNCs	K5

17BAPF5	RISK AND INSURANCE MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-F	48	-	3

Preamble

To make the students know the various risk and its management process through insurance and other methods.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concepts of risk management techniques in insurance	K2
CO2	Know the basic principles, theories related to insurance to evaluate the loss compensation	K1,K5
CO3	Create awareness about life and health insurance policies, procedures and benefits	K3,K6
CO4	Enable the students to face business uncertainty by understanding the policies of fire insurance	K1,K3
CO5	To analyze the needs of automobile and group insurance in recent business scenario	K4

17BAPF6	FINANCIAL DERIVATIVES	CATEGORY	L	P	CREDIT
		Core – Elective-F	48	-	4

Preamble

To develop basic understanding of derivative practices and use in financial markets.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Have a deeper knowledge and understanding in derivative products	K1,K2
CO2	Acquaint the basic concepts of future contract to gain optimum returns	K2,K3
CO3	Analyse the concept of options, types and valuation	K4
CO4	Evaluate the benefits of swaps in derivatives market	K5
CO5	Create a broad picture of online trading requirements	K6

III.ELECTIVE COURSES

MARKETING

17BAPM4	RETAIL MARKETING	CATEGORY	L	P	CREDIT
		Core-Elective-M	48	-	3

Preamble

The course is designed to inculcate the retail ability skills among the students

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the nature, scope and importance of retail marketing	K1,K2
CO2	Analyse the retail environment and segmentation for targeting the customers	K3,K4
CO3	Analyse the activities in retail merchandising	K3
CO4	Create the private labeling for brand in international level	K6
CO5	Evaluate the concepts of e-tailing in current scenario	K5

17BAPM5	SOCIAL MARKETING	CATEGORY	L	P	CREDIT
		Core-Elective-M	48	-	3

Preamble

To make the students know the various aspects of Competiveness in Social Marketing by ethical values and social media in Marketing

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To familiarize the basic concepts and tools of social marketing	K1,K2
CO2	To assimilate the process and planning in social marketing	K2
CO3	To evaluate the implications of social marketing mix in real time scenario	K2,K5
CO4	Analyze the recent social market condition and apply the ethical codes to conduct fair business practices	K4,K3
CO5	Enable the students to construct new strategies to sustain in the recent competitive market	K6

17BAPM6	SERVICES MARKETING	CATEGORY	L	P	CREDIT
		Core-Elective`-M	48	-	3

Preamble

To develop an understanding of services marketing and its growing importance in the competitive environment

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the characteristics of services and challenges in services marketing	K1,K2
CO2	Have a deeper knowledge in service marketing strategies to grap the opportunities in marketing	K2,K3
CO3	Create and evaluate service design solutions to real world problems	K5,K6
CO4	Analyze possible consequences of positioning of services	K4
CO5	Develop service blue print for different service strategies	K6

IV.ELECTIVE COURSES

SYSTEMS

17BAPS4	E BUSINESS MANAGEMENT	Category	L	P	Credit
		Core-Elective-S	48	-	3

Preamble

This course helps the students to understand the practices and technology to start an online business.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recognise the fundamentals of e-business management.	K1
CO2	Analysing the e-business technologies and applying e-business concepts.	K4,K3
CO3	evaluate the business applicable areas in e-business management.	K5
CO4	Creating awareness about the e-payment system in e-business.	K6
CO5	Understanding the current state and future market of e-business.	K2

17BAPS5	DATABASE MANAGEMENT SYSTEM	Category	L	P	Credit
		Core-Elective-S	48	-	3

Preamble

This course is intended to provide you with an understanding of the current theory and practice of database management systems.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Understand the role of a database management system in an organization and E-R Diagrams.	K2
CO 2	Remembering basic database concepts, including the structure and Operation of the relational data model.	K1
CO3	Apply the logical database design including various normalization	K3
CO4	Analyse the database transaction and related database facilities, including concurrency control, journaling, backup and recovery, and data object locking and protocols.	K4
CO5	Evaluate and create the various implementation techniques.	K5,K6

17BAPS6	BUSINESS INTELLIGENCE	Category	L	P	Credit
		Core- Elective-S	48	-	3

Preamble

This course helps the students to be exposed with the basic rudiments of business intelligence system

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the fundamentals and business intelligence life cycle and it techniques.	K2
CO2	Recognise the technological aspects behind business intelligence	K1
CO3	Analyse and evaluate the different measures to evaluate the business intelligence.	K4,K5
CO4	Applying various modeling techniques in Business Intelligence.	K3
CO5	Creating the future of Business Intelligence	K6

V.ELECTIVE COURSES

PRODUCTION

17BAPP4	LEAN MANUFACTURING AND SIX SIGMA	CATEGORY	L	P	CREDIT
		Core-Elective-P	48	-	3

Preamble

It will helps to learn about increasing the productivity without affecting quality and the method of minimizing wastage through lean and six sigma.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Remember the concepts of lean manufacturing.	K1
CO 2	Understand the tools of Lean manufacturing.	K2
CO3	Understand the tools and techniques to apply for measurement, analysis, improvement and control	K2,K3
CO4	Analyse various methodology in six sigma process and develop communication plan.	K4
CO5	Create and apply the lean manufacturing and six sigma concept in service sectors.	K5, K6

18BAPP5	TOTAL QUALITY MANAGEMENT	CATEGORY	L	P	CREDIT
		Core-Elective-P	48	-	3

Preamble

It will help the students to learn about best TQM Practices with HR perspectives.

Course Outcomes

On the successful completion of the course, students will be able to

Course Outcome	CO Statement	Knowledge Level
CO 1	Understand the need for the quality and basic concepts of TQM with customer perspective.	K2
CO 2	Understand the Principles and philosiphies of TQM	K2
CO3	Apply Business Process Reengineering concept in TQM perspective.	K3
CO4	Prepare the control charts with Total Productive Maintanance.	K5
CO5	Apply the certification process in manufacturing and service sector.	K3

17BAPP6	WORLD CLASS MANAUFACTURING	CATEGORY	L	P	CREDIT
		Core-Elective-P	48	-	3

Preamble

To enable the students to understand the principles, practices and applications in World-Class Manufacturing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the influence of information age and international perspective.	K2
CO2	Familiarize the managing concepts of World Class Manufacturing in industries under a competitive situation.	K1
CO3	Evaluate the material processing and tools used in World Class Manufacturing.	K5
CO4	Assess and create strategies in the manufacturing sector.	K3, K4
CO5	Analyse and assess the competitiveness in Indian manufacturing	K4, K6

VI.ELECTIVE COURSES

ENTREPRENEURSHIP

17BAPE4	INNOVATION MANAGEMENT	CATEGORY	L	P	CREDIT
		Core- Elective-E	48	-	3

Preamble

To acquaint the concepts of innovation networks, idea brokering and open innovation that enables the students to develop innovation processes and structures which aids them to face challenges in large and small firms.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the need for innovation in business and develop the model of innovation for entrepreneurs	K1,K2
CO2	Enroot critical and analytical reasoning about firms innovation management	K3
CO3	Assimilate the strategies most effective for exploiting innovations	K3,K5
CO4	Apply the concepts of innovation directly to real world situations	K4
CO5	Identify, evaluate and resolve a variety of issues relating to poor innovative performances in large firms as well as in entrepreneurial firms	K6

17BAPE5	SOCIAL ENTREPRENEURSHIP MANAGEMENT	CATEGORY	L	P	CREDIT
		Core- Elective-E	48	-	3

Preamble

To headway managerial and leadership skills necessary for building organisations and ecosystems that addresses social problems.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Familiarize in social entrepreneurial concepts and the ways to develop successful entrepreneurship	K1,K2
CO2	Develop and scale high performing social enterprises they may be non -profit, for-profit or hybrid organizations	K3
CO3	Apply skills to navigate conflicting goals, fragmented capital markets and complex performance measures	K4,K5
CO4	Build business models that creates impact in the society	K6
CO5	Initiate formidable social returns for society	K5, K6

17BAPE6	MANAGING FRANCHISING BUSINESSES	CATEGORY	L	P	CREDIT
		Core -Elective-E	48	-	3

Preamble

To develop and strengthen the principles and activities involved in starting and managing a new franchise from the perspective of the franchiser and franchisee.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understanding the concept of Franchising and compare the different types of franchises	K1,K4
CO2	Identify the Franchising Opportunities and Franchisor Business Plan	K5
CO3	Analyse the Franching Market Process	K4
CO4	Develop the responsibility of a franchisor and legal system to manage franchising concerns	K3,K6
CO5	Understand the Social responsibility of a Franchisor	K2

17BAP30	**ENTREPRENEURSHIP IMMERSION PROJECT**	**CATEGORY**	**L**	**P**	**CREDIT**
		Core : XXX-Group Project	48	-	1

Course Code 17BAP30	**Entrepreneurship Immersion Project***	
Course Objectives	On completion of this course, a student will be able : 1. To understand the role and impact of an entrepreneur 2. To acquaint the journey of the entrepreneur and his functional strategies in place 3. To conduct a SWOT audit and initialise strategic management efforts for the business 4. To attempt for the translation of a business idea at infancy and promote it as a start up	
Guidelines	*Duration and nature of study :* Engage in a studying a venture that is entrepreneurial in nature for a minimum of 40 hours *Primary Data :* A scheduled interview with the entrepreneur and observation of activities to be recorded in a work diary *Secondary Data :* Company Profile, Industry Profile, Literature review on the business *Report :* Preparation of report to be done in compliance with the criteria for assessment	
Criteria for assessment and weightage	Study of the Entrepreneur and identification of the problem	25
	SWOT Audit	25
	Presentation of the report	10
	Viva-Voce	40
	Total	**100**

*To be done during the vacation of III semester for a period of one week (40 hours) in a group. Assessment to be done in the IV Semester at the CIA by the internal examiner.

17COP07	AGRI-ENTREPRENEURSHIP	Category	L	P	Credit
		Core - Optional	36	-	3

Preamble

This course is designed to commercialize agriculture to revitalize Indian agriculture and to make more attractive and profitable venture.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO 1	Remember the concepts of Entrepreneurship.	K1
CO 2	Familiarize in agri-preneurship concepts and the ways to develop successful agri-entrpreneurs.	K2
CO3	Understanding the agricultural inputs and pricing strategies in agri-preneurship.	K2
CO4	Apply skills in value addition products in millets and pulses.	K3, K4
CO5	Analyse and apply skills in value addition product development in fruits and milk.	K5, K6