

COURSE OUTCOME(CO)

Department of Management (BBA)

SEMESTER I

17BAU01	PRINCIPLES OF MANAGEMENT	CATEGORY	L	P	CREDIT
		Core - I	60	-	4

Preamble

To have an in-depth knowledge in basic concepts of management, and also to understand about the functions of Management and their implications in an effective manner.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Identify and apply appropriate management techniques for managing business	K2, K3
CO2	Have a conceptual knowledge about the planning and decision making	K1,K2
CO3	Apply the concept of organising for the effective functioning of a management	K3
CO4	Evaluate leadership style to anticipate the consequences of each leadership style	K5
CO5	Demonstrate the techniques for controlling and coordination	K4

17BAU02	BASICS OF BUSINESS AND BUSINESS ENVIRONMENT	CATEGORY	L	P	CREDIT
		Core - II	60	-	4

Preamble

To equip the students with fundamental principles of business and business environment.

Course Outcomes

On the successful completion of the course:

CO Number	CO Statement	Knowledge Level
CO1	Students would gain a thorough grounding in the fundamentals of business management	K1
CO2	Enabled students to predict corrective business approach and educate detailed process to start up a venture	K3
CO3	Developed the ability of students to apply current trends in business for better performance.	K3
CO4	The deeper understanding and evaluate the business environment and predict corrective business model for cost effective business performance	K2,K5
CO5	The holistic outlook of the business environment and the role of international organization in business ensure that students are groomed into up-to-date, assertive and effective business executives with social responsibilities	K4

17FCU01	Environmental Studies	CATEGORY	L	P	CREDIT
		Foundation Course I	24	-	2

Preamble

To bring about an awareness of a variety of environmental concerns and to create a pro-environmental attitude and a behavioral pattern in society that is based on creating sustainable lifestyle

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To give information about the environment and the resources to act at our own level to protect them.	K1
CO2	To analyse the roles of organisms as part of interconnected food webs, populations, communities, and ecosystems	K4
CO3	Understand the scale dependence of biodiversity and its measurement	K2
CO4	To learn how to assess pollution sources, study exposure pathways and fate, and evaluate consequences of human exposure to pollution and its impacts to environmental quality.	K1,K3
CO5	To balance our economic, environmental and social needs, allowing prosperity for now and future generations	K5

SEMESTER II

17BAU04	FUNDAMENTALS OF ACCOUNTING	CATEGORY	L	P	CREDIT
		Core - III	48	-	4

Preamble

To equip the learners with fundamental principles of accountancy for trading and non-trading organisations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Familiarize the principles and concepts accounting which involved in business transactions	K1
CO2	Enable to prepare trial balance, bank reconciliation statement, identify and rectify the errors in entries.	K2
CO3	Evaluate the diminution of assets and gain experience in preparing accounts for non trade organisation	K5,K4
CO4	Enable to preparing final accounts and financial statement	K3
CO5	Have a knowledge about accounting standards to prepare effective and ethical financial statement	K1

17BAU05	ORGANISATIONAL BEHAVIOUR	CATEGORY	L	P	CREDIT
		Core - IV	36	-	3

Preamble

To enrich knowledge about organisational behaviour concepts, behavioural patterns of human beings at individual and group levels, concepts of leadership and motivation and dynamics of organisational behaviour effectively.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Obtain the conceptual knowledge of organisational behaviour, and analyse the models and concepts	K1,K4
CO2	Have a inclusive knowledge about the behaviour of individuals in terms of personality, perception, attitude in organisations	K3
CO3	Assimilate and evaluate the importance of group roles and group tasks	K3,K5
CO4	Acquaint in various theories of leadership and motivation used in organizations	K2
CO5	Gain experience about organisational culture and implementation of commodious organisational climate	K3

17BAU06	ECONOMIC THEORIES FOR MANAGERS	CATEGORY	L	T	P	CREDIT
		Core - V	48	-	-	4

Preamble

The purpose of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems

Course Outcomes

To enable the students to learn principles and concepts of Business Economics

CO Number	CO Statement	Knowledge Level
CO1	To understand the core economic terms, concepts and theories.	K1,K2
CO2	Identify the key elements of the demand and supply model and use it to critically analyse the real world examples.	K2, K3
CO3	To have an in depth knowledge about various laws relating to production function	K2
CO4	To familiarize the functions of market and prices as allocate mechanism.	K4
CO5	To have a conceptual knowledge about the role of government in countries economical changes.	K2

17FCU02	YOGA AND VALUE EDUCATION	CATEGORY	L	P	C
		Foundation Course II	24	-	2

Preamble

To enable the learners to acquire the knowledge on basic yogasanas and values and practice them in real life.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Acquire the basic knowledge on yoga and value education.	K1
CO2	Understand the importance of yoga, mental exercises, principles of life and components of values	K2
CO3	Enhance their physical and mental health by practicing the different types of asanas, kriyas, mental exercises and values.	K3
CO4	Lead a meaningful life for the fulfillment of the needs of family, workplace, society and country.	K4

SEMESTER III

17BAU08	HUMAN RESOURCE MANAGEMENT	CATEGORY	L	P	CREDIT
		Core:VI	48	-	4

Preamble

To familiarize the students with concepts and principles of Human Resource Management

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate an understanding of key terms, theories, concepts and practices within the field of HRM	K1,K2
CO2	Demonstrate competence in development and problem solving skills	K2.K3
CO3	Provide innovative solutions to problems in the field of HRM	K5,K4
CO4	Be able to identify and appreciate the significance of various functions of HR	K1,K3
CO5	Evaluate HRM related social, cultural, ethical and environmental responsibilities and issues in global context	K5

17BAU09	MARKETING MANAGEMENT	CATEGORY	L	P	CREDIT
		Core:VII	48	-	4

Preamble

To make the students to understand the insights about marketing environment and its implications in business world

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the key terms, concepts and practices in Marketing management	K1,K2
CO2	Familiarize about marketing environment and the importance of market segmentation	K2
CO3	Grasp the notability of product mix, branding, labeling and packaging	K3,K4
CO4	Evaluate the strategies in physical distribution	K5
CO5	Apply the concepts of Advertising and sales promotions in marketing environment and to be cognizant the recent trends in marketing	K4

17BAU10	PRODUCTION MANAGEMENT	CATEGORY	L	P	CREDIT
		Core : VIII	60	-	4

Preamble

To enable students understand the principles, practices and areas of application in shop floor management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Learn theories and skills required for successful Production Management.	K1,K2
CO2	Identify the importance of good plant location and layout	K3
CO3	Demonstrate knowledge and insight into the various tools of production management	K2
CO4	Gain an understanding and appreciation of the principles and applications relevant to the planning, design, and operations of manufacturing	K3,K4
CO5	Develop the ability to identify operational methodologies to assess and improve an organizations performance	K5

17BAU11	FINANCIAL MANAGEMENT	CATEGORY	L	P	CREDIT
		Core: IX	60	-	4

Preamble

To impart the deeper knowledge in Financial management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Have a deeper understanding in objectives of financial management and enable the students to access the proper sources of finance for the business.	K1,K2,K3
CO2	Enable the students to evaluate the finance plans on the basis of cost of capital and to acquaint a deeper knowledge in leverages in order to arrive a better finance decisions.	K3,K5
CO3	Equip the students to construct an optimal capital structure through the conceptual knowledge on capital structure theories and enable them to take better dividend decisions.	K5
CO4	Impart deeper understanding in working capital management to avail the adequate working capital for business functions.	K2,K5
CO5	Enable the students to evaluate the capital budgets through capital budgeting techniques.	K4,K5

17BAU13	FUNDAMENTALS OF COMPUTERS	CATEGORY	L	P	CREDIT
		Allied - III Practical	-	60	4

Preamble

To equip the students with basic computer knowledge

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Familiarize the students with Ms word or Libre office writer for the purpose of business documentation	K1, K3
CO2	Enhance the students with better grounding on Ms-excel or Libre office calc for business calculations	K3
CO3	Equip the students to make an effective presentations with the support of Ms power point or Libre office impress.	K3
CO4	Obtain an application knowledge about Ms access or Libre office base to store and access the business related information	K2,K5

17SEU01	INFORMATION SECURITY	CATEGORY	L	P	CREDIT
		Skill Enhancement Course	24	-	2

Preamble

To learn about the basics of Information Security.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Obtain fundamental knowledge of Information Security	K1,K2
CO2	Learn basic concepts of Risks in Information Security	K1,K2
CO3	Familiarize the ideas of security planning and policies	K2,K3
CO4	Understand with Privacy and Ethical Issues in Information Security	K3,K4
CO5	Learn about Cryptography	K4, K5

7NMU01A	INDIAN WOMEN AND SOCIETY	CATEGORY	L	P	CREDIT
		Non - Major Elective : I	24	-	2

Preamble

To familiarize students with the specific cultural contexts of women in India

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate knowledge of the history of women's studies as an academic discipline	K1,K2
CO2	Analyze the various roles of women and the challenges faced by them in the society	K3
CO3	Assimilate and evaluate the importance of women health	K3,K5
CO4	Identify the different issues related to women in general	K4
CO5	Assessing the Women Empowerment and the role of Central & State Government in developing Women	K5

SEMESTER: IV

17BAU14	MANAGEMENT INFORMATION SYSTEM	CATEGORY	L	P	CREDIT
		Core : XI	60	-	4

Preamble

To enable the students gain insights into the various concepts about information systems and their subsequent management in an organization.

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 and technologies of a computer system which support the management information system.	K1,K2
CO2	Identify the importance of IS and its support for various functional areas	K2,K3
CO3	Have the knowledge of the different types of management information system and the networking concepts.	K3
CO4	Acquaint themselves with the idea of how to secure and control Information systems in the organization.	K3,K4
CO5	Explain the role of new IT initiatives applied in business in recent trends.	K2,K3

17BAU15	BUSINESS LAW	CATEGORY	L	P	CREDIT
		Core - XII	60	-	4

Preamble

To have an in-depth knowledge in basic concepts of Business Law and provides an introduction to law from a business perspective.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Identify and apply appropriate legal basics of Contracts as fundamental instruments for enabling business	K2, K3
CO2	Understand the legal protection afforded to consumers in transactions for the sale of goods, including fraudulent transactions	K1,K2
CO3	Understand how sales are often conducted by agents and middlemen and to examine the legal liability arising in commercial agency.	K3
CO4	Evaluate various provisions of negotiable instrument Act, 1881 regarding negotiation, assignment, endorsement, acceptance, etc. of negotiable instruments.	K5
CO5	Analyse the rights given to consumers in terms of the Act and how consumers can enforce these rights where they have been infringed.	K4

17BAU16	TAXATION LAW & PRACTICE	CATEGORY	L	P	CREDIT
		Core - XIII	60	-	4

Preamble

The course aims to provide you with a sound understanding of the principles of taxation in relation to income tax for individuals and trading entities.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand fundamental concepts of income tax law and ICA 1961	K2, K3
CO2	To instill an awareness in students that taxes can and often do constitute significant costs households	K1,K2
CO3	To compute income under business and understand the powers of tax authorities	K3
CO4	Apply the concept of organising for the effective functioning of a management	K5
CO5	To understand indirect tax imposed by government on excisable goods which are produced within India	K4

17BAU17	MODERN OFFICE MANAGEMENT	CATEGORY	L	P	CREDIT
		Core - XIV	60		4

Preamble

To have inclusive knowledge about functions of office and modern office management concepts, factors considered in selecting the location, designing the office environment, office system and procedures and management of personnel effectively.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Obtain the conceptual knowledge of office functions and office management.	K1
CO2	Formulate the factors to select the location and designing of layouts that matches with the workflow.	K2, K5
CO3	Assimilate the system and procedures of office work for better office management.	K4
CO4	Understand the importance of effective communication within the administrative office unit and record management.	K2,K3
CO5	Acquire information to manage personnel work and employee grievances.	K1,K2

17BAU19	ACCOUNTING SOFTWARE	CATEGORY	L	P	CREDIT
		Allied : IV - Practical	-	60	3

Preamble

At the end of this practical course the learner is expected to have operational skills in doing financial accounting tasks using computer – creation, updating and reporting related tasks

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Providing in-depth knowledge in company creation	K2, K3
CO2	Enhance the students with better grounding on Ledgers	K1,K2
CO3	Equip the students to make familiar with Voucher Entries	K3
CO4	Obtain an application knowledge about Inventory and access the business related information	K3
CO5	Acquire the basic knowledge on Human Resource Accounting	K4
CO6	Familiarize the concepts of Final Accounts	K3

17SEU02	COMMUNICATION SKILLS FOR EXECUTIVES	CATEGORY	L	P	CREDIT
		Skill Enhancement course : II	24	-	2

Preamble

To develop the interpersonal skills, social communication, correct pronunciation, voice modulation and business etiquettes.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Enhance the words power of a budding managers for better oral and written presentation	K1,K3
CO2	Develop the understanding capability of a students through regular reading practices	K2
CO3	Enable the students to acquire business knowledge through keen listening by inculcating listening skills in them	K1,K2
CO4	Enhance the Speaking capability of a future managers to communicate well with the stakeholders of business	K1,K3
CO5	Develop the writing skills of a students to have a better presentation of business reports and issues	K1,K2

SEMESTER V

17BAU20	COST AND MANAGEMENT ACCOUNTING	CATEGORY	L	P	CREDIT
		Core: XVI	72	-	5

Preamble

To impart the deeper knowledge in cost and management accounting

Course Outcomes

On the successful completion of the course:

CO Number	CO Statement	Knowledge Level
CO1	Impart a conceptual knowledge in cost and management accounting	K1,K2
CO2	Enable the students to prepare cost sheet and pricing the materials	K3
CO3	Equip the students to analyse the financial statements to know the finance position of the firm.	K4
CO4	Have a deeper knowledge in cash flow and fund flow to evaluate the liquidity position of a firm.	K5
CO5	Inculcate deeper knowledge in standard costing methods to analyse the costs which impact the profitability of a firm.	K4

17BAU21	RESEARCH METHODS FOR MANAGEMENT	CATEGORY	L	P	CREDIT
		Core: XVII	72	-	4

Preamble

To develop a research orientation among students and to acquaint them with fundamentals of research methods

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic frame work of research process	K1,K2
CO2	Develop a thorough understanding of the fundamental theoretical ideas and logic of research. These fundamental ideas underpin the approach to research, the vast range of research methods available and the researcher's choice of methods.	K2, K3
CO3	Analyse the basic concepts of various tools used for research	K3,K4
CO4	Apply research practice, research cycle in general through critical examination of methods associated with decision-making, critical thinking, and ethical judgment	K4,K3
CO5	Evaluate the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period	K5

17BAU22	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	CATEGORY	L	P	CREDIT
		Core: XVIII	72	-	4

Preamble

To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Demonstrate the meaning, functions, types and roles of an entrepreneur and entrepreneurship	K4
CO2	Develop and strengthen entrepreneurial quality and motivation	K3, K4
CO3	Understand and analyse how sales are often conducted by agents and middlemen and to examine the legal liability arising in commercial agency.	K2, K4
CO4	To impart information about the process, procedure and rules and regulations for setting up a new projects	K2
CO5	To provide knowledge and information about the source of help, incentives and subsidies available from government to set up the project	K1, K2

17SEU03	CAMPUS TO CORPORATE	CATEGORY	L	P	CREDIT
		Skill Enhancement Course: III	36	-	2

Preamble

To train the students for smooth transition from their campus to corporate for employment

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand a better overview of corporate life	K1,K2
CO2	Develop a thorough understanding about etiquettes practiced in corporate world	K2, K3
CO3	Administer the important concepts in grooming skills	K3
CO4	Apprehend the ways to communicate in different scenarios	K4
CO5	Self-evaluation through SWOT analysis	K5

17PEU01	GREEN MARKETING	CATEGORY	L	P	CREDIT
		Proficiency Enhancement Course	60	-	5

Preamble

The purpose of learning this course is to make the students aware of the imminent threat of depleting natural resources and the responsibility of businesses to be socially responsible with green products and practices for sustainable future.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Comprehend and apply effective marketing techniques to clean energy economy businesses.	K3
CO2	Develop and implement a marketing strategy and plan.	K3
CO3	Understand the basic concept of Innovation and Sustainability for green products	K1
CO4	Adopt the strategies for partnering green products	K2
CO5	Analyze main concepts on which Green Marketization is based, as to products and services, and in particular with reference to new value drivers orienting customer's demand	K4

SEMESTER VI

17BAU27	SERVICES MARKETING	CATEGORY	L	P	CREDIT
		Core: XXII	72	-	5

Preamble

To impart the deeper knowledge in Services marketing concepts.

Course Outcomes

On the successful completion of the course:

CO Number	CO Statement	Knowledge Level
CO1	Have a deeper knowledge in services marketing concepts and evolution of services marketing.	K1,K2
CO2	Enable the students to understand the service marketing strategies for sustainable growth	K2,K5
CO3	Equip the students with deeper understanding in Gap Model to evaluate the service quality	K2,K5
CO4	Have a deep conceptual knowledge in service marketing mix to analyse the difference between product and service marketing	K3,K4
CO5	Enable the students to apply the concepts of service marketing mix in various services.	K3

17BAU28	INVESTMENT MANAGEMENT	CATEGORY	L	P	CREDIT
		Core: XXIII	72	-	5

Preamble

To equip the students with basic knowledge about investment management.

Course Outcomes

On the successful completion of the course:

CO Number	CO Statement	Knowledge Level
CO1	Equip the students with deeper understanding in investment concepts.	K2
CO2	Acquaint a deeper knowledge in Investment avenues and its benefits	K3,k4
CO3	To acquaint and understand the role of capital market and SEBI.	K1,K2
CO4	Impart the concepts of diversification to minimize the risk in investment	K3
CO5	Evaluate the risk involved in investment and enable the students to fore see the return would earn by the investment.	K5

17BAU29	INTEGRATED MARKETING COMMUNICATION	CATEGORY	L	P	CREDIT
		Core : XXIV	60	-	5

Preamble

To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of integrated marketing communication.	K1,K2
CO2	Examine methods for selecting, compensating and evaluating advertising agencies.	K3,K5
CO3	Choose a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.	K3,K4

CO4	Demonstrate the use of direct- marketing media and can Determine the effectiveness of direct marketing.	K4
CO5	Construct IMC creative strategies and tactics, including digital & social media executions, advertising, promotions, and public relations initiatives.	K4,K5

17SEU04	SOFT SKILLS FOR BUSINESS	CATEGORY	L	P	CREDIT
		Skill Enhancement course : IV	24	-	2

Preamble

To develop soft skills among the learners enabling them to communicate as effectively and efficiently as possible while dealing with others viz. peers, subordinates, superiors, clients, customers in the organization.

Course outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Develop their presentation skills and know about skills required for negotiation.	K1, K2
CO2	Understand about the need of a team and the essential skills should be possessed by a team leader.	K2,K3
CO3	Demonstrate the behaviour to be expected during group discussion and enrich themselves towards GD.	K3,K4
CO4	To focus on the interview skills and know how to be presentable during the interview process	K3
CO5	Prepare their Resume according to the need of the job requirements.	K5

ELECTIVE I

17BAU26a	EQUITY RESEARCH & PORTFOLIO MANAGEMENT	CATEGORY	L	P	CREDIT
		Elective I	72	-	4

Preamble

To equip the students with basic knowledge about Equity Research & Portfolio Management.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Familiarize the students with basic functions of equity market	K1
CO2	Acquaint students in respect to investment decisions related to financial assets, risks & returns involved.	K2
CO3	Familiarize and apply the concepts of technical and fundamental analysis for profitable return to the investors.	K1,K3
CO4	Enable the students to construct portfolio to balance the risk involved in investment.	K4
CO5	Evaluate the portfolio by the use of tools and techniques to facilitate the investors to manage their portfolio.	K5

17BAU26b	STRATEGIC MANAGEMENT	CATEGORY	L	P	CREDIT
		Elective- I	72	-	4

Preamble

To create a conceptual awareness on various strategies and its formulation

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand, and apply the strategic management process to analyze and improve organizational performance.	K1,K2
CO2	Analyze the internal capabilities and external opportunities	K2,K4
CO3	Formulate realistic strategies which is suitable for the business activity	K3
CO4	Develop implementation plans to execute those strategies	K4
CO5	Identify the evaluation criteria's and the various control process	K3,K5

ELECTIVE II

17BAU31a	FINANCIAL SERVICES	CATEGORY	L	P	CREDIT
		Elective - II	72	-	4

Preamble

To equip the students with basic knowledge about financial services

Course Outcomes

On the successful completion of the course:

CO Number	CO Statement	Knowledge Level
CO1	Have a basic knowledge about financial services and financial markets.	K1,K2
CO2	Describe the role of mutual funds and need of credit rating in financing	K3
CO3	Acquaint a deeper understanding about Leasing and hire purchase financing.	K2
CO4	Understand the types of leasing and evaluation methods of venture capital financing.	K2,K5
CO5	Analyze the importance of other financial services like factoring and bills discounting.	K4

17BAU31b	INDUSTRIAL RELATIONS AND LABOUR WELFARE	CATEGORY	L	P	CREDIT
		Elective: II	72	-	4

Preamble

To make the students familiar with the concept of Industrial Relations and the related labour legislations.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Analyse the welfare measures given to the Special Categories of Labour	K4
CO2	Understand the conditions of labour and their welfare and social security needs in the country	K1,K2
CO3	Identify and solve occupational safety and health problems	K2,K3
CO4	Identify and describe the needs of the parties involved in labor relations, and how those different needs are balanced.	K2,K3
CO5	Demonstrate descriptive knowledge of the field of industrial relations.	K3

17BAU31c	BRAND MANAGEMENT	CATEGORY	L	P	CREDIT
		Elective : II	72	-	4

Preamble

To enrich knowledge about concept of branding, brand strategies, building of strong brand and brand management, dimensions and types of brand image, different levels of brand loyalty, brand adoption, brands extension and models of brand equity effectively.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Acquire understanding of brand concepts, characteristics and branding strategies.	K1, K2
CO2	Formulate effective branding strategies for both consumer and business products/services with the insights from marketing intelligence.	K4, K5
CO3	Analysis and design marketing programs that build brand equity.	K4, K5
CO4	Understand the process and methods of brand promotion and methods to develop brand image and loyalty.	K2
CO5	Acquaint the process and methods of brand management, including how to establish brand values.	K2, K3

ELECTIVE III

17BAU32b	INTERNATIONAL BUSINESS	CATEGORY	L	P	CREDIT
		Elective : III	60	-	4

Preamble

The purpose of International Business program is to equip future business leaders with the subject knowledge and the methodological, interpersonal and intercultural skills that will enable them to excel and become responsible leaders in the rapidly changing business world

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Identify and evaluate the complexities of international business and globalization from home versus host-country, and regional, cultural perspectives.	K3,K5
CO2	Understanding of theories and conceptual frameworks that explain why and how firms internationalize.	K2,K1
CO3	Develop a framework to support successful decision-making in all relevant functions and activities of any international business or international operations of a domestic business within the competitively, international environment.	K3,K4
CO4	Identify the skills that managers and agents of MNCs need in order to deal with these complexities and contextual ambiguities	K3
CO5	Manage the preparation of documents and the application of procedures to support the movement of products and services	K5

17BAU32c	E-Commerce	CATEGORY	L	P	CREDIT
		Elective : III	60	-	4

Preamble

To gain deeper understanding about e-commerce, e-business strategies, e-business models, consumer behaviour online model, purchasing decision making process in e-commerce, e-marketing mix ,concept of web advertising and its effectiveness, secure e-payment options and legal policies and taxation in e-commerce.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of e-business and the possible advantages and disadvantages of an e-business strategy.	K1,K2
CO2	Acquire knowledge about e marketing mix strategies and effectiveness of web advertising.	K1,K2
CO3	Aiding in the development of electronic paymentsystem in e-business to promote secure payment.	K4
CO4	Assist in the incorporation of an e-business marketing strategy into the organisation's goals and objectives.	K3
CO5	Acquaint deep understanding about e commerce consumer behaviour process and consumer behaviour online model which influence the buying behaviour.	K2, K4

17COU07	START UP BUSINESS	Category	L	P	Credit
		Core optional : XXI	36	-	3

Preamble

The course is designed to understand the practices and technology to start a business.

Course Outcomes

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

Course Outcome	CO Statement	Knowledge Level
CO 1	Understanding the start-up activities of a business	K2
CO 2	Understanding the idea generation techniques from various sources.	K2
CO3	Analysing the marketing and financial strategies in starting a business	K4
CO4	Understanding the promotional strategies and project planning in start-up business	K1
CO5	Understanding and analysing the trends and supporting agencies for starting a business.	K2,K4