

2021-2022

21BAP01	CORE : I MANAGEMENT PROCESS AND COMMUNICATION	SEMESTER	LEVEL
CO1	Enumerate various managerial competencies and approaches to management	I	K1
CO2	Explain the role and need of planning, organizing, decision making and controlling and the need for communication.		K2
CO3	Make use of the principles of goal setting and planning for simple as well as complex tasks and small projects.		K3
CO4	Compare and contrast various organizational structures of variety of business and not-for-profit entities in a real world context.		K4
CO5	Build a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations		K5
21BAP02	CORE : II BEHAVIOURAL SCIENCE	SEMESTER	LEVEL
CO1	Recall the conceptual framework of OB and communication and its practical applications in the organizational setup.	I	K1
CO2	Explain the important issues pertaining to individual and group communication behavior aspects in an organization.		K2
CO3	Apply the rudiments of various forms of business and corporate communication in varied settings.		K3
CO4	Outline the applications of organizational challenges, sources, change, power and conflict.		K4
CO5	Evaluate the OB framework to real life management situations through case analysis and		K5
CO6	Design the latest developments and cultivate an understanding about OB in business context.		K6

21BAP03	CORE : III ECONOMICS FOR EXECUTIVES	SEMESTER	LEVEL
CO1	Recollect the economic concepts and strategies and their contribution to business decisions	I	K1
CO2	Determine a cost efficient method of production, the relationship between demand and supply and the managerial implications		K2
CO3	Develop an insight into the different kinds of competition at the market place and the techniques adopted thereon		K3
CO4	Analyze the key skills on profit and investment analysis in economics.		K4
CO5	Design competitive strategies including pricing and product differentiation in accordance with the nature of market		K5
CO6	Determine the implications of government policy on industry and industrial business		K6
21BAP04	CORE : IV ACCOUNTING FOR MANAGERS	SEMESTER	LEVEL
CO1	Recall the fundamental principles of accounting	I	K1
CO2	Explain the concepts used in financial, management and cost accounting to assist in management.		K2
CO3	Select the various tools of management and cost accounting necessary for effective decision making.		K3
CO4	Analyse the skills needed to apply the knowledge on the tools of financial, management and cost accounting		K4
CO5	Evaluate the Final Accounts, financial statement, budget and marginal costing.		K5
CO6	Construct the reports of a company based on its funds flow, cash flow and marginal costing.		K6

21BAP05	CORE : V DECISION MODELS FOR BUSINESS	SEMESTER	LEVEL
CO1	Reproduce all basic formulae covered in the syllabus.	I	K1
CO2	Explain in detail all the theoretical concepts.		K2
CO3	Apply the acquired knowledge and skills to the practical problems in business.		K3
CO4	Examine the use of mathematical and statistical techniques in business decision making process.		K4
CO5	Interpret the results of mathematical and statistical techniques for business decision making.		K5
CO6	Create and find the solution for the business situations using mathematical and statistical technique.		K6

21BAP06	CORE : VI BUSINESS RESEARCH METHODS - PRACTICAL	SEMESTER	LEVEL
CO1	Recall the key menus of SPSS and describe their functionality.	I	K1
CO2	Explain the main features of SPSS		K2
CO3	Make use of various tools to manage data, describe data and display graphical output using SPSS		K3
CO4	Analyse data using various statistical tests of SPSS		K4
CO5	Interpret and explain the outputs from SPSS		K5
CO6	Design, develop and test advanced multivariate models using SPSS		K6

21SEBAP01	Skill Enhancement : I MANAGEMENT IN PRACTICE - I	SEMESTER	LEVEL
CO1	Recall the managerial skills required for effective managers	I	K1
CO2	Explain the ideas of presentation, team building, debate and brain storming		K2
CO3	Demonstrate an ability to work with moral and ethical dilemmas and make decisions using critical thinking		K3
CO4	Analyze different types of communication, managerial, critical thinking and problem solving skills to attain managerial excellence		K4
CO5	Evaluate the techniques of stress management, time management, role play and product marketing		K5
CO6	Summarize the various skills using practical approach and their exposure to the realities of the world.		K6
21BAP07	CORE : VII OPERATIONS MANAGEMENT	SEMESTER	LEVEL
CO1	Recall the key concepts and issues of OM in both manufacturing and service organizations.	II	K1
CO2	Explain the elements of operations management with the transformation processes to enhance productivity and competitiveness.		K2
CO3	Apply analytical skills and problem-solving tools to resolve the organisation's operational issues.		K3
CO4	Audit plans and analyze various facility alternatives for capacity decisions to ensure a balanced line of production and effective utilization of resources.		K4
CO5	Assess aggregate capacity plans and MPS in operation environments with respect to their operational issues in the value addition processes for quality assurance in an organisation.		K5
CO6	Plan and implement appropriate principles and contemporary practices in the firm's operations to compete in the dynamic business environment.		K6

21BAP08	CORE : VIII FINANCIAL MANAGEMENT	SEMESTER	LEVEL
CO1	Recall the fundamental concepts used in financial management.	II	K1
CO2	Estimate an overview of the impact of cost of capital, capital structure, investment projects, working capital management and capital budgeting.		K2
CO3	Demonstrate the tools and techniques in financial management to handle real-time business situations		K3
CO4	Analyse the Cost of Capital, leverages, Capital structure, and Working capital of an organisation.		K4
CO5	Evaluate the projects using Cost of Capital, Capital structure, working capital and capital budgeting techniques.		K5
CO6	Construct the applications of financial management in real time business situations.		K6
21BAP09	CORE : IX MARKETING MANAGEMENT	SEMESTER	LEVEL
CO1	Recall the concepts of marketing management	II	K1
CO2	Explain strong conceptual knowledge in the functional areas of marketing management		K2
CO3	Demonstrate the relevant functional areas of marketing management and its application		K3
CO4	Outline the analytical skills in identification and resolution of problems pertaining to marketing management		K4
CO5	Evaluate the emerging trends in marketing in a global perspective		K5
CO6	Design and apply newer concepts of marketing for business development		K6

21BAP10	CORE : X HUMAN RESOURCE MANAGEMENT	SEMESTER	LEVEL
CO1	Memorize the key terms, concepts in the field of Planning, Recruitment, Selection and Compensation.	II	K1
CO2	Enumerate the emerging trends and practices in HRM.		K2
CO3	Apply the uses of job analysis, job description, job specification, ergonomics in industry and the methods of job evaluation.		K3
CO4	Analyze the role of trade unions, Grievance Handling Procedures, Industrial Disputes Resolution Mechanisms and stress management at work place.		K4
CO5	Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining		K5
CO6	Interpret the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.		K6
21BAP11	CORE : XI BUSINESS RESEARCH METHODS	SEMESTER	LEVEL
CO1	Outline the basic framework of research process in business context & understand the basic practice of statistics by using SPSS	II	K1
CO2	Infer the significance of research types of hypothesis and data concepts of parametric tests and interpretation.		K2
CO3	Demonstrate the types of research, procedure for testing hypothesis, methods used for data collection , data preparation process and perform descriptive analyses with SPSS		K3
CO4	Select the research problem, sample design, tools for data collection, statistical testing and types of reports and Formulate hypothesis and applying test of hypothesis in various Test of level of significance		K4
CO5	Evaluate the problems in research, types of sample design data preparation process, tools for analysis &report preparation.		K5
CO6	Design effective solutions for research problems in business context using concept of Non-Parametric tests and its application to test the level of significance in different form of Nonparametric tests.		K6

21BAP06	CORE : VI BUSINESS RESEARCH METHODS - PRACTICAL	SEMESTER	LEVEL
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CO6	Design, develop and test advanced multivariate models using SPSS		K6
21BAP12	CORE : XII SOCIAL IMMERSION PROJECT & VIVA-VOCE (Group Project)		SEMESTER
CO1	Remember the managerial skills for building a better community	II	K1
CO2	Understanding and find sustainable solutions for pressing community needs.		K2
CO3	Apply the course content to community-based activities		K3
CO4	Analyse the real world contexts and develop skills of community engagement.		K4
CO5	Measure the interpersonal development, particularly the ability to work with others and build leadership and communication skills		K5
CO6	Develop positive impact on academic outcomes such as problem analysis, problem solving, critical thinking and cognitive development		K6
21AEP01	Ability Enhancement CYBER SECURITY	SEMESTER	LEVEL
CO1	Recall the basic concepts of information security and its types	II	K1
CO2	Gain knowledge on cyber space issues and cyber security measures		K2
CO3	Identify various risks and threats in cyber space		K3
CO4	Apply security measures to prevent ourselves from threats in social media		K4
CO5	Compare various social media, security issues and measures		K5
CO6	Propose a secured cyber platform for people to connect each other for their social and professional concerns		K6

21BAP13	CORE : XIII STRATEGIC MANAGEMENT (Open Source Exam)	SEMESTER	LEVEL
CO1	Recall the basics of strategy and its implications in an organization and community	III	K1
CO2	Explain the structure, environment, strategy process and models for effective strategic management		K2
CO3	Demonstrate the effective application of concepts, tools and techniques for solving organisational problems		K3
CO4	Show their capability of making their own decisions in dynamic business landscape		K4
CO5	Interpret the organisations ability to implement chosen strategies and identify the areas requiring change		K5
CO6	Categorize the strategies to adopt the current trends and face new challenges in the environment		K6
21BAPH1	CORE Elective-H MANAGERIAL BEHAVIOR AND EFFECTIVENESS	SEMESTER	LEVEL
CO1	Remember the different attitudes and assumptions of managers about human nature and behaviour at work	III	K1
CO2	Understand different systems of management and relate systems to organisational characteristics		K2
CO3	Describe the basic and underlying philosophies for successful management of people		K3
CO4	Explain the criteria for evaluating the effectiveness of managers		K4
CO5	Compare the models and methods for designing the managerial Job		K5
CO6	Acclaim the importance of organisational and managerial efforts in fostering innovation and creativity		K6

21BAPH2	CORE Elective-H LEGAL ASPECTS OF BUSINESS	SEMESTER	LEVEL
CO1	Remember the key concepts of business law relating to contract formation, Sale of Goods, Company & Industrial Law and Income Tax	III	K1
CO2	Identify the legal issues faced by company with the knowledge gained and theoretical knowledge on the functions and objectives of Business Law		K2
CO3	Apply the law to factual situations which may arise in a business settings and safeguard their rights		K3
CO4	Analyse a given business context using basic understanding of the applicable Acts and develop a suitable framework.		K4
CO5	Compare and analyse the different laws and GST that are applicable to business transactions		K5
CO6	Develop critical thinking to predict outcomes and recommend appropriate action on issues relating to business associations, income taxation, and business law.		K6
21BAPH3	CORE Elective-H STRATEGIC HUMAN RESOURCE MANAGEMENT	SEMESTER	LEVEL
CO1	Recall the basic concepts, strategies, environmental issues and models in SHRM	III	K1
CO2	explain the key areas of human behaviour in sustained organisation performance		K2
CO3	Make use of the HR Programs and its implications in current business world		K3
CO4	Demonstrate the ability to explain the importance of strategic options in the achievement of strategic change		K4
CO5	Compare and analyse human resource management problems in organisations and develop strategic solutions to these problems		K5
CO6	Ascertain the impact of Strategic International HRM in promoting the development of an organisation in global scenario		K6

21BAPF1	CORE Elective-F SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	SEMESTER	LEVEL
CO1	Recognise the basic Investment alternatives and fundamental analysis of investment	III	K1
CO2	Illustrate the trading system and techniques of portfolio management		K2
CO3	Apply various tools for security analysis		K3
CO4	Analyze the share prices using fundamental and technical analysis		K4
CO5	Evaluate the portfolio performance using company analysis and charting methods.		K5
CO6	Construct the applications of investment decisions in the selection of Portfolio.		K6
21BAPF2	CORE Elective-F MERCHANT BANKING AND FINANCIAL SERVICES	SEMESTER	LEVEL
CO1	Recollect the functions of merchant banking and other Financial Services.	III	K1
CO2	illustrate the leasing, hire purchase activities and the significance of various types of Financial services		K2
CO3	Analyze the concept of mutual funds and various types of MFs and credit ratings		K3
CO4	Construct broad picture of mergers and acquisitions related activities		K4
CO5	Evaluate the Mutual Funds, Venture capital, Credit Rating and depositories		K5
CO6	Relate the applications of Financial services in real time business situations.		K6
21BAPF3	CORE Elective-F MODERN BANKING	SEMESTER	LEVEL
CO1	Recollect the basic functions of banking operation and its regulation	III	K1
CO2	Explain the various products offered by the bank for its customers		K2
CO3	Apply various technologies for banking transactions and settlement system.		K3
CO4	Analyze the impact of technology in banking industry		K4
CO5	Evaluate the bank payment and settlement system from the customer view.		K5
CO6	Create the applications for the issues in the banking system.		K6

21BAPM1	CORE Elective-M INTEGRATED DIGITAL COMMUNICATION	SEMESTER	LEVEL
CO1	Memorize the marketing communication concepts and provide students with the essential philosophies and practices of marketing and digital marketing technologies.	III	K1
CO2	Explain the methodologies, tools and technologies involved in digital marketing applying communication methods for marketing.		K2
CO3	Compare the marketing communication methods marketers used by companies as part of their integrated digital communication strategy		K3
CO4	Analyse the advertisement media and tactics at corporate and marketing level.		K4
CO5	Interpret how marketers use integrated digital communication in their campaigns in order to execute marketing strategy		K5
CO6	Create advertisements with the application of digital marketing tools		K6
21BAPM2	CORE Elective-M BRAND MANAGEMENT	SEMESTER	LEVEL
CO1	Grasp the meaning and concept of brand management and careers in the areas of brand management.	III	K1
CO2	explain how marketers apply branding to their strategic advantage		K2
CO3	Describe the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumers.		K3
CO4	Examine the key brand concepts by articulating the context of services operating in various markets.		K4
CO5	Formulate the effective branding strategies and evaluate performance of well known brands		K5
CO6	Collect brand audit data using appropriate tools and Propose strategic recommendations for rejuvenating failed Brands.		K6

21BAPM3	CORE Elective-M RURAL MARKETING	SEMESTER	LEVEL
CO1	Recollect the concepts of rural marketing, pricing strategy, Consumer behavior and Physical Distribution of goods	III	K1
CO2	Explain the consumer education and consumer methods in Promotion of Rural Marketing		K2
CO3	Apply conceptual knowledge of rural marketing and product pricing with reference to Indian Context		K3
CO4	Analyze promotional and distribution strategy and recent trends in rural marketing		K4
CO5	Evaluate the rural marketing research and consumer behavior models		K5
CO6	Formulate product and pricing strategy suitable for current scenario		K6
21BAPA1	CORE Elective-A HR ANALYTICS	SEMESTER	LEVEL
CO1	Remember HR function that adds value in business terms	III	K1
CO2	Explain the role and importance of HR analytics and the ability to analyse and interpret HR data to support decision making		K2
CO3	Apply metrics to conduct research and statistical analyses related to Human Resource Management		K3
CO4	Analyze human resources information using appropriate software to record, maintain, retrieve data		K4
CO5	Evaluate the qualitative and quantitative analysis to understand trends and indicators in human resource data		K5
CO6	Demonstrate how to connect HR results to business results		K6
21BAPA2	CORE Elective-A ANALYTICS FOR FINTECH	SEMESTER	LEVEL
CO1	Recall the basics of FinTech Analytics and its Evolution	III	K1
CO2	Explain the concept of crypto currencies, financial Innovation, FinTech and data regulations.		K2
CO3	Apply the transformation of FinTech analytics in global scenario for solving complex financial issues		K3
CO4	Identify the role of FinTech in economics, blockchain, digital finance and Artificial Intelligence		K4
CO5	Evaluate FinTech Typology, ABCDs of Alternative Finance, FinTech funds, RegTech Startups and digital identity		K5
CO6	Summarize the future prospects and challenges that relates to FinTech Analytics		K6

21BAPA3	CORE Elective-A SOCIAL MEDIA ANALYTICS	SEMESTER	LEVEL
CO1	Recall the basics of social media and its usage	III	K1
CO2	Explain the core concepts related to social media analytics in business		K2
CO3	Apply the tools and techniques of social media analytics to solve business issues		K3
CO4	Analyse the network data of basic social media websites and give appropriate solutions		K4
CO5	Evaluate the data of various social media dashboards		K5
CO6	Design a better social media analytic tool to rule out future challenges		K6
21BAPP1	CORE Elective-P SUPPLY CHAIN MANAGEMENT	SEMESTER	LEVEL
CO1	Recollect the basic concepts of supply chain management and the role of each functionary in the process of managing supplies in the link	III	K1
CO2	Describe the planning skills in designing and managing the supply chain		K2
CO3	Transcribe planning and demand activities to manage the cross functional drivers of supply chain for revenue management		K3
CO4	Audit the supply chain practices and benchmarking standards of the industry with competent skills necessary to upgrade the competency of the organization		K4
CO5	Review and apply contemporary developments that also includes IT & ITES practices, for effective supply chain management		K5
CO6	Prepare the organization for the future in SCM with required expertise sharing for risk management and prosperity		K6
21BAPP2	CORE Elective-P INTEGRATED MATERIALS MANAGEMENT	SEMESTER	LEVEL
CO1	Remember the basics of Materials management, inventory management, stores management and Materials Management Information System.	III	K1
CO2	Express the need for effective management of stores and the impact of models of inventory and inventory control techniques on materials management for an organisation		K2
CO3	Apply the knowledge of integrated materials management for organizational efficacy with integrity and professional competence.		K3

CO4	Evaluate the cost drivers of production and handle materials efficiently.		K4
CO5	Assimilate the requirement of materials management in industrial perspective for uninterrupted business operations and supply chain management.		K5
CO6	Design and develop emergent material management strategies to prepare for all uncertainties in the dynamic industry.		K6
21BAPP3	CORE Elective-P MANAGING SERVICE OPERATIONS	SEMESTER	LEVEL
CO1	Portray an understanding of key concepts, tools and techniques pertaining to the management of service operations of a firm	III	K1
CO2	Estimate the key operational levers that can be applied to the management of service operations and the proactive management of customer experience		K2
CO3	Determine the parameters that necessitate deployment of scientific methods for managing service enterprises for quality assurance and render appreciation of approaches to improving business performance through operations		K3
CO4	Apply strategic and value based approaches to decision making during times of change and modernized competition		K4
CO5	Diagnose the alignment of service operations with that of organisational strategy and the synergy created for managerial impact		K5
CO6	Facilitate the transformation of customer experience, enterprise efficiency and effectiveness through operational excellence		K6
21BAPE1	CORE Elective-E ENTREPRENEURSHIP DEVELOPMENT	SEMESTER	LEVEL
CO1	Remember the underlying ideology of Intrepeneur , Entrepreneur and Entrepreneurship and translate information about support systems, skill sets, financial and risk covering institutions for the good of the society	III	K1
CO2	Identify the entrepreneurial process of creating new businesses ,role of creativity and innovation in entrepreneurial start-ups, manage family-owned companies and the context of women entrepreneurship in a rural context		K2
CO3	Systematically apply an entrepreneurial way of thinking to identify and create business opportunities that may be commercialized successfully		K3
CO4	Illustrate entrepreneurial attitude with basic fundamentals of decision making towards establishing enterprises		K4
CO5	Measure the performance indicators of entrepreneurial activities in and around the locality to learn about the nuances		K5

CO6	Run a small enterprise with small capital for a short period and experience the science and art of doing business.		K6
21BAPE2	CORE Elective-E PROJECT MANAGEMENT	SEMESTER	LEVEL
CO1	Remember the concept of project and identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials	III	K1
CO2	Explain the techniques of project planning and project control to provide internal stakeholders with rudimental information regarding time needed to successfully complete a project, project costs and projected performance.		K2
CO3	Predict and manage the scope, cost, timing, and quality of the project focused on project success as defined by project stakeholders.		K3
CO4	Recognize, trace and resolve project related crises for optimum utilization of resources		K4
CO5	Estimate, plan and adjust project variables for efficacy of the organisation		K5
CO6	Design contemporary technical solutions for project risk management		K6
21BAPE3	CORE Elective-E START UP LAUNCH PAD		SEMESTER
CO1	Recollect key resources necessary for the successful establishment of a new venture and validate at every stage of modeling the business plan	III	K1
CO2	Explain the tools and tips for evaluating existing product and service options and learn how the most innovative companies innovate		K2
CO3	Find a structured way to validate an innovative idea with real-life customers in a corporate environment and get it pitch ready		K3
CO4	Practice evidence-based entrepreneurship and learn how to use a business model to brainstorm the value chain to empathize with the customer and understand their needs better		K4
CO5	Design revenue models and resources for establishing a suitable business model		K5
CO6	Debug a real-world problem and design a solution for the market needs to turn an idea into a validated startup and present in front of potential investors		K6

21SEBAP02	Skill Enhancement – II MANAGEMENT IN PRACTICE - II	SEMESTER	LEVEL
CO1	Recall the managerial skills required for effective managers	III	K1
CO2	Explain the ideas of presentation, team building, debate and brainstorming		K2
CO3	Demonstrate an ability to work with moral and ethical dilemmas and make decisions using critical thinking		K3
CO4	Analyze different types of communication, managerial, critical thinking and problem solving skills to attain managerial excellence		K4
CO5	Evaluate the techniques of stress management, time management, role play and product marketing		K5
CO6	Summarize the various skills using practical approach and their exposure to the realities of the world		K6
21PEBAP01	Proficiency Enhancement – II WOMEN AND LEADERSHIP (Self Study)	SEMESTER	LEVEL
CO1	Recall the role of Indian women, leadership qualities, women empowerment, Government Schemes and financial assistance for women.	III	K1
CO2	Explain the status of women in society and leadership skills in women to sustain in the competitive world		K2
CO3	Identify the leadership quality in women and the challenges feed by women in India		K3
CO4	Analyze the personality of women and to develop the leadership quality		K4
CO5	Assess the Government Schemes and Financial Assistance provided for women		K5
CO6	Create awareness about gender leadership to make women as a global leader		K6

21BAPH4	CORE Elective-H LABOUR WELFARE AND INDUSTRIAL RELATIONS	SEMESTER	LEVEL
CO1	Recognize the importance, critical issues and ethical perspective of Industrial and labour relations	IV	K1
CO2	Explain the causes of Industrial disputes and to apply the techniques for handling and settling the disputes.		K2
CO3	Describe various labour legislations, dispute solving machineries and Judicial setup		K3
CO4	Analyze the Various Welfare Act under different legislation related to employees and the methods of collective bargaining		K4
CO5	Compare the provision related to the payment of compensation to the employee under different legal provisions.		K5
CO6	Develop the required skills in handling employee relations and disputes under trade union functions		K6
21BAPH5	CORE Elective-H EMPLOYEE TRAINING & DEVELOPMENT	SEMESTER	LEVEL
CO1	Remember the concept of training and development need in different strategies, methods, evaluation and ethics in training	IV	K1
CO2	Explain the needs and process of training evaluation and its outcomes.		K2
CO3	Apply modern, traditional training after learning the training methods.		K3
CO4	Analyse the need for employee development and issues related to that.		K4
CO5	Compare the training methodologies in this modern business environment and also the training ethics		K5
CO6	Develop critical thinking skills that help to recognize potential ethical dilemmas.		K6
21BAPH6	CORE Elective-H CAREER MANAGEMENT	SEMESTER	LEVEL
CO1	Remember the managerial knowledge in enhancing career options within the organization for sustaining employees	IV	K1
CO2	Explain the various approaches for career development.		K2
CO3	Apply various models in Career development in the organizations context		K3
CO4	Analyse the factors related to quality of work life, family support and the cope up strategies.		K4
CO5	Evaluate and create a human resource support system in organizations.		K5
CO6	Design Career management models and strategies suitable for the organisation		K6

21BAPF4	CORE Elective-F INTERNATIONAL FINANCIAL MANAGEMENT	SEMESTER	LEVEL
CO1	Remember the basic functions of international financial systems to help in policy making	IV	K1
CO2	Explain 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
CO6	Design effective solutions for FDI and Working Capital Management related problems.		K6
21BAPF5	CORE Elective-F RISK AND INSURANCE MANAGEMENT	SEMESTER	LEVEL
CO1	Remember the basic principles and concepts of risk management techniques in insurance	IV	K1
CO2	Explain strong conceptual knowledge in the functional areas of insurance		K2
CO3	Demonstrate the relevant functional areas of insurance and its application		K3
CO4	Outline the analytical skills in identification and resolution of problems pertaining to insurance management		K4
CO5	Compare the business uncertainty by understanding the policies of Life, Health, Marine and Automobile insurance		K5
CO6	Create awareness about Life, Health, Marine and Fire insurance policies, procedures and benefits		K6
21BAPF6	CORE Elective-F INTERNATIONAL FINANCIAL REPORTING STANDARDS	SEMESTER	LEVEL
CO1	Recall the basic concepts of the financial statements for understanding of stakeholders	IV	K1
CO2	Explain the necessary requirements specified in Indian Accounting Standards while preparing and presenting the financial statements.		K2
CO3	Interpret and apply the ongoing developments for financial reporting		K3
CO4	Analyze the impact of GAAP,GASAB and its application for reporting and compliance		K4
CO5	Evaluate the financial statements for strategic decision-making		K5
CO6	Construct the reports of a company based on its Financial statements and other reporting standards.		K6

21BAPM4	CORE Elective-M RETAIL MARKETING	SEMESTER	LEVEL
CO1	Remember the concept, evolution, functions and economic importance of retailing and the rise of retail power.	IV	K1
CO2	Explain the complexity of retail channels used as alternative routes to market, and evaluate the merits of alternative strategies for different types of retail business.		K2
CO3	Describe the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.		K3
CO4	Analyse the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.		K4
CO5	Compare and evaluate the concepts of e-tailing in current scenario		K5
CO6	Formulate the guidelines used to analyze and solve retailers' problems and make decisions in retail organizations.		K6
21BAPM5	CORE Elective-M SOCIAL MARKETING	SEMESTER	LEVEL
CO1	Recall the evolution of social media marketing and identify related ethical issues to communicate its impact on businesses	IV	K1
CO2	Explain the process and planning in social marketing		K2
CO3	Identify the major social media marketing portals that can be used to promote a company, brand, product, Service or person.		K3
CO4	Analyze the recent social market condition and apply the ethical codes to conduct fair business practices		K4
CO5	Assess the role of branding, social advertising and other communications in achieving behavioural change.		K5
CO6	Construct new strategies to sustain in the recent competitive market		K6
21BAPM6	CORE Elective-M SERVICES MARKETING	SEMESTER	LEVEL
CO1	Memorize the characteristics of services and challenges in services marketing	IV	K1
CO2	Describe the roles of relationship marketing and customer service in adding value to the customer's perception of a service		K2
CO3	Identify the major elements needed to improve the marketing of services		K3
CO4	Analyse the nature and development of a services marketing strategy		K4
CO5	Critically appraise the way in which this theory can be practically applied in the service sector.		K5

CO6	Formulate service marketing principles which can be used as a conceptual framework to help managers identify and solve marketing problems		K6
21BAPA4	CORE Elective-A MARKETING ANALYTICS	SEMESTER	LEVEL
CO1	Recall the basics of marketing analytics and its process	IV	K1
CO2	Explain the characteristics of marketing, measures of price sensitivity, customer analytics initiative and forecasting models		K2
CO3	Apply segmentation, pricing, customer, retailing, advertising and sales forecasting analytics to gain customer insights		K3
CO4	Analyze the process of marketing, pricing and online advertising with the help of regression models to solve real-time challenges in marketing		K4
CO5	Evaluate the concepts of marketing analytics to pinpoint the features that are in great demand		K5
CO6	Generate marketing analytics ideas and sales strategies in an effective way		K6
21BAPA5	CORE Elective-A HEALTHCARE ANALYTICS	SEMESTER	LEVEL
CO1	Recall the concepts of the healthcare industry and to know about the trends in health care.	IV	K1
CO2	Summarize the opportunities for health informatics interventions and provide health informatics solution for decision support.		K2
CO3	Apply critical thinking and technical skills to the use of data to inform business and policy decisions		K3
CO4	Analyze health care trends, health IT standards, data collection and data visualization process to find out the best practices in health care.		K4
CO5	Evaluate the health care quality, EMR/EHR modules, and data from visualization example and prepare a simple data visualization chart		K5
CO6	Design plans to offer best value-based healthcare services in an effective way.		K6

21BAPA6	CORE Elective-A BUSINESS ANALYTICS	SEMESTER	LEVEL
CO1	Recall the role of Business Analyst and Data Science in business	IV	K1
CO2	Summarize the complex business problems in terms of analytical models		K2
CO3	Apply appropriate analytical methods to find solutions to business problems that achieve stated objectives		K3
CO4	Analyze, synthesize and solve complex unstructured business problems using data science, data mining, OLAP and Machine learning		K4
CO5	Evaluate the applications of business analytics in data management, data mining, machine learning and in R Programming		K5
CO6	Design reliable models for better decision making in the future of business		K6
21BAPP4	CORE Elective-P LEAN MANUFACTURING AND SIX SIGMA	SEMESTER	LEVEL
CO1	Recognize the organizational factors that are necessary groundwork for a successful Six Sigma effort.	IV	K1
CO2	Infer the role of lean manufacturing and six sigma concepts for process improvements		K2
CO3	Apply the lean manufacturing and six sigma concept in service sectors and create models for industrial usage		K3
CO4	Analyse the principles of lean and six sigma methods to derive managerial implications for any business		K4
CO5	Employ Six Sigma skills to lead a successful process improvement project and deliver meaningful results to the organization.		K5
CO6	Correlate their learning and evaluate the capability of a process or an organization to achieve strategic vision and mission.		K6

21BAPP5	CORE Elective-P LEAN TOTAL QUALITY MANAGEMENT	SEMESTER	LEVEL
CO1	Enumerate the basic principles of quality management plans/procedures to be implemented to achieve the desired quality status by knowing about the various principles	IV	K1
CO2	Extrapolate the procedures in measuring the quality of the organization/process and will also enable her to identify the parameters that are improving/depriving the quality		K2
CO3	Plot the causes and sub causes of the effects/problems and to select and use appropriate tools and techniques for controlling, improving and measuring quality		K3
CO4	Critically appraise the organisational, communication and teamwork requirements for effective quality management		K4
CO5	Enlist the customer requirements and technical/ design requirements and draw and justify the house of quality function deployment for the same		K5
CO6	Design and maintain processes and documentation properly so that the quality maintained by her organization gets recognized		K6
21BAPP6	CORE Elective-P MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS	SEMESTER	LEVEL
CO1	Recall the fundamental aspects of Intellectual property, Patent, Trade Marks, Industrial Design, Copyright and Geographical Indication	IV	K1
CO2	Explain the procedure of filing IPR in India and abroad		K2
CO3	Demonstrate the different forms for filing IPRs		K3
CO4	Analyse India`s New National IP Policy, 2016 and Govt. of India step towards promoting IPR		K4
CO5	Compare the registry process of IPR in India and other boards abroad.		K5
CO6	Develop novel ideas, designs and Industrial Marks		K6

21BAPE4	CORE Elective-E INNOVATION MANAGEMENT	SEMESTER	LEVEL
CO1	Recollect the need for innovation in business and develop the model of innovation for entrepreneurs	IV	K1
CO2	Enroot critical and analytical reasoning about firms innovation management		K2
CO3	Assimilate the strategies most effective for exploiting innovations		K3
CO4	Apply the concepts of innovation directly to real world situations		K4
CO5	Recommend and administer strategic approaches to build innovative winning business models		K5
CO6	Debug and resolve a variety of issues relating to poor innovative performances in large firms as well as in small/medium entrepreneurial firms		K6
21BAPE5	CORE Elective-E SOCIAL ENTREPRENEURSHIP MANAGEMENT	SEMESTER	LEVEL
CO1	Translate understanding of the social entrepreneurial concepts and the ways to develop successful entrepreneurship in a rural setting	IV	K1
CO2	Extrapolate on the business skills and frameworks that enable entrepreneurs and intrapreneurs to build support among stakeholders and attract the investors needed to grow ventures to scale and maximise impact		K2
CO3	Apply skills to navigate conflicting goals, fragmented social responsibilities and complex performance measures thereby envisaging community development		K3
CO4	Initiate formidable social returns for society and build business models that creates impact in the society		K4
CO5	Recommend business tools to empower communities and leverage markets to achieve sustainability and social impact		K5
CO6	Design, develop and scale high performing social enterprises, they may be non -profit, for-profit or hybrid organizations for social transformation		K6

21BAPE6	CORE Elective-E MANAGING FRANCHISE BUSINESSES	SEMESTER	LEVEL
CO1	Assimilate the concept of franchising, the different types of franchises, the theoretical downlinks and the vocabulary of franchising	IV	K1
CO2	Identify the franchising opportunities and evaluate the franchisor business plan with a critical analysis to generate good revenue models of businesses		K2
CO3	Articulate the indicators and contra-indicators for franchising as a viable business strategy with social and ethical concerns		K3
CO4	Analyse the franchise agreement and the dynamics of franchisor/ master franchisee/ franchisee relationship, responsibility of a franchisor and the governing legal system to manage franchising concerns in the Indian context		K4
CO5	Identify, analyze, and execute practical managerial solutions to the problems and opportunities of acquiring a franchised business nationally / internationally		K5
CO6	Articulate the feasibility of franchising as a growth strategy in new entrepreneurial ventures with an understanding of the social responsibility of a franchisor		K6
21BAP23	CORE : XXIII RESEARCH IMMERSION PROJECT & VIVA-VOCE (Individual Project)	SEMESTER	LEVEL
CO1	Remember the research concepts and principles	IV	K1
CO2	Understand and find sustainable solutions for research problems		K2
CO3	Apply and evaluate methodology throughout the project		K3
CO4	Collect, interpret the data to resolve a research question		K4
CO5	Report research findings in written and verbal forms		K5
CO6	Develop a research proposal to address or resolve a specific research question or problem		K6

	Open Elective AGRI-PRENEURSHIP	SEMESTER	LEVEL
CO1	Remember the concepts of Entrepreneurship.	IV	K1
CO2	Explain the agri-preneurship concepts and the ways to develop successful agri-entrepreneurs.		K2
CO3	Apply the skills in adding value agricultural inputs and pricing strategies in agri-preneurship.		K3
CO4	Analyse the role of agriculture in price commission and the equipments used for agriculture		K4
CO5	Interpret and explain the outputs in value additional product development in fruits and milk.		K5
CO6	Formulate new recipes for value added products from Millets, Pulses, Milk and Fruits		K6