

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ACCT501	CO1	ACCT501CO1	Master basics of accounting
ACCT501	CO2	ACCT501CO2	Analyze P&L statement and balance sheet
ACCT501	CO3	ACCT501CO3	Interpreting Ratios
ACCT501	CO4	ACCT501CO4	Apply a systematic approach to solve problems arising in classroom and professional settings
ACCT501	CO5	ACCT501CO5	Demonstrate knowledge of relevant concepts and its application in employment settings
ACCT501	CO6	ACCT501CO6	Demonstrate ability to work in a team effectively
ACCT501	CO7	ACCT501CO7	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ACCT502	CO1	ACCT502CO1	Explain traditional and contemporary approaches to cost allocation
ACCT502	CO2	ACCT502CO2	Use standard costs to prepare budgets for planning and control purposes
ACCT502	CO3	ACCT502CO3	Identify, analyse, and explain relevant information for decision making purposes for product-mix, pricing, outsourcing and special orders
ACCT502	CO4	ACCT502CO4	Analyse, explain, and carryout cost-volume-profit Analysis
ACCT502	CO5	ACCT502CO5	Explain budgeting and operating budgets and prepare budgets
ACCT502	CO6	ACCT502CO6	Critically analyse and provide recommendations to improve the operations of organisations through the application of management accounting technique
ACCT502	CO7	ACCT502CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ACCT502	CO8	ACCT502CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ACCT502	CO9	ACCT502CO9	Demonstrate ability to work in a team effectively
ACCT502	CO10	ACCT502CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR502	CO1	ADBR502CO1	Gather consumer input for brand planning
ADBR502	CO2	ADBR502CO2	Analyse advertising campaigns
ADBR502	CO3	ADBR502CO3	Explain the agency structure
ADBR502	CO4	ADBR502CO4	Prepare brand campaigns
ADBR502	CO5	ADBR502CO5	Evolve the 'Big' idea for a campaign
ADBR502	CO6	ADBR502CO6	Write creative briefs
ADBR502	CO7	ADBR502CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR502	CO8	ADBR502CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR502	CO9	ADBR502CO9	Demonstrate ability to work in a team effectively
ADBR502	CO10	ADBR502CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR503	CO1	ADBR503CO1	Explain the importance of brand building in creating business value
ADBR503	CO2	ADBR503CO2	Outline the process that companies follow before launching a new product
ADBR503	CO3	ADBR503CO3	Explain the concept of consumer based brand equity and how it is built by brands
ADBR503	CO4	ADBR503CO4	Summarize the key considerations while creating brand architecture
ADBR503	CO5	ADBR503CO5	Summarize how brand portfolio is structured and maintained

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ADBR503	CO6	ADBR503CO6	Explain how a go to market strategy is constructed for a new launch
ADBR503	CO7	ADBR503CO7	Demonstrate how a marketing plan is built by brand managers
ADBR503	CO8	ADBR503CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR503	CO9	ADBR503CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR503	CO10	ADBR503CO10	Demonstrate ability to work in a team effectively
ADBR503	CO11	ADBR503CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR601	CO1	ADBR601CO1	Discuss various Innovative Media and its increasing importance in marketing campaigns
ADBR601	CO2	ADBR601CO2	Know how, when and where to use innovative media
ADBR601	CO3	ADBR601CO3	Develop inexpensive yet reliable and valid approaches to identifying customer needs and conducting market research
ADBR601	CO4	ADBR601CO4	Develop low budget innovative marketing strategies.
ADBR601	CO5	ADBR601CO5	Develop an effective go-to marketing plan for new brands
ADBR601	CO6	ADBR601CO6	Develop a marketing plan for creating and communicating a brand using innovative media and innovative strategies
ADBR601	CO7	ADBR601CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR601	CO8	ADBR601CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR601	CO9	ADBR601CO9	Demonstrate ability to work in a team effectively
ADBR601	CO10	ADBR601CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR602	CO1	ADBR602CO1	Understand and learn use and relevance Qualitative research Methodology
ADBR602	CO2	ADBR602CO2	Formulate Research Design
ADBR602	CO3	ADBR602CO3	Learn and Apply Data collection methods
ADBR602	CO4	ADBR602CO4	Conduct data analysis and draw inferences
ADBR602	CO5	ADBR602CO5	Presentation of data
ADBR602	CO6	ADBR602CO6	Knowledge Softwares and computer programs
ADBR602	CO7	ADBR602CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR602	CO8	ADBR602CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR602	CO9	ADBR602CO9	Demonstrate ability to work in a team effectively
ADBR602	CO10	ADBR602CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR603	CO1	ADBR603CO1	Understand the importance of creative thinking in their professional lives as managers, and how to harness it for creating interesting, memorable, and effective advertising.
ADBR603	CO2	ADBR603CO2	Employ methods to eliminate some of the barriers to creativity (in general, and advertising creativity in particular).
ADBR603	CO3	ADBR603CO3	Execute and implement a creative strategy for effective communication for a selected brand.
ADBR603	CO4	ADBR603CO4	Compose a good Creative Brief, which leads to effective advertising.
ADBR603	CO5	ADBR603CO5	Construct and craft persuasive advertising copy.

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ADBR603	CO6	ADBR603CO6	Breakdown and arrange relevant visuals in communication, and how to apply them effectively in advertising.
ADBR603	CO7	ADBR603CO7	Evaluate or judge creative ideas and advertising campaigns, based on objective factors.
ADBR603	CO8	ADBR603CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR603	CO9	ADBR603CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR603	CO10	ADBR603CO10	Demonstrate ability to work in a team effectively
ADBR603	CO11	ADBR603CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR604	CO1	ADBR604CO1	Use planning models effectively
ADBR604	CO2	ADBR604CO2	Evolve multiple brand ideas using different planning models
ADBR604	CO3	ADBR604CO3	Understand multiple brand ideas using the most important planning model - a brief
ADBR604	CO4	ADBR604CO4	Write creative briefs
ADBR604	CO5	ADBR604CO5	Stimulate creative ideas through inspiring briefs
ADBR604	CO6	ADBR604CO6	Develop advertising campaigns for brands
ADBR604	CO7	ADBR604CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR604	CO8	ADBR604CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR604	CO9	ADBR604CO9	Demonstrate ability to work in a team effectively
ADBR604	CO10	ADBR604CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR605	CO1	ADBR605CO1	To learn the differences between the rural and urban communities
ADBR605	CO2	ADBR605CO2	To be able to develop/ modify and sustain a product which is relevant for rural consumers
ADBR605	CO3	ADBR605CO3	To create a marketing communication which is relevant for rural markets
ADBR605	CO4	ADBR605CO4	To know the kind of distribution channel which is suitable for rural markets
ADBR605	CO5	ADBR605CO5	To be able to conduct a social marketing/ developmental communication for rural communities
ADBR605	CO6	ADBR605CO6	To be able to develop a comprehensive marketing strategy for rural
ADBR605	CO7	ADBR605CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR605	CO8	ADBR605CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR605	CO9	ADBR605CO9	Demonstrate ability to work in a team effectively
ADBR605	CO10	ADBR605CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR606	CO1	ADBR606CO1	Develop a basic understanding of what PR is, what corporate communication is, and how events add value to a Brand.
ADBR606	CO2	ADBR606CO2	Compare and contrast the role of Events, PR and Corporate Communications in organisations and understand the different views of PR and corporate communication and the influence they have on various stakeholders.
ADBR606	CO3	ADBR606CO3	Evaluate the key constructs of corporate communications and public relations to better understand how they fit in with a Brand's strategy.

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ADBR606	CO4	ADBR606CO4	Identify how public relations can empower organisations to accomplish marketing and corporate objectives.
ADBR606	CO5	ADBR606CO5	Construct and understand the ethical and societal framework in which public relations functions.
ADBR606	CO6	ADBR606CO6	Analyse and critique the attitude used by corporations and organizations to communicate externally and internally, based on the understanding of theories of PR and corporate communication
ADBR606	CO7	ADBR606CO7	To evaluate the impact of communication technologies on reputation management and explore problem solving strategies associated with crisis communication
ADBR606	CO8	ADBR606CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR606	CO9	ADBR606CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR606	CO10	ADBR606CO10	Demonstrate ability to work in a team effectively
ADBR606	CO11	ADBR606CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR607	CO1	ADBR607CO1	Define concepts such as signification, signifier, signified, denotation, and connotation in relation to images, narratives, and texts
ADBR607	CO2	ADBR607CO2	Understanding and interpretation of societal / cultural coding and encoding,
ADBR607	CO3	ADBR607CO3	Explain the denotative and connotative levels of information in Brand Communication
ADBR607	CO4	ADBR607CO4	Improve critical thinking skills, and learn to use semiotics to think logically and to analyse communication, meaning, and culture.
ADBR607	CO5	ADBR607CO5	Perform a semiotic analysis of a creative work
ADBR607	CO6	ADBR607CO6	Applying Semiotics to marketing cases
ADBR607	CO7	ADBR607CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR607	CO8	ADBR607CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR607	CO9	ADBR607CO9	Demonstrate ability to work in a team effectively
ADBR607	CO10	ADBR607CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR608	CO1	ADBR608CO1	Understand fundamentals of Luxury products businesses
ADBR608	CO2	ADBR608CO2	Understanding consumer to generating insights specific to luxury selling and maintaining customer relationships
ADBR608	CO3	ADBR608CO3	Application of promotional and communication strategies for luxury products and services
ADBR608	CO4	ADBR608CO4	Understand connection between luxury, individual and society
ADBR608	CO5	ADBR608CO5	Understanding luxury markets in emerging economies
ADBR608	CO6	ADBR608CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR608	CO7	ADBR608CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR608	CO8	ADBR608CO8	Demonstrate ability to work in a team effectively
ADBR608	CO9	ADBR608CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR609	CO1	ADBR609CO1	Identify marketing research problems

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ADBR609	CO2	ADBR609CO2	Create Marketing Research Designs
ADBR609	CO3	ADBR609CO3	Identify methods and Tools for research designs
ADBR609	CO4	ADBR609CO4	Analyse data
ADBR609	CO5	ADBR609CO5	Report findings
ADBR609	CO6	ADBR609CO6	Synthesize marketing research and analytics for businesses
ADBR609	CO7	ADBR609CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR609	CO8	ADBR609CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR609	CO9	ADBR609CO9	Demonstrate ability to work in a team effectively
ADBR609	CO10	ADBR609CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR610	CO1	ADBR610CO1	Demonstrate the importance of sales and sales management for the marketing function.
ADBR610	CO2	ADBR610CO2	Compare and Contrast various approaches to managing sales channels effectively
ADBR610	CO3	ADBR610CO3	Examine the significance of distribution channels
ADBR610	CO4	ADBR610CO4	Appraise how companies use Sales organization and Sales Management. Territories and Targets, Training & Development, Performance and result evaluation to optimise its reach to its customers.
ADBR610	CO5	ADBR610CO5	Analyse how customer requirements, competitive actions, channel capabilities and the power of the sales channels come together for the formation of marketing strategy
ADBR610	CO6	ADBR610CO6	Appraise the significant characteristics of effective salespeople.
ADBR610	CO7	ADBR610CO7	Develop motivation strategies for the sales force.
ADBR610	CO8	ADBR610CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR610	CO9	ADBR610CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR610	CO10	ADBR610CO10	Demonstrate ability to work in a team effectively
ADBR610	CO11	ADBR610CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR611	CO1	ADBR611CO1	Understand the key elements of sports marketing and Management
ADBR611	CO2	ADBR611CO2	Understand franchise model in sports industry
ADBR611	CO3	ADBR611CO3	Understand and evaluate various business and revenue models in the industry
ADBR611	CO4	ADBR611CO4	Understand role of sponsorship programs in sports industry
ADBR611	CO5	ADBR611CO5	Analyse and evaluate sports audience engagement and draw insights
ADBR611	CO6	ADBR611CO6	Develop sports marketing plans
ADBR611	CO7	ADBR611CO7	Interactive games and fantasy sports
ADBR611	CO8	ADBR611CO8	Artist and Brand management in sports
ADBR611	CO9	ADBR611CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR611	CO10	ADBR611CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR611	CO11	ADBR611CO11	Demonstrate ability to work in a team effectively

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ADBR611	CO12	ADBR611CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR612	CO1	ADBR612CO1	Demonstrate a comprehensive understanding of Marketing Communications theories, concepts and terminologies
ADBR612	CO2	ADBR612CO2	Setting IMC objectives and formulate an IMC budget
ADBR612	CO3	ADBR612CO3	Evaluate creative strategies in the light of given marketing objectives and strategies
ADBR612	CO4	ADBR612CO4	Analyse and evaluate the cost effectiveness of various forms of media
ADBR612	CO5	ADBR612CO5	Explain the behavioural factors that influence the effectiveness of communications
ADBR612	CO6	ADBR612CO6	Examine and evaluate the effectiveness of different communication tools
ADBR612	CO7	ADBR612CO7	Prepare an IMC Plan
ADBR612	CO8	ADBR612CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR612	CO9	ADBR612CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR612	CO10	ADBR612CO10	Demonstrate ability to work in a team effectively
ADBR612	CO11	ADBR612CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
COMS603	CO1	COMS603CO1	Understand Media Planning Process
COMS603	CO2	COMS603CO2	Familiarise with concepts, terminologies and mathematical calculations applied in the process
COMS603	CO3	COMS603CO3	Categorize Media Budgeting, Briefing, Cross Channel Evaluation & Media Mix Decision Making
COMS603	CO4	COMS603CO4	Examine media measurement to evaluate media in terms of efficiency
COMS603	CO5	COMS603CO5	Investigate and explore consumers' media usage and attitudes towards media
COMS603	CO6	COMS603CO6	Develop contextual understanding of Indian media landscape
COMS603	CO7	COMS603CO7	Arrange and design media planning and buying strategies
DANC105	CO1	DANC105CO1	Identify and explain how different limbs are put to use in movement in Contemporary Dance
DANC105	CO2	DANC105CO2	Distinguish and demonstrate various components and techniques of contemporary dance
DANC105	CO3	DANC105CO3	Reproduce different movements and recognise aspects of movement
DANC105	CO4	DANC105CO4	Show development of movement vocabulary and demonstrate a dance composition
DANC105	CO5	DANC105CO5	Describe, Discuss and explain Dance Terminology in Ballet and concepts in Contemporary Dance
DANC105	CO6	DANC105CO6	Identify, discuss or explain different components of Contemporary dance
DESG105	CO1	DESG105CO1	Understand the concept of Design Thinking
DESG105	CO2	DESG105CO2	Appreciate the role of Qualitative research in Design Thinking
DESG105	CO3	DESG105CO3	Understand the process of Design Thinking
DESG105	CO4	DESG105CO4	Demonstrate the methods, processes and tools used in Design Thinking
DESG105	CO5	DESG105CO5	Apply Design Thinking in various Business situations
DMAC502	CO1	DMAC502CO1	Understand Digital world concepts
DMAC502	CO2	DMAC502CO2	Explain Digital campaign concepts
DMAC502	CO3	DMAC502CO3	Understand Idea generation frameworks

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
DMAC502	CO4	DMAC502CO4	Presenting a digital first strategy- introduction
DMAC502	CO5	DMAC502CO5	Discuss measurement metrics
DMAC502	CO6	DMAC502CO6	Understanding historical context of the internet & the future
DMAC502	CO7	DMAC502CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC502	CO8	DMAC502CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC502	CO9	DMAC502CO9	Demonstrate ability to work in a team effectively
DMAC502	CO10	DMAC502CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC503	CO1	DMAC503CO1	Understand Personal branding techniques
DMAC503	CO2	DMAC503CO2	Evaluate Content strategy to content execution development
DMAC503	CO3	DMAC503CO3	Compare and contrast Media and content vehicles- deeper understanding
DMAC503	CO4	DMAC503CO4	Perspective: Assess podcasting
DMAC503	CO5	DMAC503CO5	Perspective: Assess Instagram
DMAC503	CO6	DMAC503CO6	Perspective: Assess Youtube
DMAC503	CO7	DMAC503CO7	Perspective: Assess LinkedIn
DMAC503	CO8	DMAC503CO8	Perspectives: Assess Tiktok, Pinterest, Twitter
DMAC503	CO9	DMAC503CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC503	CO10	DMAC503CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC503	CO11	DMAC503CO11	Demonstrate ability to work in a team effectively
DMAC503	CO12	DMAC503CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC602	CO1	DMAC602CO1	To understand and use different tools of search marketing for fulfilling the business objective
DMAC602	CO2	DMAC602CO2	To prepare media plan for search logically with the help of data that is available through various tools and to create search and display campaigns
DMAC602	CO3	DMAC602CO3	Create PPC campaign and manage it
DMAC602	CO4	DMAC602CO4	Measure ad performance and optimize campaigns
DMAC602	CO5	DMAC602CO5	Use proprietary platforms like Google Adwords to make search and shopping ads
DMAC602	CO6	DMAC602CO6	Apply Seo practices and suggest changes in the website from an seo point of view
DMAC602	CO7	DMAC602CO7	Use Adwords editor to create and manage bulk campaigns
DMAC602	CO8	DMAC602CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC602	CO9	DMAC602CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC602	CO10	DMAC602CO10	Demonstrate ability to work in a team effectively
DMAC602	CO11	DMAC602CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC604	CO1	DMAC604CO1	Understand what social media is, the various channels through which it operates, and its role in marketing strategy
DMAC604	CO2	DMAC604CO2	Leverage the power of social media to transform your business
DMAC604	CO3	DMAC604CO3	Build an engaging & effective social media strategy for your business

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
DMAC604	CO4	DMAC604CO4	Create paid media plan of various social media platforms
DMAC604	CO5	DMAC604CO5	Understanding various optimization techniques for execution of campaigns
DMAC604	CO6	DMAC604CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC604	CO7	DMAC604CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC604	CO8	DMAC604CO8	Demonstrate ability to work in a team effectively
DMAC604	CO9	DMAC604CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC605	CO1	DMAC605CO1	Analyse Past and present trends
DMAC605	CO2	DMAC605CO2	Identify inflexion points
DMAC605	CO3	DMAC605CO3	Develop digital futures frameworks for society
DMAC605	CO4	DMAC605CO4	Create digital futures frameworks for self and career
DMAC605	CO5	DMAC605CO5	Compose digital futures frameworks for business
DMAC605	CO6	DMAC605CO6	Understand future trends and patterns
DMAC605	CO7	DMAC605CO7	Evaluate Short, medium and long term prediction management
DMAC605	CO8	DMAC605CO8	Create usecases for digital futures
DMAC605	CO9	DMAC605CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC605	CO10	DMAC605CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC605	CO11	DMAC605CO11	Demonstrate ability to work in a team effectively
DMAC605	CO12	DMAC605CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC606	CO1	DMAC606CO1	Explain how various paid ad formats can help clients meet differing performance and branding goals
DMAC606	CO2	DMAC606CO2	Create display and shopping campaigns and various display ads
DMAC606	CO3	DMAC606CO3	Measure ad performance of display ads and optimize display campaigns
DMAC606	CO4	DMAC606CO4	Use proprietary platforms like Google Adword and Facebook Business Manager to make display campaign and manage it
DMAC606	CO5	DMAC606CO5	Explain RTB, programmatic bidding and the players involved in this process
DMAC606	CO6	DMAC606CO6	Explain the Reserve buying process and importance of the same in current scenario
DMAC606	CO7	DMAC606CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC606	CO8	DMAC606CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC606	CO9	DMAC606CO9	Demonstrate ability to work in a team effectively
DMAC606	CO10	DMAC606CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC607	CO1	DMAC607CO1	Identify data sources and requirements in specific business applications
DMAC607	CO2	DMAC607CO2	Define relevant KPIs for specific marketing objectives
DMAC607	CO3	DMAC607CO3	Use analytics tools like Google Analytics and Tag Manager to monitor performance and measure results
DMAC607	CO4	DMAC607CO4	Use site-analytics reports to find traffic and conversion opportunities
DMAC607	CO5	DMAC607CO5	Use Social Media Analytics reports to monitor campaign performance

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
DMAC607	CO6	DMAC607CO6	Create custom campaign reports using both social and web analytics tools
DMAC607	CO7	DMAC607CO7	Use attribution techniques to determine Marketing RoAS
DMAC607	CO8	DMAC607CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC607	CO9	DMAC607CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC607	CO10	DMAC607CO10	Demonstrate ability to work in a team effectively
DMAC607	CO11	DMAC607CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC611	CO1	DMAC611CO1	Core emergent tech knowledge
DMAC611	CO2	DMAC611CO2	Innovation with tech- incremental and disruptive- knowledge
DMAC611	CO3	DMAC611CO3	Knowledge of frameworks for business transformation through tech
DMAC611	CO4	DMAC611CO4	Planning for tech trends- skills
DMAC611	CO5	DMAC611CO5	IOT view perspective
DMAC611	CO6	DMAC611CO6	AR, VR perspective
DMAC611	CO7	DMAC611CO7	Cloud perspective
DMAC611	CO8	DMAC611CO8	AI- perspective
DMAC612	CO1	DMAC612CO1	understanding and analysis : Descriptive Statistics
DMAC612	CO2	DMAC612CO2	Using python programming environment
DMAC612	CO3	DMAC612CO3	Understand Machine Learning Basics
DMAC612	CO4	DMAC612CO4	Understand Supervised Learning
DMAC612	CO5	DMAC612CO5	Understand UnSupervised Learning
DMAC612	CO6	DMAC612CO6	Using Predictive analytics to solve business problems
DMAC612	CO7	DMAC612CO7	Understanding TensorFlow
DMAC612	CO8	DMAC612CO8	Understanding Cloud based Analytics Suites
DMAC612	CO9	DMAC612CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC612	CO10	DMAC612CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC612	CO11	DMAC612CO11	Demonstrate ability to work in a team effectively
DMAC612	CO12	DMAC612CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC613	CO1	DMAC613CO1	"Read" user interfaces and evaluate them
DMAC613	CO2	DMAC613CO2	Develop an on point UX strategy
DMAC613	CO3	DMAC613CO3	Develop customer journeys
DMAC613	CO4	DMAC613CO4	Create appropriate information architecture and artefacts
DMAC613	CO5	DMAC613CO5	Plan and execute user research
DMAC613	CO6	DMAC613CO6	Convert user research into interface enhancements
DMAC613	CO7	DMAC613CO7	Convert user research into customer journey improvements
DMAC613	CO8	DMAC613CO8	Presentation of user experience design
DMAC613	CO9	DMAC613CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC613	CO10	DMAC613CO10	Demonstrate knowledge of relevant concepts and its application in employment settings

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
DMAC613	CO11	DMAC613CO11	Demonstrate ability to work in a team effectively
DMAC613	CO12	DMAC613CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC614	CO1	DMAC614CO1	To understand the process of creating content for personal branding and for business
DMAC614	CO2	DMAC614CO2	To understand the different channels available and when and how to use the same
DMAC614	CO3	DMAC614CO3	To use Facebook and Instagram platforms to create content and understand the variations
DMAC614	CO4	DMAC614CO4	To use Youtube as a platform and create content that has reach and impact
DMAC614	CO5	DMAC614CO5	To be able to use tools like Adobe Photoshop and Premiere Pro to create social media content
DMAC614	CO6	DMAC614CO6	To create content and video for platforms like taka tak, twitter, pinterest
DMAC614	CO7	DMAC614CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC614	CO8	DMAC614CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC614	CO9	DMAC614CO9	Demonstrate ability to work in a team effectively
DMAC614	CO10	DMAC614CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC615	CO1	DMAC615CO1	Creating analytics driven problem solving approaches ²
DMAC615	CO2	DMAC615CO2	Understanding and using python programming environment
DMAC615	CO3	DMAC615CO3	Build predictive models for forecasting
DMAC615	CO4	DMAC615CO4	Building predictive models for classification
DMAC615	CO5	DMAC615CO5	Using Predictive analytics to analyse domain specific datasets eg: ecommerce
DMAC615	CO6	DMAC615CO6	Use Cloud based Analytics Suites : eg: Azure
DMAC615	CO7	DMAC615CO7	Build solutions to data problems irrespective of industry domain
DMAC615	CO8	DMAC615CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC615	CO9	DMAC615CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC615	CO10	DMAC615CO10	Demonstrate ability to work in a team effectively
DMAC615	CO11	DMAC615CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC616	CO1	DMAC616CO1	Explain the nuances of how digital business differs from traditional businesses in terms of people, process and mindset
DMAC616	CO2	DMAC616CO2	Write a marketing plan for the e-commerce store
DMAC616	CO3	DMAC616CO3	Apply Business Model Canvas, Customer Development Process and Lean Startup Methodology frameworks to different digital businesses
DMAC616	CO4	DMAC616CO4	Explain the basics of agile methodology
DMAC616	CO5	DMAC616CO5	Explain the range of forces that are driving digital disruption
DMAC616	CO6	DMAC616CO6	Use the knowledge to launch a digital startup
DMAC616	CO7	DMAC616CO7	Demonstrate business mind-set
DMAC616	CO8	DMAC616CO8	Apply the knowledge to design a web store on SaaS platform
DMAC616	CO9	DMAC616CO9	Apply the knowledge to set up e-commerce organization

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
DMAC616	CO10	DMAC616CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC616	CO11	DMAC616CO11	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC616	CO12	DMAC616CO12	Demonstrate ability to work in a team effectively
DMAC616	CO13	DMAC616CO13	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC617	CO1	DMAC617CO1	Demonstrate knowledge and understanding of the Specialized area of direct marketing, strategy development.
DMAC617	CO2	DMAC617CO2	Critically analyze data in developing a direct marketing plan for a specific product or service
DMAC617	CO3	DMAC617CO3	Plan strategic online CRM programmes with an understanding of eCRM key performance metrics
DMAC617	CO4	DMAC617CO4	Apply critical thinking and teamwork, to create, and assess a range of options to exploit market opportunities and solve marketing problems using direct marketing.
DMAC617	CO5	DMAC617CO5	Create a practical, actionable customer touchpoint plan (or 'customer journey')
DMAC617	CO6	DMAC617CO6	Understand how to make the most of online CRM as a way to integrate marketing activities
DMAC617	CO7	DMAC617CO7	Understanding eCRM metrics and attribution modelling
DMAC617	CO8	DMAC617CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC617	CO9	DMAC617CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC617	CO10	DMAC617CO10	Demonstrate ability to work in a team effectively
DMAC617	CO11	DMAC617CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC618	CO1	DMAC618CO1	Understand how the digital age has affected reputation management
DMAC618	CO2	DMAC618CO2	Understand how to utilise the audience as co-creator of the story and brand
DMAC618	CO3	DMAC618CO3	Apply the learning to manage the reputation of a brand online and various strategies to do the same
DMAC618	CO4	DMAC618CO4	Understand how to manage a crisis and respond appropriately across multiple online platforms
DMAC618	CO5	DMAC618CO5	Analyse how few brands have been authentic and manage to speak 'beyond the corporate voice'
DMAC618	CO6	DMAC618CO6	Apply the learning to use various ORM tools
DMAC618	CO7	DMAC618CO7	Create a strong participatory culture to engage your audience
DMAC618	CO8	DMAC618CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC618	CO9	DMAC618CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC618	CO10	DMAC618CO10	Demonstrate ability to work in a team effectively
DMAC618	CO11	DMAC618CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DRPT101	CO1	DRPT101CO1	Pencil rendering techniques, 2D painting
DRPT101	CO2	DRPT101CO2	Crayon, color pencil rendering techniques, 2D paintings

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
DRPT101	CO3	DRPT101CO3	Color theory, primary, secondary, warm, cool, complimentary, analogous colors, tints and shades
DRPT101	CO4	DRPT101CO4	2D paintings with poster colours
DRPT101	CO5	DRPT101CO5	Techniques of water colours and simple landscapes
DRPT101	CO6	DRPT101CO6	Cave paintings in Europe and India,European Renaissance contributions, 2-3 artists and their paintings from Early and High Renaissance,Miniature paintings, Razmanama, Raagamala, folk art paintings
DRPT101	CO7	DRPT101CO7	Indian folk art paintings
DRPT101	CO8	DRPT101CO8	Readings, reflections
ECON521	CO1	ECON521CO1	Understand basic principles of managerial economics and make use of macroeconomic data in decision making with regard to pricing of products / services
ECON521	CO2	ECON521CO2	Comprehend public policy and functioning of economy
ECON521	CO3	ECON521CO3	Answer a variety of strategic questions that arise in the market place and everyday life
ECON521	CO4	ECON521CO4	Minimise misallocations that result from externalities
ECON521	CO5	ECON521CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
ECON521	CO6	ECON521CO6	Understand the importance of discipline knowledge and skills that helps in working in the industry, government or think-tanks.
ECON521	CO7	ECON521CO7	Communicate clearly, concisely and correctly using written, spoken, and visual mediums that helps in enhancing employment opportunities.
ECON522	CO1	ECON522CO1	Understand the conceptual meaning of various macroeconomic variables, such as national income, inflation, unemployment, and their measurements.
ECON522	CO2	ECON522CO2	Learn the causes of business cycles and determinants of economic growth
ECON522	CO3	ECON522CO3	Know the tools and roles of the stabilization policy, i.e., fiscal, monetary and foreign exchange rate , in countering business cycles and promoting economic growth.
ECON522	CO4	ECON522CO4	Get a feel of the global economic environment
ECON522	CO5	ECON522CO5	Analyse the macroeconomic issues discussed in the financial dailies.
ECON522	CO6	ECON522CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
ECON522	CO7	ECON522CO7	Understand the importance of discipline knowledge and skills that helps in working in the industry, government or think-tanks.
ECON522	CO8	ECON522CO8	Communicate clearly, concisely and correctly using written, spoken, and visual mediums that helps in enhancing employment opportunities.
ENTS504	CO1	ENTS504CO1	Describe the types of innovation
ENTS504	CO2	ENTS504CO2	Explain the innovation process
ENTS504	CO3	ENTS504CO3	Illustrate the relevance of grassroot innovations
ENTS504	CO4	ENTS504CO4	Recognize the issues in commercializing innovations
ENTS504	CO5	ENTS504CO5	Analyze innovations in business models
ENTS504	CO6	ENTS504CO6	Identify potential innovations in the Indian context
ENTS504	CO7	ENTS504CO7	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS504	CO8	ENTS504CO8	Understanding of issues associated with securing and managing financial resources in new and established organisations

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ENTS603	CO1	ENTS603CO1	Explain the elements of a good business plan
ENTS603	CO2	ENTS603CO2	Analyse the industry and competitors in a given sector
ENTS603	CO3	ENTS603CO3	Identify the market opportunity that the business plan seeks to address
ENTS603	CO4	ENTS603CO4	Identify the resource requirements for the business
ENTS603	CO5	ENTS603CO5	Calculate the funding required to start and operate the business
ENTS603	CO6	ENTS603CO6	Prepare a list of assumptions to set up, operate and make the business successful
ENTS603	CO7	ENTS603CO7	Explain the nuances related to new venture financing
ENTS603	CO8	ENTS603CO8	Write a business plan for a venture
ENTS603	CO9	ENTS603CO9	Illustrate how the value of a business increases
ENTS603	CO10	ENTS603CO10	Demonstrate a holistic and integrated view of business
ENTS603	CO11	ENTS603CO11	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS603	CO12	ENTS603CO12	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS604	CO1	ENTS604CO1	Relate to the dynamics of family managed business
ENTS604	CO2	ENTS604CO2	Explain the issues in succession and retirement planning
ENTS604	CO3	ENTS604CO3	Recognize the relevance of financial protection of family assets
ENTS604	CO4	ENTS604CO4	Create a growth strategy for a family managed business
ENTS604	CO5	ENTS604CO5	Describe the elements which create competitive advantage for a family managed business
ENTS604	CO6	ENTS604CO6	Recognize the issues in hiring professionals and the next gen in a family business
ENTS604	CO7	ENTS604CO7	Explain the importance of intrapreneurship in family businesses
ENTS604	CO8	ENTS604CO8	Assess the competencies for growth of family businesses
ENTS604	CO9	ENTS604CO9	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS604	CO10	ENTS604CO10	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS605	CO1	ENTS605CO1	Explain the elements of a good business plan
ENTS605	CO2	ENTS605CO2	Analyse the industry and competitors in a given sector
ENTS605	CO3	ENTS605CO3	Identify the market opportunity that the business plan seeks to address
ENTS605	CO4	ENTS605CO4	Identify the resource requirements for the business
ENTS605	CO5	ENTS605CO5	Calculate the funding required to start and operate the business
ENTS605	CO6	ENTS605CO6	Prepare a list of assumptions to set up, operate and make the business successful
ENTS605	CO7	ENTS605CO7	Explain the nuances related to new venture financing
ENTS605	CO8	ENTS605CO8	Write a business plan for a venture
ENTS605	CO9	ENTS605CO9	Illustrate how the value of a business increases

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ENTS605	CO10	ENTS605CO10	Demonstrate a holistic and integrated view of business
ENTS605	CO11	ENTS605CO11	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS605	CO12	ENTS605CO12	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS606	CO1	ENTS606CO1	Demonstrate Ability to apply concepts SAI and SROI
ENTS606	CO2	ENTS606CO2	Evaluate success and failure of social enterprise
ENTS606	CO3	ENTS606CO3	Develop and impliment Social entrepreneurial soultions
ENTS606	CO4	ENTS606CO4	Categorise and reflect on social enterprise typologies
ENTS606	CO5	ENTS606CO5	Demonstrate critical thinking on market vs social entrepreneurship
ENTS606	CO6	ENTS606CO6	Develop ability to write social business plan
ENTS606	CO7	ENTS606CO7	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS606	CO8	ENTS606CO8	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS610	CO1	ENTS610CO1	Differentiate between the mind of a business owner and an entrepreneur
ENTS610	CO2	ENTS610CO2	Develop an ability to generate business ideas
ENTS610	CO3	ENTS610CO3	Convert an idea into an opportunity
ENTS610	CO4	ENTS610CO4	Apply the concept of design thinking
ENTS610	CO5	ENTS610CO5	Practice the principles of effectuation
ENTS610	CO6	ENTS610CO6	Create a minimum viable product
ENTS610	CO7	ENTS610CO7	Design a value proposition
ENTS610	CO8	ENTS610CO8	Create a business model canvas
ENTS610	CO9	ENTS610CO9	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS610	CO10	ENTS610CO10	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS611	CO1	ENTS611CO1	Explain the concept of business and entrepreneurship
ENTS611	CO2	ENTS611CO2	Compare and contrast the types of entrepreneurs
ENTS611	CO3	ENTS611CO3	Illustrate the need for entrepreneurs to be resourceful and resilient
ENTS611	CO4	ENTS611CO4	Describe the process of starting and growing an enterprise
ENTS611	CO5	ENTS611CO5	Identify and predict the pitfalls and struggles of an entrepreneur
ENTS611	CO6	ENTS611CO6	Relate to the journey of an entrepreneur
ENTS611	CO7	ENTS611CO7	Explain the failure and success of enterprises
ENTS611	CO8	ENTS611CO8	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS611	CO9	ENTS611CO9	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS612	CO1	ENTS612CO1	Describe the concept of corporate entrepreneurship.

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ENTS612	CO2	ENTS612CO2	Discuss the influence of organization culture on corporate entrepreneurship
ENTS612	CO3	ENTS612CO3	Describe how the younger workforce influences innovation
ENTS612	CO4	ENTS612CO4	Explain the models of corporate entrepreneurship
ENTS612	CO5	ENTS612CO5	Show how corporate entrepreneurship enhances employee engagement and retention
ENTS612	CO6	ENTS612CO6	Evaluate the organization's readiness for corporate entrepreneurship
ENTS612	CO7	ENTS612CO7	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS612	CO8	ENTS612CO8	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS613	CO1	ENTS613CO1	Explain the management styles of family managed businesses
ENTS613	CO2	ENTS613CO2	Describe the challenges faced by family managed businesses
ENTS613	CO3	ENTS613CO3	Justify the need to professionalize a family managed business
ENTS613	CO4	ENTS613CO4	Create a vision document for a family managed business
ENTS613	CO5	ENTS613CO5	Summarize the need to adopt contemporary technology
ENTS613	CO6	ENTS613CO6	Illustrate the relevance of tech-enabled processes and systems
ENTS613	CO7	ENTS613CO7	Model the induction of the next gen into a family managed business
ENTS613	CO8	ENTS613CO8	Outline the role of intrapreneurship and corporate entrepreneurship
ENTS613	CO9	ENTS613CO9	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS613	CO10	ENTS613CO10	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS615	CO1	ENTS615CO1	Describe the profile of people at the BOP
ENTS615	CO2	ENTS615CO2	Sketch the ecosystem for people at the BOP
ENTS615	CO3	ENTS615CO3	Review the role of large enterprises at the BOP
ENTS615	CO4	ENTS615CO4	Identify the aspirations of people at the BOP
ENTS615	CO5	ENTS615CO5	Identify the income generation avenues at the BOP
ENTS615	CO6	ENTS615CO6	Discover innovations at the BOP
ENTS615	CO7	ENTS615CO7	Examine the role of finance at the BOP
ENTS615	CO8	ENTS615CO8	Express the issues associated with achieving scale at the BOP

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ENTS615	CO9	ENTS615CO9	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS615	CO10	ENTS615CO10	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS616	CO1	ENTS616CO1	Explain the need for continuous innovation
ENTS616	CO2	ENTS616CO2	Breakdown the process of developing innovations, its application, commercialization and diffusion
ENTS616	CO3	ENTS616CO3	Recognize the importance of protecting intellectual property
ENTS616	CO4	ENTS616CO4	Relate to the realities of innovation acceptance and implementation
ENTS616	CO5	ENTS616CO5	Devise strategy for market adoption of the innovation
ENTS616	CO6	ENTS616CO6	Plan to extract value from the innovation
ENTS616	CO7	ENTS616CO7	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS616	CO8	ENTS616CO8	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS617	CO1	ENTS617CO1	Explain why a good team is important for a startup
ENTS617	CO2	ENTS617CO2	Describe how market forces and the customer are critical for survival
ENTS617	CO3	ENTS617CO3	Relate to the relevance of technology, resources, processes and systems for efficient operations
ENTS617	CO4	ENTS617CO4	Analyze financial parameters to identify problem areas
ENTS617	CO5	ENTS617CO5	Recognize the importance of statutory compliances
ENTS617	CO6	ENTS617CO6	Assess the ability of a venture to survive in the near future
ENTS617	CO7	ENTS617CO7	Evaluate survival options for a venture on the verge of failure
ENTS617	CO8	ENTS617CO8	Identify options for the venture to be bailed out or to shut down gracefully
ENTS617	CO9	ENTS617CO9	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS617	CO10	ENTS617CO10	Understanding of issues associated with securing and managing financial resources in new and established organisations
ESPN101	CO1	ESPN101CO1	Remember and recall pronunciation
ESPN101	CO2	ESPN101CO2	Remember and recall conjugation of verbs
ESPN101	CO3	ESPN101CO3	Understand simple questions and answer them
ESPN101	CO4	ESPN101CO4	Understand and use basic grammatical structures
ESPN101	CO5	ESPN101CO5	Understand and use present tense
ESPN101	CO6	ESPN101CO6	Remember and recall simple vocabulary
ESPN101	CO7	ESPN101CO7	Use of four language skills: reading, listening, writing and speaking
ESPN101	CO8	ESPN101CO8	Understand the language in its social and cultural contexts
ESPN102	CO1	ESPN102CO1	Understand more advanced grammatical structures

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ESPN102	CO2	ESPN102CO2	Classify and respond to more advanced interrogative patterns
ESPN102	CO3	ESPN102CO3	Understand and apply negation
ESPN102	CO4	ESPN102CO4	Understand and respond to more advanced written and audio material
ESPN102	CO5	ESPN102CO5	Identify objects of house and body parts
ESPN102	CO6	ESPN102CO6	Respond to questions on date, time, weather, etc
ESPN102	CO7	ESPN102CO7	Provide personal information
FINC501	CO1	FINC501CO1	Understand History of Finance
FINC501	CO2	FINC501CO2	Analyse Financial Statements/Annual Reports
FINC501	CO3	FINC501CO3	Master Financial concepts , Time Value of Money
FINC501	CO4	FINC501CO4	Apply Ratio Analysis
FINC501	CO5	FINC501CO5	Understand &Analyse WC Requirement
FINC501	CO6	FINC501CO6	Evaluate WC Requirement & Financing
FINC501	CO7	FINC501CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC501	CO8	FINC501CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC501	CO9	FINC501CO9	Demonstrate ability to work in a team effectively
FINC501	CO10	FINC501CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC502	CO1	FINC502CO1	Evaluate the profitability and risk of investment projects
FINC502	CO2	FINC502CO2	Assess the non – quantifiable elements of capital investment decisions
FINC502	CO3	FINC502CO3	Determine the cost of debt, cost of equity and WACC
FINC502	CO4	FINC502CO4	Evaluate the costs and benefits of alternative financing strategies
FINC502	CO5	FINC502CO5	Evaluate company financial condition and prospective financial performance with a view to develop valuation
FINC502	CO6	FINC502CO6	Analyse financial statements and provide a detailed interpretation of the same
FINC502	CO7	FINC502CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC502	CO8	FINC502CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC502	CO9	FINC502CO9	Demonstrate ability to work in a team effectively
FINC502	CO10	FINC502CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC601	CO1	FINC601CO1	choice of accounting methods and management estimates on financial statements
FINC601	CO2	FINC601CO2	Assess whether the firm’ s stated accounting results correspond to its true economic results
FINC601	CO3	FINC601CO3	Adjust the reported financial statement information for creating more useful input for financial analysis
FINC601	CO4	FINC601CO4	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC601	CO5	FINC601CO5	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC601	CO6	FINC601CO6	Demonstrate ability to work in a team effectively
FINC601	CO7	FINC601CO7	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
FINC602	CO1	FINC602CO1	Be familiar with the investment environment and with the functioning of primary and secondary capital markets.
FINC602	CO2	FINC602CO2	Understand the conceptual and a theoretical framework for investment analysis concerning equities and also enable them to apply the same for analysis and decision making.
FINC602	CO3	FINC602CO3	Understand and apply basic bond concepts and decision making.
FINC602	CO4	FINC602CO4	Be equip the student to analyse the risk-return behaviour of portfolios of securities.
FINC602	CO5	FINC602CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC602	CO6	FINC602CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC602	CO7	FINC602CO7	Demonstrate ability to work in a team effectively
FINC602	CO8	FINC602CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC603	CO1	FINC603CO1	Gain an understanding of relevant aspects relating to M&A and Corporate Restructuring.
FINC603	CO2	FINC603CO2	Understand M&A and Synergy
FINC603	CO3	FINC603CO3	Understand valuation in an M&A context
FINC603	CO4	FINC603CO4	Analyze the impact of an M & A Exercise on Key Financials
FINC603	CO5	FINC603CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC603	CO6	FINC603CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC603	CO7	FINC603CO7	Demonstrate ability to work in a team effectively
FINC603	CO8	FINC603CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC605	CO1	FINC605CO1	Understand,analyse and explain various regulatory guidelines that governs international finance
FINC605	CO2	FINC605CO2	Analyse and explain the various forms of international arbitrage and the variation in forward rate premiums
FINC605	CO3	FINC605CO3	Analyse and explain how transaction , economic and translation exposure are measured
FINC605	CO4	FINC605CO4	Estimate and Explain strategies to manage transaction , economic and translation exposures by corporates
FINC605	CO5	FINC605CO5	Analyse and explain MNC's capital structure decisions and the cost of capital
FINC605	CO6	FINC605CO6	Examine and evaluate the application of multinational capital budgeting to determine viability of international projects
FINC605	CO7	FINC605CO7	Analyse, assess, and exmine various strategies in FEX dealings
FINC605	CO8	FINC605CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC605	CO9	FINC605CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC605	CO10	FINC605CO10	Demonstrate ability to work in a team effectively

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
FINC605	CO11	FINC605CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC606	CO1	FINC606CO1	To facilitate basic understanding of different concepts of fixed income markets
FINC606	CO2	FINC606CO2	To learn yield curve construction techniques, pricing bonds in the presence of credit risk and illiquidity
FINC606	CO3	FINC606CO3	To learn relative valuation of bonds and construct index-based bond portfolios
FINC606	CO4	FINC606CO4	To examine latest debt-financing trends in the Indian market
FINC606	CO5	FINC606CO5	To understand select interest rate based derivatives, their valuation and applications
FINC606	CO6	FINC606CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC606	CO7	FINC606CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC606	CO8	FINC606CO8	Demonstrate ability to work in a team effectively
FINC606	CO9	FINC606CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC607	CO1	FINC607CO1	Understand how industry fundamentals and competitive forces directly impact financial results and, in the process, drive firm's value.
FINC607	CO2	FINC607CO2	Prepare financial models on Excel
FINC607	CO3	FINC607CO3	Understand the significance of assumptions like growth rates, discount rates etc in valuation
FINC607	CO4	FINC607CO4	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC607	CO5	FINC607CO5	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC607	CO6	FINC607CO6	Demonstrate ability to work in a team effectively
FINC607	CO7	FINC607CO7	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC608	CO1	FINC608CO1	Understand explain different types of Contracts, Forward, Futures, Options
FINC608	CO2	FINC608CO2	Understand put call parity equation and estimate fair option prices and arbitrage
FINC608	CO3	FINC608CO3	Understand, Analyse and Estimate fair option prices Use Balck Scholes, Binomial and other methods in Excel
FINC608	CO4	FINC608CO4	Understand, Analyse and Estimate impact of Greeks on call and put prices
FINC608	CO5	FINC608CO5	Understand, Analyse and Evaluate appropriate strategies for various market conditions for financial gains and / or for hedging
FINC608	CO6	FINC608CO6	Understand, analyse and Assess/ Quantify financial risks and their probabilities
FINC608	CO7	FINC608CO7	Understand, Analyse and Use Risk Management Strategies
FINC608	CO8	FINC608CO8	Understand, and Use derivatives for protecting values of Individual or Institutional portfolios .
FINC608	CO9	FINC608CO9	Apply a systematic approach to solve problems arising in classroom and professional settings

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
FINC608	CO10	FINC608CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC608	CO11	FINC608CO11	Demonstrate ability to work in a team effectively
FINC608	CO12	FINC608CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC609	CO1	FINC609CO1	Understand and implement charting techniques
FINC609	CO2	FINC609CO2	Able to understand and forecast trends on the basis of charts
FINC609	CO3	FINC609CO3	Analyse charts and understand the cyclical pattern of markets
FINC609	CO4	FINC609CO4	Understand the emotional and social influences on investment decision making
FINC609	CO5	FINC609CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC609	CO6	FINC609CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC609	CO7	FINC609CO7	Demonstrate ability to work in a team effectively
FINC609	CO8	FINC609CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC614	CO1	FINC614CO1	Develop an understanding of the Principles of Value Investing
FINC614	CO2	FINC614CO2	Learn practical applications of Value Investing
FINC614	CO3	FINC614CO3	Develop knowledge of how the risks and reward expectations and hence the process of Value Investing.
FINC614	CO4	FINC614CO4	Develop an Investment checklist and learn to select stocks under value investing process
FINC614	CO5	FINC614CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC614	CO6	FINC614CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC614	CO7	FINC614CO7	Demonstrate ability to work in a team effectively
FINC614	CO8	FINC614CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC616	CO1	FINC616CO1	Understand and apply fundamental concepts of Indian income tax laws
FINC616	CO2	FINC616CO2	Explain and contrast the manner in which different entities are taxed
FINC616	CO3	FINC616CO3	Explain with reasoned arguments concerning whether particular transactions give rise to assessable income or to deductible expenditure or loss
FINC616	CO4	FINC616CO4	Design tax planning scheme to explain how transactions can be arranged legally to minimise a tax liability
FINC616	CO5	FINC616CO5	Demonstrate ability to understand different forms used for filing returns with Tax Authorities
FINC616	CO6	FINC616CO6	Understand the provisions of Transfer pricing applicable to international transactions

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
FINC616	CO7	FINC616CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC616	CO8	FINC616CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC616	CO9	FINC616CO9	Demonstrate ability to work in a team effectively
FINC616	CO10	FINC616CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC617	CO1	FINC617CO1	Analyse and explain the lending environment and challenges in lending to industry
FINC617	CO2	FINC617CO2	Examine and evaluate the lending proposals for working capital loans proposals and recommend actions
FINC617	CO3	FINC617CO3	Analyse and evaluate the term loan proposals of borrowing companies
FINC617	CO4	FINC617CO4	Identify the weakness in the ongoing operations of companies, predict possible outcomes and propose alternative courses of action
FINC617	CO5	FINC617CO5	Estimate the credit risk in lending book of banks both at the level of individual account as well as at the Portfolio
FINC617	CO6	FINC617CO6	Compute the capital requirement in lending portfolio as required by the regulator and evaluate alternative options for bank
FINC617	CO7	FINC617CO7	Analyse the status in NPA accounts, explain restructuring options and recovery strategies
FINC617	CO8	FINC617CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC617	CO9	FINC617CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC617	CO10	FINC617CO10	Demonstrate ability to work in a team effectively
FINC617	CO11	FINC617CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC620	CO1	FINC620CO1	Identify, appraise, and explain business opportunities in the arena of corporate banking
FINC620	CO2	FINC620CO2	Analyse and evaluate the viability of infrastructure projects
FINC620	CO3	FINC620CO3	Appraise, evaluate, and explain financing strategies of Infrastructure Projects
FINC620	CO4	FINC620CO4	Analyse, evaluate, and explain various risks in infrastructure projects and formulate alternative strategic options
FINC620	CO5	FINC620CO5	Appraise, evaluate, and explain loan syndication proposals
FINC620	CO6	FINC620CO6	Analyse, evaluate, and explain Trade Finance and other alternative transaction banking services
FINC620	CO7	FINC620CO7	Appraise and evaluate opportunities in FOREX Business
FINC620	CO8	FINC620CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC620	CO9	FINC620CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC620	CO10	FINC620CO10	Demonstrate ability to work in a team effectively

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
FINC620	CO11	FINC620CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FREN101	CO1	FREN101CO1	Remember and recall French pronunciation
FREN101	CO2	FREN101CO2	Remember, recall and classify first and third group verb conjugations
FREN101	CO3	FREN101CO3	Understand simple questions and respond to them
FREN101	CO4	FREN101CO4	Use basic grammatical structures
FREN101	CO5	FREN101CO5	Understand and use the present tense
FREN101	CO6	FREN101CO6	Remember and recall simple vocabulary
FREN101	CO7	FREN101CO7	Use the four language skills: reading, listening, speaking and writing in daily activities
FREN101	CO8	FREN101CO8	Understand the language in a cultural and social context
FREN102	CO1	FREN102CO1	Understand more advanced grammatical structures
FREN102	CO2	FREN102CO2	Classify and respond to more advanced interrogative patterns
FREN102	CO3	FREN102CO3	Identify and apply the different negative constructions
FREN102	CO4	FREN102CO4	Understand and respond to more advanced written and audio material
FREN102	CO5	FREN102CO5	Provide multiple responses using the past tenses
FREN102	CO6	FREN102CO6	Identify different sports and body parts
FREN102	CO7	FREN102CO7	Respond to questions on transport and travel
FREN102	CO8	FREN102CO8	Carry out comparisons between people and things using adjectives
GMGT503	CO1	GMGT503CO1	To understand and apply the provisions of laws as applicable to trade, business and industry in Indian context
GMGT503	CO2	GMGT503CO2	To analyze the practical aspects of applying legal provisions to real life situations through a number of case studies
GMGT503	CO3	GMGT503CO3	Demonstrate ability to understand some basic strategies that can be used to solve legal problems
GMGT503	CO4	GMGT503CO4	Demonstrate the ability to research and critically evaluate commercial disputes and suggest remedies
GMGT503	CO5	GMGT503CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT503	CO6	GMGT503CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT503	CO7	GMGT503CO7	Demonstrate ability to work in a team effectively
GMGT503	CO8	GMGT503CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT504	CO1	GMGT504CO1	Understand the communication processes at an organizational and individual level
GMGT504	CO2	GMGT504CO2	Evaluate communication styles and their contextual usages
GMGT504	CO3	GMGT504CO3	Comprehend individual vs. team communication
GMGT504	CO4	GMGT504CO4	Understand non-verbal communication
GMGT504	CO5	GMGT504CO5	Create and deliver effective presentations to various internal, external and global stakeholders
GMGT504	CO6	GMGT504CO6	Learn how to address internal, external and global audience through a written report
GMGT504	CO7	GMGT504CO7	Develop negotiation skills
GMGT504	CO8	GMGT504CO8	Apply tools to resolve conflict

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
GMGT504	CO9	GMGT504CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT504	CO10	GMGT504CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT504	CO11	GMGT504CO11	Demonstrate ability to work in a team effectively
GMGT504	CO12	GMGT504CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT524	CO1	GMGT524CO1	Develop a comparative picture of India vis-à-vis other developing countries, say China; and focus on the challenges lying ahead
GMGT524	CO2	GMGT524CO2	Understand the role of State in the Newly Emerging market economies
GMGT524	CO3	GMGT524CO3	The role of 1991 Economic reforms and its impact on different sectors of Indian Economy
GMGT524	CO4	GMGT524CO4	Devise solutions to international issues affecting local business
GMGT524	CO5	GMGT524CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT524	CO6	GMGT524CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT524	CO7	GMGT524CO7	Demonstrate ability to work in a team effectively
GMGT524	CO8	GMGT524CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT530	CO1	GMGT530CO1	Understand the concept of Leadership
GMGT530	CO2	GMGT530CO2	Reflect on self as a leader
GMGT530	CO3	GMGT530CO3	Demonstrate Leadership ability
GMGT530	CO4	GMGT530CO4	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT530	CO5	GMGT530CO5	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT530	CO6	GMGT530CO6	Demonstrate ability to work in a team effectively
GMGT530	CO7	GMGT530CO7	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT531	CO1	GMGT531CO1	Learn to utilise existing and potential creativity of self
GMGT531	CO2	GMGT531CO2	Engage and explore the creativity of others
GMGT531	CO3	GMGT531CO3	Become capable of continuous creativity
GMGT531	CO4	GMGT531CO4	Build a value chain of creativity -- for successful branding
GMGT531	CO5	GMGT531CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT531	CO6	GMGT531CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT531	CO7	GMGT531CO7	Demonstrate ability to work in a team effectively
GMGT531	CO8	GMGT531CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
GMGT532	CO1	GMGT532CO1	Understand personal grooming
GMGT532	CO2	GMGT532CO2	Understand work etiquettes
GMGT532	CO3	GMGT532CO3	Analyze and re-think their current email, social media and online behaviour
GMGT532	CO4	GMGT532CO4	Appreciate multiple types of diversity within organisations
GMGT532	CO5	GMGT532CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT532	CO6	GMGT532CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT532	CO7	GMGT532CO7	Demonstrate ability to work in a team effectively
GMGT532	CO8	GMGT532CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT533	CO1	GMGT533CO1	Understanding Technologies and their applications to business
GMGT533	CO2	GMGT533CO2	Assess technology application for function-specific business problems
GMGT533	CO3	GMGT533CO3	Comprehend societal impacts of technology
GMGT533	CO4	GMGT533CO4	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT533	CO5	GMGT533CO5	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT533	CO6	GMGT533CO6	Demonstrate ability to work in a team effectively
GMGT533	CO7	GMGT533CO7	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT534	CO1	GMGT534CO1	Understand the importance and apply various types of thinking frameworks
GMGT534	CO2	GMGT534CO2	Understand and follow thinking from first principles
GMGT534	CO3	GMGT534CO3	Predict the consequences of actions at second and higher order levels
GMGT534	CO4	GMGT534CO4	Apply probabilistic thinking principles in uncertain situations
GMGT534	CO5	GMGT534CO5	Distinguish between correlation and causality
GMGT534	CO6	GMGT534CO6	Paraphrase the principles scientific reasoning
GMGT534	CO7	GMGT534CO7	Paraphrase some important principles underlying some of the fundamental scientific disciplines such as Physics, Chemistry, Biology
GMGT534	CO8	GMGT534CO8	Paraphrase some important principles underlying the Social Sciences such as those of Economics, Sociology, and Psychology
GMGT534	CO9	GMGT534CO9	Paraphrase some important elements of the Humanities such as Literature, Philosophy, History
GMGT534	CO10	GMGT534CO10	Paraphrase some important elements of business disciplines
GMGT534	CO11	GMGT534CO11	Recall some important design thinking principles
GMGT534	CO12	GMGT534CO12	Recall important principles enunciated by important people in business and industry
GMGT534	CO13	GMGT534CO13	Apply a systematic approach to solve problems arising in classroom and professional settings

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
GMGT534	CO14	GMGT534CO14	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT534	CO15	GMGT534CO15	Demonstrate ability to work in a team effectively
GMGT534	CO16	GMGT534CO16	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT602	CO1	GMGT602CO1	Build convergence of key management concepts in strategy
GMGT602	CO2	GMGT602CO2	Understand Corporate, Business and Functional strategy and the linkages between them
GMGT602	CO3	GMGT602CO3	Analyze external environment, industry, firm and key individuals
GMGT602	CO4	GMGT602CO4	Plan production, inventory, HR and sales strategy
GMGT602	CO5	GMGT602CO5	Create and evaluate financial plans
GMGT602	CO6	GMGT602CO6	Compare competitive responses and decisions
GMGT602	CO7	GMGT602CO7	Demonstrate the strategic, analytic and decision-making skills
GMGT602	CO8	GMGT602CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT602	CO9	GMGT602CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT602	CO10	GMGT602CO10	Demonstrate ability to work in a team effectively
GMGT602	CO11	GMGT602CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT605	CO1	GMGT605CO1	Explain and evaluate the importance of corporate and professional responsibility and ethical behaviour
GMGT605	CO2	GMGT605CO2	Evaluate and explain responsibilities of governance and how they are operating in complex environments.
GMGT605	CO3	GMGT605CO3	Analyse, evaluate, explain the mechanics of internal auditing that are applied to determine and ensure compliance with corporate governance and ethical policies
GMGT605	CO4	GMGT605CO4	Demonstrate an ability to write and debate about aspects of business ethics and corporate governance in a manner that is analytical, logical and critical
GMGT605	CO5	GMGT605CO5	Analyse and explain how the adoption of inadequate or unethical corporate governance approaches can lead to adverse consequences
GMGT605	CO6	GMGT605CO6	Recognise the significance of the various corporate governance theories and their practical limits and interpret corporate governance solutions
GMGT605	CO7	GMGT605CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT605	CO8	GMGT605CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT605	CO9	GMGT605CO9	Demonstrate ability to work in a team effectively
GMGT605	CO10	GMGT605CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT606	CO1	GMGT606CO1	Evaluate the key strategic processes of control used in organizations
GMGT606	CO2	GMGT606CO2	Understand the roles and implementation of Budgets
GMGT606	CO3	GMGT606CO3	Understand the role of MCSs in evaluating performance of divisions, people and groups.
GMGT606	CO4	GMGT606CO4	Analyse financial statements and provide a detailed interpretation of the same
GMGT606	CO5	GMGT606CO5	Create/Develop suitable MCS structures & systems to improve organizational and managerial performance

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
GMGT606	CO6	GMGT606CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT606	CO7	GMGT606CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT606	CO8	GMGT606CO8	Demonstrate ability to work in a team effectively
GMGT606	CO9	GMGT606CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GRMN101	CO1	GRMN101CO1	Remember and recall pronunciation.
GRMN101	CO2	GRMN101CO2	Remember and recall conjugation of verbs
GRMN101	CO3	GRMN101CO3	Understand simple questions and answer them
GRMN101	CO4	GRMN101CO4	Understand and use grammatical structures
GRMN101	CO5	GRMN101CO5	Understand and use present tense
GRMN101	CO6	GRMN101CO6	Remember and recall simple vocabulary
GRMN101	CO7	GRMN101CO7	Use the four language skills: reading, listening, writing, speaking
GRMN101	CO8	GRMN101CO8	Understand the language in a social and cultural context
GRMN102	CO1	GRMN102CO1	Understand more advanced grammatical structures
GRMN102	CO2	GRMN102CO2	Classify and respond to more advanced interrogative patterns
GRMN102	CO3	GRMN102CO3	Understand and apply negation
GRMN102	CO4	GRMN102CO4	Understand and respond to more advanced written and audio material
GRMN102	CO5	GRMN102CO5	Identify different pieces of furniture and body parts
GRMN102	CO6	GRMN102CO6	Schedule informal appointments
GRMN102	CO7	GRMN102CO7	Communicate through short messages
GRMN102	CO8	GRMN102CO8	Provide personal information
HRMS501	CO1	HRMS501CO1	Demonstrate the understanding of HRM as an instrument for competitive advantage
HRMS501	CO2	HRMS501CO2	Determine the outlines of a workforce plan through demand-supply gap
HRMS501	CO3	HRMS501CO3	Apply the fundamentals of job analysis for designing jobs and roles
HRMS501	CO4	HRMS501CO4	Design plans for monitoring and evaluating individual and team performance
HRMS501	CO5	HRMS501CO5	Select appropriate financial and non-financial components for developing a reward system
HRMS501	CO6	HRMS501CO6	Integrate the compliance requirements with the HR policies and plans
HRMS501	CO7	HRMS501CO7	Develop employee engagement policies for creating high performance organizations
HRMS501	CO8	HRMS501CO8	Planning overall people management plan customized with the context
HRMS501	CO9	HRMS501CO9	Monitor the utility and effectiveness of different HR functions
HRMS501	CO11	HRMS501CO11	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS501	CO12	HRMS501CO12	Demonstrate ability to work in a team effectively
HRMS501	CO13	HRMS501CO13	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS601	CO1	HRMS601CO1	Assessing the importance of staffing process for success of business
HRMS601	CO2	HRMS601CO2	Choose an appropriate workforce plan
HRMS601	CO3	HRMS601CO3	Select the right job analysis techniques for effective staffing
HRMS601	CO4	HRMS601CO4	Determine the appropriate selection techniques

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
HRMS601	CO5	HRMS601CO5	Create onboarding programs for new hires
HRMS601	CO6	HRMS601CO6	Combine career planning and succession planning techniques for optimum results
HRMS601	CO7	HRMS601CO7	Choose the right variety and level of technology in hiring
HRMS601	CO8	HRMS601CO8	Create effective retention policies and programs
HRMS601	CO9	HRMS601CO9	Apply competency based frameworks for talent management
HRMS601	CO11	HRMS601CO11	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS601	CO12	HRMS601CO12	Demonstrate ability to work in a team effectively
HRMS601	CO13	HRMS601CO13	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS602	CO1	HRMS602CO1	Recognize the strategic context of training.
HRMS602	CO2	HRMS602CO2	Apply the training needs analysis process
HRMS602	CO3	HRMS602CO3	Prepare sample training activities using different learning and motivation principles
HRMS602	CO4	HRMS602CO4	Write a set of objectives and outcomes on a specific topic.
HRMS602	CO5	HRMS602CO5	Justify the use of different training methods according to the training objectives and organizational constraints.
HRMS602	CO6	HRMS602CO6	Justify the suitability of different evaluation methods for different training programs.
HRMS602	CO7	HRMS602CO7	Interpret the role of coaching and mentoring in employee development
HRMS602	CO8	HRMS602CO8	Create a training manual on a behavioural skill
HRMS602	CO11	HRMS602CO11	Demonstrate ability to work in a team effectively
HRMS602	CO12	HRMS602CO12	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS608	CO1	HRMS608CO1	Assess utility of HR Analytics
HRMS608	CO2	HRMS608CO2	Categorise HRM measures for different HR functions
HRMS608	CO3	HRMS608CO3	Compare metrics for the same HR function
HRMS608	CO4	HRMS608CO4	Explain the utility of different metrics for the same HR function
HRMS608	CO5	HRMS608CO5	Relate existing HR metrics to organizational goals
HRMS608	CO6	HRMS608CO6	Develop new metrics based on newly defined goals
HRMS608	CO7	HRMS608CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS608	CO8	HRMS608CO8	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS608	CO9	HRMS608CO9	Demonstrate ability to work in a team effectively
HRMS608	CO10	HRMS608CO10	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS609	CO1	HRMS609CO1	Assess leadership effectiveness in different situations

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
HRMS609	CO2	HRMS609CO2	Explain impact of leaders through their attributes, skills and type
HRMS609	CO3	HRMS609CO3	Synthesize conceptual knowledge of leadership effectiveness to draw inferences based on self-assessment
HRMS609	CO4	HRMS609CO4	Evaluate team processes and determinants of team effectiveness
HRMS609	CO5	HRMS609CO5	Relate types of teams to different industries and situations
HRMS609	CO6	HRMS609CO6	Prepare a set of required team characteristics in different organizational contexts
HRMS609	CO7	HRMS609CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS609	CO8	HRMS609CO8	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS609	CO9	HRMS609CO9	Demonstrate ability to work in a team effectively
HRMS609	CO10	HRMS609CO10	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS610	CO1	HRMS610CO1	Describe the concept of change
HRMS610	CO2	HRMS610CO2	Explain the impact of change on stakeholders
HRMS610	CO3	HRMS610CO3	Formulate an approach for managing change
HRMS610	CO4	HRMS610CO4	Prepare a plan to implement change
HRMS610	CO5	HRMS610CO5	Compare organizational development interventions
HRMS610	CO6	HRMS610CO6	Design organizational development interventions
HRMS610	CO7	HRMS610CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS610	CO8	HRMS610CO8	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS610	CO9	HRMS610CO9	Demonstrate ability to work in a team effectively
HRMS610	CO10	HRMS610CO10	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS611	CO1	HRMS611CO1	Determine the ideal role and responsibilities of a HRBP
HRMS611	CO2	HRMS611CO2	Outline the strategic role of HRM from RBV
HRMS611	CO3	HRMS611CO3	Integrating the most important strategic models of HRM for useful application
HRMS611	CO4	HRMS611CO4	Design innovative HR policies and practices for start-ups, gig-economy professionals, public sector and non-profit organizations
HRMS611	CO5	HRMS611CO5	Detect crucial aspects of people management for select service sector organizations
HRMS611	CO6	HRMS611CO6	Construct the supporting role of HR in organization's CSR and sustainability initiatives

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
HRMS611	CO7	HRMS611CO7	Create plans for a desirable workplace through employer branding and employer advocacy
HRMS611	CO8	HRMS611CO8	Decide the critical points on outsourcing of HR functions
HRMS611	CO9	HRMS611CO9	Design and choose right HR policies in global context
HRMS611	CO11	HRMS611CO11	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS611	CO12	HRMS611CO12	Demonstrate ability to work in a team effectively
HRMS611	CO13	HRMS611CO13	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS612	CO1	HRMS612CO1	Compare the role of the various factors of internal and external environment affecting an organization's effectiveness.
HRMS612	CO2	HRMS612CO2	Prepare appropriate organizational structures for different kinds of businesses based on technology and size.
HRMS612	CO3	HRMS612CO3	Explain the role of interorganizational relationships in organizational decisions
HRMS612	CO4	HRMS612CO4	Understand the process of developing organizational culture.
HRMS612	CO5	HRMS612CO5	Identify relevant interventions for organizational change.
HRMS612	CO6	HRMS612CO6	Analyze macro-level issues to identify problems and develop multiple solutions through case studies
HRMS612	CO7	HRMS612CO7	Discuss how structure and design influence processes of decisions, conflicts, power and politics in the organizations
HRMS612	CO11	HRMS612CO11	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS613	CO1	HRMS613CO1	Analyse the critical importance of performance management in organizations
HRMS613	CO2	HRMS613CO2	Design and implement appropriate performance indicators for measuring performance
HRMS613	CO3	HRMS613CO3	Employ established conceptual frameworks for effective management of performance
HRMS613	CO4	HRMS613CO4	Apply proven techniques for measuring different dimensions of performance
HRMS613	CO5	HRMS613CO5	Select appropriate performance management process based on context
HRMS613	CO6	HRMS613CO6	Design necessary development plans for effective implementation of performance management
HRMS613	CO7	HRMS613CO7	Explain the distinction between individual and team performance characteristics
HRMS613	CO8	HRMS613CO8	Reflect on the most recent trends in performance management
HRMS613	CO11	HRMS613CO11	Demonstrate ability to work in a team effectively
HRMS613	CO12	HRMS613CO12	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS614	CO1	HRMS614CO1	Illustrate the importance and application of total reward framework
HRMS614	CO2	HRMS614CO2	Apply essential concepts and frameworks to design compensation strategy
HRMS614	CO3	HRMS614CO3	Design compensation plans applying job evaluation and salary survey
HRMS614	CO4	HRMS614CO4	Develop a basic pay structure applying available data and using standard techniques

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
HRMS614	CO5	HRMS614CO5	Decide appropriate strategic choices regarding compensation policy and practices
HRMS614	CO6	HRMS614CO6	Develop an effective performance related pay or incentive plan suitable for a context
HRMS614	CO7	HRMS614CO7	Interpret the importance of different types of employee benefits
HRMS614	CO8	HRMS614CO8	Recognize the fundamentals of taxation on salary income
HRMS614	CO11	HRMS614CO11	Demonstrate ability to work in a team effectively
HRMS614	CO12	HRMS614CO12	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS615	CO1	HRMS615CO1	Analyse the need for HRIS and eHRM
HRMS615	CO2	HRMS615CO2	Assess requirements for digital HR strategy
HRMS615	CO3	HRMS615CO3	Interpret application in different HR functions
HRMS615	CO4	HRMS615CO4	Plan use of digital HR to solve organizational problems
HRMS615	CO5	HRMS615CO5	Explain challenges in use of digital HR
HRMS615	CO6	HRMS615CO6	Devise implementation of digital HR
HRMS615	CO7	HRMS615CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS615	CO8	HRMS615CO8	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS615	CO9	HRMS615CO9	Demonstrate ability to work in a team effectively
HRMS615	CO10	HRMS615CO10	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS616	CO1	HRMS616CO1	Analyse importance of employee relations
HRMS616	CO2	HRMS616CO2	Assess role of trade unions
HRMS616	CO3	HRMS616CO3	Describe ways to deal with employee grievance and discipline
HRMS616	CO4	HRMS616CO4	Explain laws related to regulation of working conditions
HRMS616	CO5	HRMS616CO5	Explain laws related to social security
HRMS616	CO6	HRMS616CO6	Explain laws related to wage and bonus
HRMS616	CO7	HRMS616CO7	Explain laws related to industrial disputes and conflict prevention
HRMS616	CO8	HRMS616CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS616	CO9	HRMS616CO9	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS616	CO10	HRMS616CO10	Demonstrate ability to work in a team effectively

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
HRMS616	CO11	HRMS616CO11	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
MKTG501	CO1	MKTG501CO1	Define various Marketing Concepts
MKTG501	CO2	MKTG501CO2	Discuss various Marketing theories
MKTG501	CO3	MKTG501CO3	Classify various marketing mix
MKTG501	CO4	MKTG501CO4	Demonstrate understanding of marketing organizations and their focus
MKTG501	CO5	MKTG501CO5	Examine functional domains of Marketing
MKTG501	CO6	MKTG501CO6	Compare various marketing mixes and identify value drivers for each
MKTG501	CO7	MKTG501CO7	Design a Unique Marketing Idea
MKTG501	CO8	MKTG501CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG501	CO9	MKTG501CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG501	CO10	MKTG501CO10	Demonstrate ability to work in a team effectively
MKTG501	CO11	MKTG501CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG502	CO1	MKTG502CO1	Define various Marketing Concepts
MKTG502	CO2	MKTG502CO2	Discuss various Marketing theories
MKTG502	CO3	MKTG502CO3	Classify various marketing mix
MKTG502	CO4	MKTG502CO4	Demonstrate understanding of marketing organizations and their focus
MKTG502	CO5	MKTG502CO5	Examine functional domains of Marketing
MKTG502	CO6	MKTG502CO6	Compare various marketing mixes and identify value drivers for each
MKTG502	CO7	MKTG502CO7	Design a Unique Marketing Idea
MKTG502	CO8	MKTG502CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG502	CO9	MKTG502CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG502	CO10	MKTG502CO10	Demonstrate ability to work in a team effectively
MKTG502	CO11	MKTG502CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG503	CO1	MKTG503CO1	Explain the concept of Integrated Marketing Communication
MKTG503	CO2	MKTG503CO2	Describe promotional mix and their role in an IMC campaign
MKTG503	CO3	MKTG503CO3	Demonstrate the IMC planning process and steps in developing an IMC campaign
MKTG503	CO4	MKTG503CO4	Demonstrate how to set up a campaign objective for an IMC program
MKTG503	CO5	MKTG503CO5	Define the process and methods of setting budget
MKTG503	CO6	MKTG503CO6	Analyze types of appeals used in development and implementation of an advertising message
MKTG503	CO7	MKTG503CO7	Analyze the various creative executive styles that advertisers use and the advertising situations where they are most appropriate
MKTG503	CO8	MKTG503CO8	Design media plan for an IMC campaign
MKTG503	CO9	MKTG503CO9	Design an entire IMC campaign considering both client brief and budget limitations
MKTG503	CO10	MKTG503CO10	Apply a systematic approach to solve problems arising in classroom and professional settings

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
MKTG503	CO11	MKTG503CO11	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG503	CO12	MKTG503CO12	Demonstrate ability to work in a team effectively
MKTG503	CO13	MKTG503CO13	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG601	CO1	MKTG601CO1	Understand market research problems and make sound business decisions.
MKTG601	CO2	MKTG601CO2	Apply technical challenges to plan, gather, analyse and interpret research information.
MKTG601	CO3	MKTG601CO3	Evaluate different research designs, sampling techniques, measurement instrument, and data collection methods in context of marketing decisions.
MKTG601	CO4	MKTG601CO4	Analyse and evaluate insights about the available data and assess the relationships between the variables of interest.
MKTG601	CO5	MKTG601CO5	Conduct univariate analyses on a given data set
MKTG601	CO6	MKTG601CO6	Understand and apply an appropriate multivariate data analyses technique in a given project.
MKTG601	CO7	MKTG601CO7	To design and implement independent market research project, and report findings
MKTG601	CO8	MKTG601CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG601	CO9	MKTG601CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG601	CO10	MKTG601CO10	Demonstrate ability to work in a team effectively
MKTG601	CO11	MKTG601CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG603	CO1	MKTG603CO1	Describe the role of sociology and psychology on consumer decision-making
MKTG603	CO2	MKTG603CO2	Explain purchase decision-making process used by consumers
MKTG603	CO3	MKTG603CO3	Demonstrate how theories of psychology and sociology can be applied to marketing
MKTG603	CO4	MKTG603CO4	Formulate marketing strategies to impact consumer behaviour
MKTG603	CO5	MKTG603CO5	Explain sociological and psychological factors that shape the process of buying, listening, opinion formation and disposal
MKTG603	CO6	MKTG603CO6	Evaluate a variety of marketing and branding situations with the help of knowledge of consumer behaviour
MKTG603	CO7	MKTG603CO7	Formulate branding and advertising decisions which are customer centric
MKTG603	CO8	MKTG603CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG603	CO9	MKTG603CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG603	CO10	MKTG603CO10	Demonstrate ability to work in a team effectively
MKTG603	CO11	MKTG603CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG604	CO1	MKTG604CO1	Prepare them to understand the value of branding
MKTG604	CO2	MKTG604CO2	Discuss consumer perspective of brands

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
MKTG604	CO3	MKTG604CO3	Analyse the concept of brand portfolio from business perspective
MKTG604	CO4	MKTG604CO4	Explain Brand extensions
MKTG604	CO5	MKTG604CO5	Choose brand positioning strategies
MKTG604	CO6	MKTG604CO6	Illustrate how to manage brands over time
MKTG604	CO7	MKTG604CO7	Explain Brand research decisions
MKTG604	CO8	MKTG604CO8	Illustrate how global brands are managed
MKTG604	CO9	MKTG604CO9	Demonstrate the knowledge of measuring brand value and monitoring brand health
MKTG604	CO10	MKTG604CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG604	CO11	MKTG604CO11	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG604	CO12	MKTG604CO12	Demonstrate ability to work in a team effectively
MKTG604	CO13	MKTG604CO13	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG605	CO1	MKTG605CO1	Understand the role and function of sales in Marketing and become aware of their responsibilities
MKTG605	CO2	MKTG605CO2	Remember the selling process B2C and B2B
MKTG605	CO3	MKTG605CO3	Understand selling process and how the Decision making Unit works
MKTG605	CO4	MKTG605CO4	Analyse Sales Territory and Sales Conflicts
MKTG605	CO5	MKTG605CO5	Evaluate Sales Forecast and Sales Potential
MKTG605	CO6	MKTG605CO6	Understand Sales Negotiation & how CRM helps in Selling
MKTG605	CO7	MKTG605CO7	Evaluate Distribution conflicts and Channel Conflicts
MKTG605	CO8	MKTG605CO8	Understand International Sales and Distribution management
MKTG605	CO9	MKTG605CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG605	CO10	MKTG605CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG605	CO11	MKTG605CO11	Demonstrate ability to work in a team effectively
MKTG605	CO12	MKTG605CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG606	CO1	MKTG606CO1	Describe the framework for developing effective services marketing strategies
MKTG606	CO2	MKTG606CO2	Demonstrate process, tools and use of technology in managing customer relationships
MKTG606	CO3	MKTG606CO3	Examine methods of complaint handling and service recovery
MKTG606	CO4	MKTG606CO4	Describe service quality, its dimensions and measurement, and how quality relates to customer loyalty
MKTG606	CO5	MKTG606CO5	Examine service formats and identify its value drivers
MKTG606	CO6	MKTG606CO6	Develop a Service based start-up business

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
MKTG606	CO7	MKTG606CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG606	CO8	MKTG606CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG606	CO9	MKTG606CO9	Demonstrate ability to work in a team effectively
MKTG606	CO10	MKTG606CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG608	CO1	MKTG608CO1	Demonstrate the contribution of retailers to the product value chain
MKTG608	CO2	MKTG608CO2	Analyse factors affecting strategic decisions involving investments in locations, supply chain and information systems
MKTG608	CO3	MKTG608CO3	Formulate effective communication strategies for customers
MKTG608	CO4	MKTG608CO4	Contrast and compare different retail formats
MKTG608	CO5	MKTG608CO5	Explain store operations management and visual merchandising
MKTG608	CO6	MKTG608CO6	Understand pricing policies used by retailers
MKTG608	CO7	MKTG608CO7	Describe relationship between retail operations and logistics/supply chain management
MKTG608	CO8	MKTG608CO8	Contrast and bring out importance of multi-channel retailing
MKTG608	CO9	MKTG608CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG608	CO10	MKTG608CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG608	CO11	MKTG608CO11	Demonstrate ability to work in a team effectively
MKTG608	CO12	MKTG608CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG609	CO1	MKTG609CO1	Understand concepts in B2B/Industrial Marketing
MKTG609	CO2	MKTG609CO2	Understand problem-solving abilities with respect to business market management.
MKTG609	CO3	MKTG609CO3	Understand Assessing Market Opportunities /Market Sensing / Negotiations / Competitive Analysis.
MKTG609	CO4	MKTG609CO4	Understand Image Identity and the Communication Process: Key Activities, Decision Makers
MKTG609	CO5	MKTG609CO5	UNDERSTANDING sales management, Sales Forces Strategic Role, Sales Management Resources – Estimating Potential and Forecasting Sales ,
MKTG609	CO6	MKTG609CO6	Understand New Product Development in B2B & Communications Plan
MKTG609	CO7	MKTG609CO7	Analyse Sales Person Performance Evaluation and Understand Key Account Selling
MKTG609	CO8	MKTG609CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG609	CO9	MKTG609CO9	Demonstrate knowledge of relevant concepts and its application in employment settings

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
MKTG609	CO10	MKTG609CO10	Demonstrate ability to work in a team effectively
MKTG609	CO11	MKTG609CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG610	CO1	MKTG610CO1	Apply the key terms, definitions and concepts used in Pricing
MKTG610	CO2	MKTG610CO2	Demonstrate understanding of how the Pricing component plays a vital role in conceptualization, development and success of marketing campaigns
MKTG610	CO3	MKTG610CO3	Demonstrate how to set Pricing objectives
MKTG610	CO4	MKTG610CO4	Evaluate creative Pricing strategies in the light of given marketing objectives and strategies
MKTG610	CO5	MKTG610CO5	Analyse different types of Pricing
MKTG610	CO6	MKTG610CO6	Understand the factors that influence Pricing
MKTG610	CO7	MKTG610CO7	Create an Pricing plan considering both consumer / customer requirements and profit in mind
MKTG610	CO8	MKTG610CO8	Develop an awareness of the connection between marketing communications tools, and how each can be used effectively
MKTG610	CO9	MKTG610CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG610	CO10	MKTG610CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG610	CO11	MKTG610CO11	Demonstrate ability to work in a team effectively
MKTG610	CO12	MKTG610CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG611	CO1	MKTG611CO1	Describe and explain the role of product manager
MKTG611	CO2	MKTG611CO2	Describe the relationship of product manager with a cross functional team
MKTG611	CO3	MKTG611CO3	Analyse the process of New Product Development
MKTG611	CO4	MKTG611CO4	Identify and explain factors in customer and competitor analysis
MKTG611	CO5	MKTG611CO5	Demonstrate the knowledge of product portfolio planning
MKTG611	CO6	MKTG611CO6	Formulate effective strategies for different stages of PLC
MKTG611	CO7	MKTG611CO7	Evaluate strategic decision making based on Growth Models
MKTG611	CO8	MKTG611CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG611	CO9	MKTG611CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG611	CO10	MKTG611CO10	Demonstrate ability to work in a team effectively
MKTG611	CO11	MKTG611CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG619	CO1	MKTG619CO1	Improve the forecasting accuracy by building and validating demand prediction models.
MKTG619	CO2	MKTG619CO2	Better stimulate and influence demand by identifying the drivers (e.g., time, seasonality, price, and other environmental factors) for demand and quantifying their impact.

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
MKTG619	CO3	MKTG619CO3	Identify the key drivers for demand and quantify their impact.
MKTG619	CO4	MKTG619CO4	Build, validate and improve forecasting models with both continuous and categorical variables.
MKTG619	CO5	MKTG619CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG619	CO6	MKTG619CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG619	CO7	MKTG619CO7	Demonstrate ability to work in a team effectively
MKTG619	CO8	MKTG619CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG620	CO1	MKTG620CO1	Understand complete new product development process from ideation to commercialisation
MKTG620	CO2	MKTG620CO2	To ideate use of newer trends of research and design towards creation and development of locally relevant products
MKTG620	CO3	MKTG620CO3	To demonstrate importance of NPD activity in enhancing the product life cycle and product portfolio of firms as a business decision
MKTG620	CO4	MKTG620CO4	To develop familiarity with models of innovation and marketing towards NPD
MKTG620	CO5	MKTG620CO5	Discuss different aspects of cross functional team work
MKTG620	CO6	MKTG620CO6	Develop use of application of the Design Process
MKTG620	CO7	MKTG620CO7	Role of Project Leader in NPD team
MKTG620	CO8	MKTG620CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG620	CO9	MKTG620CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG620	CO10	MKTG620CO10	Demonstrate ability to work in a team effectively
MKTG620	CO11	MKTG620CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG621	CO1	MKTG621CO1	Understand the EVOLUTION HISTORY OF LUXURY BRANDS:
MKTG621	CO2	MKTG621CO2	Understand the ELEMENTS OF BRAND HIERARCHY & CHARACTERISTICS OF LUXURY
MKTG621	CO3	MKTG621CO3	Understand how to MANAGE A LUXURY BRAND AND ITS OPERATION
MKTG621	CO4	MKTG621CO4	Understand LUXURY BRAND EQUITY MANAGEMENT:
MKTG621	CO5	MKTG621CO5	UNDERSTANDING THE TRILOGY OF LUXURY
MKTG621	CO6	MKTG621CO6	Understand Iconic Brands – Why is storytelling important?
MKTG621	CO7	MKTG621CO7	Develop BRAND STRATEGY & ARCHITECTURE:

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
MKTG621	CO8	MKTG621CO8	Understand concept of GLOBAL LUXURY - IMPORTANCE OF REGIONS
MKTG621	CO9	MKTG621CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG621	CO10	MKTG621CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG621	CO11	MKTG621CO11	Demonstrate ability to work in a team effectively
MKTG621	CO12	MKTG621CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG622	CO1	MKTG622CO1	Understand What is Fashion? What is Luxury? Defining Complex Competitive Systems and Business Logics
MKTG622	CO2	MKTG622CO2	Understand Evolution of Business Models: From Designers to Fast Fashion Retailers
MKTG622	CO3	MKTG622CO3	Understand how to MANAGE A LUXURY BRAND AND ITS OPERATION
MKTG622	CO4	MKTG622CO4	Understand Image Identity and the Communication Process: Key Activities, Decision Makers
MKTG622	CO5	MKTG622CO5	UNDERSTANDING Challenge of Creating Digital Contents for Fashion and Luxury Brands
MKTG622	CO6	MKTG622CO6	Understand Iconic Brands – Why is storytelling important?
MKTG622	CO7	MKTG622CO7	Develop BRAND STRATEGY & ARCHITECTURE: The Future of Fashion E-tailing
MKTG622	CO8	MKTG622CO8	Retail Identity and Retail Management: the Customer's Experience Within a Mix of Channels.
MKTG622	CO9	MKTG622CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG622	CO10	MKTG622CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
MKTG622	CO11	MKTG622CO11	Demonstrate ability to work in a team effectively
MKTG622	CO12	MKTG622CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM503	CO1	OPSM503CO1	Independently formulate a business problem and design the research
OPSM503	CO2	OPSM503CO2	Understand the different types of research, their process, research designs and sampling methods
OPSM503	CO3	OPSM503CO3	Explain the different measurement scales, along with their strengths and limitations;
OPSM503	CO4	OPSM503CO4	Be able to perform data analysis techniques including descriptive and inferential measures
OPSM503	CO5	OPSM503CO5	Be able to present research findings and prepare a research report
OPSM503	CO6	OPSM503CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM503	CO7	OPSM503CO7	Demonstrate knowledge of relevant concepts and its application in employment settings

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
OPSM503	CO8	OPSM503CO8	Demonstrate ability to work in a team effectively
OPSM503	CO9	OPSM503CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM504	CO1	OPSM504CO1	Recognize the strategic importance of operations management in n a global business environment.
OPSM504	CO2	OPSM504CO2	Interpret how operations function relates to and impacts other business functions
OPSM504	CO3	OPSM504CO3	Recognize the importance of demand forecasting in operations management
OPSM504	CO4	OPSM504CO4	Understand and implement a basic economic order quantity model using carrying and ordering costs
OPSM504	CO5	OPSM504CO5	Understand and implement advanced inventory models with assumptions relaxations
OPSM504	CO6	OPSM504CO6	Recall the rules / tenets and tools of quality management
OPSM504	CO7	OPSM504CO7	Illustrate the basic steps involved in bringing a product to market from its design through production and delivery.
OPSM504	CO8	OPSM504CO8	Map basic queuing models to design of basic processes
OPSM504	CO9	OPSM504CO9	Illustrate the process of designing a service
OPSM504	CO10	OPSM504CO10	Recall the different theories of human resources management with relation to operations management
OPSM504	CO11	OPSM504CO11	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM504	CO12	OPSM504CO12	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM504	CO13	OPSM504CO13	Demonstrate ability to work in a team effectively
OPSM504	CO14	OPSM504CO14	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM506	CO1	OPSM506CO1	Understand how to organize and summarize data.
OPSM506	CO2	OPSM506CO2	Implementing statistical analysis of data using Spreadsheet.
OPSM506	CO3	OPSM506CO3	Understand Probability distributions and Evaluate probabilities.
OPSM506	CO4	OPSM506CO4	Apply the concept of probability to business contexts.
OPSM506	CO5	OPSM506CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM506	CO6	OPSM506CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM506	CO7	OPSM506CO7	Demonstrate ability to work in a team effectively
OPSM506	CO8	OPSM506CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM507	CO1	OPSM507CO1	Understand and Implement the concept of sampling distributions.
OPSM507	CO2	OPSM507CO2	Estimate and infer some characteristics of a population by analysing a sample.
OPSM507	CO3	OPSM507CO3	Carry out statistical hypothesis testing as a tool for analytical decision making in a business context.
OPSM507	CO4	OPSM507CO4	Formulate decision-making models encountered in effective businesses decisions–making.
OPSM507	CO5	OPSM507CO5	Understand the meaning, purpose, and tools of Operations Research.
OPSM507	CO6	OPSM507CO6	Demonstrate the use of a spreadsheet to solve optimization Problems and interpret the results obtained

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
OPSM507	CO7	OPSM507CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM507	CO8	OPSM507CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM507	CO9	OPSM507CO9	Demonstrate ability to work in a team effectively
OPSM507	CO10	OPSM507CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM601	CO1	OPSM601CO1	Students will be able to learn the key concepts, strategies, tools, and technologies related to Supply Chain Management
OPSM601	CO2	OPSM601CO2	Students will be able to understand the overall structures of different types of supply chains and their Distribution Networks
OPSM601	CO3	OPSM601CO3	Students will be able to understand the working of supply chain service providers including 3PLs and 4PLs
OPSM601	CO4	OPSM601CO4	Students will be able to Understand Franchising and Franchising Supply Chains
OPSM601	CO5	OPSM601CO5	Students will be able to understand other chains that complement the manufacturing supply chain, viz Development, Last-Mile, Service, Spare Parts, and Reverse supply chains
OPSM601	CO6	OPSM601CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM601	CO7	OPSM601CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM601	CO8	OPSM601CO8	Demonstrate ability to work in a team effectively
OPSM601	CO9	OPSM601CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM603	CO1	OPSM603CO1	Students will be able to learn the key concepts, tools, and technologies related to (a) Supply Chain Strategy Formulation
OPSM603	CO2	OPSM603CO2	Students will be able to understand the four approaches to customization of product and service
OPSM603	CO3	OPSM603CO3	Students will be able to understand Concepts Related to Strategic Sourcing
OPSM603	CO4	OPSM603CO4	Students will be able to understand Concepts Related to Development of Supplier Portfolio
OPSM603	CO5	OPSM603CO5	Students will be able to understand the procurement process in ERP
OPSM603	CO6	OPSM603CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM603	CO7	OPSM603CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM603	CO8	OPSM603CO8	Demonstrate ability to work in a team effectively
OPSM603	CO9	OPSM603CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM604	CO1	OPSM604CO1	Recognize the need for projects, programs and portfolios
OPSM604	CO2	OPSM604CO2	Illustrate the link between projects and strategic management
OPSM604	CO3	OPSM604CO3	Illustrate project selection methods and apply it in different situations
OPSM604	CO4	OPSM604CO4	Classify organizations and describe the need for projectized organizations
OPSM604	CO5	OPSM604CO5	Recall the different phases in projects
OPSM604	CO6	OPSM604CO6	Understand project feasibility analysis
OPSM604	CO7	OPSM604CO7	Implement network diagrams to cases

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
OPSM604	CO8	OPSM604CO8	Interpret project plans and schedules
OPSM604	CO9	OPSM604CO9	Illustrate project execution processes and activities
OPSM604	CO10	OPSM604CO10	Interpret project status using earned value method
OPSM604	CO11	OPSM604CO11	Illustrate project closing processes and activities
OPSM604	CO12	OPSM604CO12	Recognise need for management of megaprojects
OPSM604	CO13	OPSM604CO13	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM604	CO14	OPSM604CO14	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM604	CO15	OPSM604CO15	Demonstrate ability to work in a team effectively
OPSM604	CO16	OPSM604CO16	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM605	CO1	OPSM605CO1	Students will be able to understand and apply key concepts, tools, and technologies related to Logistics Management
OPSM605	CO2	OPSM605CO2	Students will be able to use the tools and techniques of Lean Logistics to achieve benefits for their supply chains
OPSM605	CO3	OPSM605CO3	Students will be able to understand the application of tools and techniques of warehousing and material handling
OPSM605	CO4	OPSM605CO4	Students will be able to undertake transportation planning and optimization
OPSM605	CO5	OPSM605CO5	Students will be able to decide on the right type of logistical packaging for every consignment
OPSM605	CO6	OPSM605CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM605	CO7	OPSM605CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM605	CO8	OPSM605CO8	Demonstrate ability to work in a team effectively
OPSM605	CO9	OPSM605CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM606	CO1	OPSM606CO1	Students will be able to understand all the important concepts related to retail industry initiatives for SCM
OPSM606	CO2	OPSM606CO2	Students will be able to understand and apply the concepts related to Supply Chain Risk Management and Business Continuity Management
OPSM606	CO3	OPSM606CO3	Students will be able to understand the working of Advanced Planning and Scheduling (APS) systems
OPSM606	CO4	OPSM606CO4	Students will be able to understand Sustainability Issues in supply chain management
OPSM606	CO5	OPSM606CO5	Students will be able to understand the GS1 System of Standards and their Implementation in Supply Chains
OPSM606	CO6	OPSM606CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM606	CO7	OPSM606CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM606	CO8	OPSM606CO8	Demonstrate ability to work in a team effectively
OPSM606	CO9	OPSM606CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM607	CO1	OPSM607CO1	Recall the basic principles of lean management and how it fits into the current scheme of management of corporations

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
OPSM607	CO2	OPSM607CO2	Analyse different types of wastes, where waste is found
OPSM607	CO3	OPSM607CO3	Interpret value and the value stream, draw a picture of the entire value stream in an organization, as well as value-added and non-value-added time
OPSM607	CO4	OPSM607CO4	Analyse need for continuous improvement and tools for an organizations ongoing improvement journey
OPSM607	CO5	OPSM607CO5	Illustrate workspace organization using 5S principles
OPSM607	CO6	OPSM607CO6	Illustrate production flow analysis process, the differences between push and pull systems, as well as algorithms to design work-cells.
OPSM607	CO7	OPSM607CO7	Illustrate mistake-proofing to help visualize how to reduce errors in your organization's work processes
OPSM607	CO8	OPSM607CO8	Analyse an organizations value stream and measure the cycle time/takt time and utilize methods learn to reduce it, using future state diagrams
OPSM607	CO9	OPSM607CO9	Understand other useful application areas of lean including maintenance operations and designing organizations.
OPSM607	CO10	OPSM607CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM607	CO11	OPSM607CO11	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM607	CO12	OPSM607CO12	Demonstrate ability to work in a team effectively
OPSM607	CO13	OPSM607CO13	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM608	CO1	OPSM608CO1	Students will be able to analyze datasets using Tableau and create appropriate visualizations applying Tableau techniques.
OPSM608	CO2	OPSM608CO2	Students will be able to apply appropriate techniques for hypothesis testing using a dataset in MS-Excel and analyze the results.
OPSM608	CO3	OPSM608CO3	Students will be able to create linear regression models for forecasting using MS-Excel and RStudio, analyze the results and interpret them for drawing relevant conclusions.
OPSM608	CO4	OPSM608CO4	Students will be able to create appropriate time series forecasting models using MS-Excel using a dataset.
OPSM608	CO5	OPSM608CO5	Apply a systematic approach and employ latest computational technologies to solve problems arising in classroom and professional settings
OPSM608	CO6	OPSM608CO6	Demonstrate knowledge of relevant Business Analytics concepts and how this applies to practice to enhance employability in the Data analytics domain.
OPSM608	CO7	OPSM608CO7	Reflect critically upon own professional skills and employability prospects.
OPSM608	CO8	OPSM608CO8	Demonstrate ability to work in a team effectively
OPSM609	CO1	OPSM609CO1	Students Will Be Able to Understand How Supply Chain Strategy Processes Can Be Continuously Improved in Order to Achieve Superior SC Performance
OPSM609	CO2	OPSM609CO2	Students Will Be Able to Understand How Supply Chain Design Processes Can Be Continuously Improved in Order to Achieve Superior SC Performance

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
OPSM609	CO3	OPSM609CO3	Students Will Be Able to Understand How Supply Chain Execution Processes Can Be Continuously Improved in Order to Achieve Superior SC Performance
OPSM609	CO4	OPSM609CO4	Students Will Be Able to Understand How Supply Chain People Processes Can Be Continuously Improved in Order to Achieve Superior SC Performance
OPSM609	CO5	OPSM609CO5	Students Will Be Able to Understand How Descriptive, Predictive, and Prescriptive Analytics Can Be Used to Achieve the Objectives Stated Above
OPSM609	CO6	OPSM609CO6	Apply a systematic approach and employ latest computational technologies to solve problems arising in classroom and professional settings
OPSM609	CO7	OPSM609CO7	Demonstrate knowledge of relevant Business Analytics concepts and how this applies to practice to enhance employability in the Data analytics domain.
OPSM609	CO8	OPSM609CO8	Reflect critically upon own professional skills and employability prospects.
OPSM609	CO9	OPSM609CO9	Demonstrate ability to work in a team effectively
OPSM610	CO1	OPSM610CO1	Students will gain basic knowledge of machine learning and apply that to create appropriate models from given datasets for prediction.
OPSM610	CO2	OPSM610CO2	Students will be able to create logistic regression models for classification and use ridge/lasso adjustments for linear/logistic regression model refinements using publicly available business datasets and assess the model efficacy.
OPSM610	CO3	OPSM610CO3	Students will be able to create classification and regression tree models using publicly available datasets and analyze/compare models for efficacy in prediction.
OPSM610	CO4	OPSM610CO4	Students will be able to use basic R commands to load and analyze datasets using regression, decision tree specific commands in RStudio.
OPSM610	CO5	OPSM610CO5	Apply a systematic approach and employ latest computational technologies to solve problems arising in classroom and professional settings
OPSM610	CO6	OPSM610CO6	Demonstrate knowledge of relevant Business Analytics concepts and how this applies to practice to enhance employability in the Data analytics domain.
OPSM610	CO7	OPSM610CO7	Reflect critically upon own professional skills and employability prospects.
OPSM610	CO8	OPSM610CO8	Demonstrate ability to work in a team effectively
OPSM611	CO1	OPSM611CO1	Students will gain knowledge of recommender systems used in retail and will be able to apply the same for analyzing market basket data to create smart basket and association rules for improving customer experience.
OPSM611	CO2	OPSM611CO2	Students will be able to create classification and regression models using Naïve-Bayes, Bayesian network and Artificial neural network techniques taught in the course, using real datasets and also compare the models.
OPSM611	CO3	OPSM611CO3	Students will be able to create wordcloud from textual data and find out sentiment of product reviews.
OPSM611	CO4	OPSM611CO4	Apply a systematic approach and employ latest computational technologies to solve problems arising in classroom and professional settings

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
OPSM611	CO5	OPSM611CO5	Demonstrate knowledge of relevant Business Analytics concepts and how this applies to practice to enhance employability in the Data analytics domain.
OPSM611	CO6	OPSM611CO6	Reflect critically upon own professional skills and employability prospects.
OPSM611	CO7	OPSM611CO7	Demonstrate ability to work in a team effectively
OPSM612	CO1	OPSM612CO1	Understand the Design Thinking process
OPSM612	CO2	OPSM612CO2	Develop, demonstrate and analyse different types of challenges in the DTP
OPSM612	CO3	OPSM612CO3	Identification of Operations problems and use of DTP
OPSM612	CO4	OPSM612CO4	Evaluate the relevant consumer research methods and tools and their applicability to Design Thinking
OPSM612	CO5	OPSM612CO5	Understand the process of Design Thinking
OPSM612	CO6	OPSM612CO6	Understand, apply and demonstrate the New product development process
OPSM612	CO7	OPSM612CO7	Apply and demonstrate Design Thinking for problem solving
OPSM612	CO8	OPSM612CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM612	CO9	OPSM612CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM612	CO10	OPSM612CO10	Demonstrate ability to work in a team effectively
OPSM612	CO11	OPSM612CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ORGB501	CO1	ORGB501CO1	Summarize the various factors driving behavior of individuals in organization settings
ORGB501	CO2	ORGB501CO2	Apply concepts from group behavior theories to explain performance problems
ORGB501	CO3	ORGB501CO3	Outline the various concepts that can be used to solve individual and group behavior related issues
ORGB501	CO4	ORGB501CO4	Predict the solutions to problems in case studies using individual and group level concepts
ORGB501	CO5	ORGB501CO5	Discuss the relevance of organizational level concepts
ORGB501	CO6	ORGB501CO6	Categorize experiences from one's real- life using concepts from individual, group and organization levels of concepts
PSYC101	CO1	PSYC101CO1	Understand psychosocial situations more holistically and scientifically
PSYC101	CO2	PSYC101CO2	Understand and observe different psychological processes like cognitions, emotions and perceptions before assessing a given situation
PSYC101	CO3	PSYC101CO3	State and understand various theoretical models and its applications
PSYC101	CO4	PSYC101CO4	Understand the basic methods of research in psychology
PSYC101	CO5	PSYC101CO5	Demonstrate effective communication skills required to engage in informed discussion
PUBP102	CO1	PUBP102CO1	Develop a mature understanding of the challenges and opportunities in business world, even as it engages with policymaking

MBA Program Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
PUBP102	CO2	PUBP102CO2	Understand Indian political and administrative systems, processes and policymaking mechanism by and large
PUBP102	CO3	PUBP102CO3	Display an understanding of dynamic relationship of politics and business in India,
PUBP102	CO4	PUBP102CO4	Read, synthesize and critically examine legal and policy documents
PUBP102	CO5	PUBP102CO5	Conceive of policy design to some level of proficiency and even articulate it,
PUBP102	CO6	PUBP102CO6	Negotiate somewhat, her spaces around bureaucratic and government departments/offices,
PUBP102	CO7	PUBP102CO7	Distinguish between loose policy chat versus informed policy argument,
PUBP102	CO8	PUBP102CO8	Cultivate some humour in the an otherwise difficult world of public policy
PUBP102	CO9	PUBP102CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
PUBP102	CO10	PUBP102CO10	Employ discipline knowledge and skills that facilitates working in the industry, government or think-tanks.
PUBP102	CO11	PUBP102CO11	Communicate clearly, concisely and correctly using written, spoken, and visual mediums that helps in enhancing employment opportunities.
PUBP102	CO12	PUBP102CO12	Demonstrate ability to work in a team effectively
SOCY101	CO1	SOCY101CO1	Understand and discuss the basic concepts in sociology
SOCY101	CO2	SOCY101CO2	Describe the theoretical perspectives in sociology
SOCY101	CO3	SOCY101CO3	Identify and explain the basic research methods
SOCY101	CO4	SOCY101CO4	Extend the scientific principles to real social phenomena
SOCY101	CO5	SOCY101CO5	Explain the practical relevance of the discipline
SOCY101	CO6	SOCY101CO6	Explain the institutions, structures and stratification systems
THEA102	CO1	THEA102CO1	Awareness about three tools of acting
THEA102	CO2	THEA102CO2	Understanding how to use the space
THEA102	CO3	THEA102CO3	Understanding how to build a play on a given topic
THEA102	CO4	THEA102CO4	Understanding the other components of theater
THEA106	CO1	THEA106CO1	Awareness about self
THEA106	CO2	THEA106CO2	Understanding how to change the dimensions of the space while acting
THEA106	CO3	THEA106CO3	Detailing in characterisation
THEA106	CO4	THEA106CO4	Undertsanding how to corelate with other on-stage actors.
THEA106	CO5	THEA106CO5	Understandinghow to emote on stage
THEA106	CO6	THEA106CO6	Developing the attitude to observe and imitate while acting
THEA106	CO7	THEA106CO7	Developing the habit to rehearse
THEA106	CO8	THEA106CO8	Ability to self-assessment
THEA106	CO9	THEA106CO9	Ability to perform confidently