

I Year I Semester
MANAGEMENT PRINCIPLES AND BUSINESS ETHICS
C.O: This is an introductory course about the management of organizations. The main objective is to provide instructions on principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management.
CO1: To gain basic knowledge about the primary functions of management and the work of major contributors to the field of management.
CO2: To understand the stages of the planning cycle and the types of plans and common planning tools.
CO3: To know about the organisational structure, design, the span of control and change management.
CO4: To develop Specific knowledge about the concept of control and leadership.
CO5: To understand the need for ethics in the workplace and corporate social responsibility (CSR) and its relationship to economic performance.
QUANTITATIVE AND RESEARCH METHODS IN BUSINESS
C.O: This is an introductory course about Quantitative and Research Methods in Business. The main objective is to familiarise the students with the basic knowledge of statistics and their tools used for Managerial Decision making.
Unit 1- To explains the basics of Probability and Probability distributions like Binomial, Poisson and Normal Distribution and its application in day to day life, with that Students knows how to approach the real time situation with various probabilities and help them in taking better decisions with the concept of Decision Making Analysis and Decision Tree.
Unit 2- With the help of Research Methods, students are able to design their Research and come to know how to set the objectives, framing questionnaire and testing hypothesis ,collecting data, analyze the situation and obtaining Results by performing proper statistical Analysis.
Unit 3- Data Preparation and Analysis explains how to Collect, Edit and Coding of the data, it also explains how to analyze the data with proper statistical tools like Correlation, Regression and Anova
Unit 4- To describe the various Multivariate Statistical Techniques like Factor, Cluster, Conjoint and Multiple Regression Analysis and how to apply this techniques in Marketing Problem
Unit 5- To explains how to write a reports and what are the different forms of Reports are available in the industry, with this unit students know how to present their report and what are the ethics to be followed while submitting the report.

ORGANISATIONAL BEHAVIOUR

C.O: This course helps the students to understand the field of organisational behaviour which includes personality, perception, attitude and learning. Students will learn about various theories of motivation and leadership. This course teaches about having effective communication, group dynamics and different types of conflicts that happens in organisation and how to resolve it. Students will understand about the stressors in the workplace.

CO1: To understand about the field of OB, its challenges and opportunities and foundations of individual behaviour.

CO2: Describe the concepts of personality and its theories, perception process , managerial implications in learning, attitude –behaviour relationship and the theories of motivation.

CO3: Students get an exposure about group behaviour, factors affecting group and team performance. To make them understand the barriers in communication faced in organisation and the guidelines to have effective communication.

CO4: Understand about various theories of leadership, political behaviour in organisations, the various types of conflicts in organisation and the negotiation process.

CO5: To gain knowledge about the stressors in the workplace, different types of organisation climate and culture and emotional intelligence.

ACCOUNTING FOR MANAGERS

C.O: This course will develop the essential ability of all managers, to use complex accounting information as a platform for decision-making.

The students will build an increasingly sophisticated level of understanding of the language of accounting and its key concepts. In addition the course develops skills in interpreting earnings statements, balance sheets, and cash flow reports. This ability to analyse financial statements will enable participants to deal more effectively with strategic options for their businesses or business units. Strong foundations in financial analysis and development of crucial basic accounting skills will also enable participants to develop a management accounting focus.

CO1: Understand the nature and role of the four principal financial statements (i.e., the Income Statement, the Statement of Financial Position, the Statement of Cash Flows, and the Statement of Changes in Equity) ;

2. Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements.

CO2: Ability to read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance and position of a company;

2. Understand and apply course concepts to analyse common business management decisions such as pricing and outsourcing decisions from a financial perspective;

3. To understand the financial position of the company and the cash inflow and outflow from the business.

CO3: Understand and apply course concepts to analyse common business management decisions such as pricing and outsourcing decisions from a financial perspective.

CO4: Understand the role of budgets in organisations, their limitations and the behavioural issues to consider when developing and using budgets for planning and control

CO5: 1 to understand the elements of cost and its classification.
2. To know about standard costing and variance analysis take managerial decision making.

MANAGERIAL ECONOMICS

C.O: The course will sharpen analytical skills of students through integrating knowledge of economic theory with decision making techniques. The course will help students to illustrate the application of economic theory and methodology as an alternative in managerial decisions.

CO1 : To understand the Decision making principles and enable the economic way of thinking to individual decisions and business decisions.

CO2: To measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services and income.

CO3: To understand economies of scale, diseconomies of scale, economies of scope, and cost complementarities, and how each affects the cost of production

CO4: To know about the macro economic variables like national income, economic policy and planning.

CO5: To understand the concepts of money market and commodity market.

INNOVATION AND ENTREPRENEURSHIP

CO: The purpose of the course is that the students understand the entrepreneurship concepts, acquire necessary knowledge and skills required for carrying out entrepreneurial activities and to develop the ability to plan entrepreneurial activities.

CO1: Determine the entrepreneurship concepts, environmental growth and to identify the characteristics of successful entrepreneur.

CO2: Recognise the need for technological innovation process and to gain knowledge about licensing and patent rights.

CO3: Develop and create venture capital, mobilise resources for project evaluation, venture capital and start ups and enumerate ways to start a own venture and identify the feasibility methods.

CO4: Determine the dynamics of a Business plan ,its preparation and presentation.
To apply the tools in reducing the time in queue and optimize the manpower.

CO5: Develop and create capital structure and working capital management and to demonstrate about the role of banks for financial appraisal.

I Year II Semester
LEGAL SYSTEMS IN BUSINESS
C.O: To provide an overview of important laws that have a bearing on the conduct of business in India.
CO1: To understand all the essential elements of a contract in detail
CO2: To recognise the legal aspects in relation to sale of goods and to develop awareness about the negotiable instruments that can be used in day today business affairs.
CO3: To understand all the sections and clauses in Partnership act and Company law.
CO4: To describe the labour laws and regulations laid down to safeguard the interest of both employees and employers.
CO5: To understand the concepts of Consumer protection Act, Cyber crimes, IT Acts and Intellectual Property rights.
APPLIED OPERATIONS RESEARCH
C.O: This is an introductory course about Applied Operations Research. The main objective of this course is to familiarise the students with the basic knowledge of Operation Research and how to solve the real time problems by understanding and modelling the problem correctly and applying appropriate optimization tools and skills to solve the mathematical model in Industry.
1- To explains the Origin, Nature, Scope and characteristics of Operation of Research
Unit 2- With the help of Linear Programming Model, students know how to Formulate a Real- Time world problem as a Mathematical Linear Programming Model and Understand the theoretical workings of the Simplex and Dual Simplex method for linear programming and perform iterations of it by hand.
Unit 3- To explains the different methods of finding Initial Basic Feasible solution in Transportation and Assignment problem.
Unit 4- To explains basic of Inventory, Replacement and Sequencing Models in Operation Research, this will also helps the students to solve the network models like Critical Path and PERT (Programme Evaluation Review Technique)
Unit 5- To describe how to frame the Game and finding different strategies used by the players in Operation Research by using various methods like dominance and graphical methods
HUMAN RESOURCE MANAGEMENT
CO: This course educates students about the evolution of human resource management, the long and short term planning strategic human resource planning, process of recruitment and selection, different types of promotion and transfer and termination of services. This course also helps students to know about different methods of training, the process of performance management followed in the organisation and about wages and salary administration.
CO1 : Students gets an understanding about the evolution and growth of human resource management in India, the importance and objectives of HRM and to know about strategic human resource management(SHRM)

CO2: To learn about the strategic human resource planning, process of recruitment, selection techniques, placement, promotions and attrition rate.
CO3: Students gains knowledge about the different methods of training, concept and process of career management and the importance of training and development in organisation.
CO4: To understand about performance management, different methods of performance appraisal, online PMS, process of performance management and performance feedback benefits.
CO5: To outline the objectives of wages and salary administration, calculation of dearness allowances, rewards and incentives, productivity linked bonus.
MARKETING MANAGEMENT
CO: To emphasise the importance of marketing function in an organization and to understand the core concepts right from deciding the segment, sales, buying behaviour of the consumers and customer satisfaction.
CO1 : To outline the philosophies and functions of marketing and to elaborate on e marketing and social media marketing.
CO2: To define the techniques and tactics for marketing and to study the importance of research as an aid to marketing.
CO3: Differentiate the consumer and institutional buyer behaviour and to elaborate on competitive marketing strategies.
CO4: Characterise the importance of products and the consumer and classify the importance of pricing strategies and competition.
CO5: Relate the importance of marketing research in decision making and to Identify the need for awareness of consumer rights in the market place.
OPERATIONS MANAGEMENT
CO: To understand the strategic role of operations management in creating a firm for competitive advantage and to understand the concepts of production, operations management, layout, planning, maintenance, quality and inventory control.
CO1 : Appreciate the principles and applications relevant to the production and to learn on the concepts of capacity planning and charts.
CO2: To describe the factors in plant location and to understand the principles of material handling.
CO3: Demonstrate an understanding of the principles of inventory control models and maintenance procedures.
CO4:To examine the concepts of Job sequencing and to study on work systems and evaluate quality control methods.
CO5: To elaborate the process of services and analysis of service improvement.

FINANCIAL MANAGEMENT
<p>CO: This course introduces Financial Management and its application in practice. The module focuses on the critical elements of financial decision-making for organizations, including investment decisions, sources of finance, management of working capital and performance appraisal. This module provides the students an in-depth understanding on the link between the company decision-making and the operation of capital markets. It ensures the students to understand the strong linkages between finance and globalization. It exhibits the importance of working capital management. It helps the students to explore the financial environment in which firms and managers must operate.</p>
<p>CO1: This course introduces Financial Management and its application in practice. The module focuses on the critical elements of financial decision-making for organisations, including investment decisions, sources of finance, management of working capital and performance appraisal.</p> <p>This module provides the students an in-depth understanding on the link between the company decision-making and the operation of capital markets. It ensures the students to understand the strong linkages between finance and globalisation. It exhibits the importance of working capital management. It helps the students to explore the financial environment in which firms and managers must operate.</p>
<p>CO2: 1. Apply the concepts of financial management to contemporary financial events.</p> <p>2. Integrate student knowledge to estimate the cash flows from an investment project, calculate the appropriate discount rate, determine the value added from the project, and make a recommendation to accept or reject the project.</p>
<p>CO3: To Comprehend cost of capital and leverages.</p>
<p>CO4: 1. To understand the capital structure of the company, factors influencing capital structure.</p> <p>2. To understand various capital structure theories.</p> <p>3. To know the various dividend policy followed in companies</p>
<p>CO5: 1. To Comprehend working capital management policies, Factors affecting Working capital requirements.</p>
INTERNATIONAL BUSINESS
<p>C.O: This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.</p>
<p>CO1 : To understand the most widely used international business terms and concepts and explain how international factors affect domestic concerns.</p>
<p>CO2: To identify the role and impact of political, economic, social and cultural variables in international business.</p>
<p>CO3: To explain regional economic integration and economic and political integration.</p>
<p>CO4: To understand the global trading and investment environment .</p>
<p>CO5: To know the various concepts in Regional economic grouping.</p>

II Year III Semester
STRATEGIC MANAGEMENT
C.O: The course develops the strategic thinking and decision making abilities of students, especially in relation to understanding the employability of various strategies in different situations.
CO1 : To gain basic knowledge of the strategic management concepts and its process
CO2:To understand the responsibility of business towards society and to gain basic knowledge about corporate governance and policy formulation
CO3:To know about the external scanning and internal analysis techniques.
CO4: To develop Specific knowledge of perspectives, frameworks and concepts within business level strategy, corporate level strategy, and network level strategy.
CO5:To know the various mechanisms of strategic implementation and the strategic control measures adopted.
MANAGEMENT INFORMATION SYSTEMS
C.O. Students understand about the Management Information System concepts and in the areas of Database and Information Management, Developing Business / IT Solutions, Decision Support Systems and Security and Ethical Challenges.
COI: To understand the Information system concepts and Managerial Challenges of Information Technology.
COII: Students learn about the Database and Information Management, Its Structure and about Telecommunication Networks
COIII: Students learn about the Systems Development Life Cycle, Its Analysis and Design, Prototyping and about the Functional Business Systems.
COIV: Students gain knowledge in the areas of Decision Making process and Artificial Intelligence Technologies in Business.
COV: Students learn about the concepts of Security and Ethical Challenges and about the Ethical Responsibility of Business Professionals.
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
CO: This course aims at developing an understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. It aims at providing an in-depth knowledge of the theory and practice of portfolio management. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions in the context of portfolio investment
CO1: Investment versus Speculation, Investment Alternatives and Their Evaluation, Financial Markets, Portfolio Management Process, Approaches to Investment Decision Making.
CO2: – Measuring Historical Return, Measuring Historical Risk, Measuring Expected Return and Risk.
Understand main financial statements such as balance sheet, income statement and

cash flow statement.

Interpret financial ratios to analyze operating activities, investing activities, liquidity, solvency and profitability.

Comprehend investment valuation ratios to assess relative magnitudes of stock price or enterprise value to key financial statements numerical values and corresponding yields.

Estimate cost of equity through capital asset pricing model (CAPM), Fama-French three factors model or arbitrage pricing theory model (APT) and cost of capital through weighted average cost of capital model (WACC).

CO 3: To understand the performance evaluation process;

To learn the measures of return, including holding-period returns and time weighted rates of return;

To know how to compare use of arithmetic and geometric mean rates of returns in performance evaluation;

To understand measures of risk, including standard deviation and downside deviation;

To Describe reward-to-risk ratios, including the Sharpe and Treynor ratios;

CO 4: 1.To know what is derivative market.

To understand the concept of options, futures, and forward market.

2. Describe the different types of, and concepts relating to options.

4. Comprehend intrinsic value and time value.

6. Elucidate the motivation for undertaking (buying or writing) option contracts.

7. Comprehend option strategies.

8. Understand hedging.

To acquire knowledge in Mutual funds concept. The different types of mutual funds.

2. How mutual funds operate.

3. How to find information about how mutual funds have performed. 4.The workings of Exchange Traded Funds.

CO5: To analyse the portfolio performance and portfolio revision

2. to know to select and analyse the investment preference under policies

CORPORATE FINANCE

CO: Have fundamental understanding of corporate finance, and apply skills in corporate financial decision making. Use the standard models of corporate finance to interpret and analyse real problems. Identify and understand ethical, environmental and sustainability responsibility as a financial manager.

CO1: Communicate the nature of corporate finance in an academic or a business forum;

2. Distinguish different types of business structure, identify the major corporate financial decisions and corporate objective, and describe some important basic concepts;

3. To acquire knowledge in valuation of the firm and various Dividend valuation models and policies.

CO 2: To understand various risk involved in investment avenues.

2. to know about various business failures, mergers and liquidations.
CO3: to understand fiscal policies and Government Regulations affecting Capital Market.
CO 4: To understand lease financing, Venture capital, Mutual funds and Derivative market.
CO5: To understand about Foreign collaboration in Business, Business Ventures Abroad. 2. to acquire knowledge about international financial Institutions and Multinational Corporations.
BANKING AND INSURANCE
C.O: The main objective of the course is to make the students understand the services offered and various risks faced by banks and to make them aware of various e-banking innovations after liberalization. To give them an overview about insurance industry and to make them understand various principles, provisions that govern the Life General Insurance Contracts
CO1 : To Understand the Indian Financial System, functions of RBI and banking sector reforms.
CO2: To understand the basic concepts in banking such as Banker-customer relationship, Types of accounts and to Understand the principles of lending, credit management and risk management
CO3: To develop Specific knowledge about the Electronic banking system and how to market the banking services
CO4: To know about the concept of insurance and develop good knowledge regarding IRDA regulations
CO5: To know about the various general insurances available to the common man and the principles of life insurance
HUMAN RESOURCE DEVELOPMENT
C.O: This course helps the students to understand the outcomes of HRD in the National & Organisational contexts, development of HRD movement in India methods of HR accounting, structure of HR audit, assessment of HRD initiatives. The course also helps to understand the training effectiveness and the techniques of training different level of employees, the various theories of career development and the process of succession planning.
CO1 : Students gain knowledge about the evolution of HRD, outcomes of HRD in the National & Organisational contexts, development of HRD movement in India, difference between HRM and HRD.
CO2: Understanding about HRD mechanisms, model of employee behaviour, factors that influence employee behaviour and HRD climate and culture.
CO3: Enable the students to understand the developing human capacity like aptitude, skills of human relations, leadership development , methods of HR accounting, structure of HR audit, assessment of HRD initiatives.
CO4: To learn about the training need analysis, principles involved in selection of

training methods, to understand the training effectiveness and the techniques of training different level of employees.

CO5: Enhance the students to know the importance of career development, theories of career development and the process of succession planning.

ORGANISATIONAL DEVELOPMENT

CO: To augment the main concepts and understanding of organizational development terminology and to acquaint the student with the determinants of culture in organizational setting.

CO1: Define various terms relating to organizational development and discuss on the different approaches to understand the organisations.

CO2: To apply theories and current research concerning organisational culture and identify the forces to reshape organisation.

CO3: Analyze the difference between groups and teams, to explore on the different issues in an organisation and formulate the strategies and tactics for moving up the organizational ladder.

CO4: Analyze or diagnose the sources of stress and to find the ways to overcome it.

CO5: Explain and act upon different OD interventions and to recognize why people resist change and gain knowledge of techniques to overcome the resistance to change.

INDUSTRIAL AND LABOUR RELATONS

CO: The course helps to know the concepts of industrial relations, different types of strikes, grievance procedure and codes of discipline, the welfare legislation and social responsibilities of industries. The course also help to gain knowledge about ILO functions and role in labour movement, industrial legislations, management labour relations, development of idea of social justice, tripartite conventions, statute laws and joint consultation in India.

CO1: Understand the concepts of industrial relations, approaches to IR, application of psychology to industrial relations and factors affecting employee stability.

CO2: To learn how to maintain harmonious relation in Industry, the causes of industrial dispute, different types of strikes, grievance procedure, codes of discipline and machinery for settling industrial disputes. To understand about worker's participation in management and labour management cooperation.

CO3: To describe the concept of management labour relations, development of idea of social justice, tripartite conventions, statute laws and joint consultation in India.

CO4: To know the growth of trade unions, related theories of trade unionism, governing of trade unions. To understand the welfare legislation and social responsibilities of industries.

CO5: To understand about collective bargaining process, its methods and tactics, the fair and unfair practices in industries. To understand about ILO functions and role in labour movement, industrial legislations and industrial health and safety

MARKETING RESEARCH AND CONSUMER BEHAVIOUR
CO: To understand the core concepts in marketing and the importance of marketing research and to emphasize the importance consumer and effectiveness of marketing strategy in terms of impact on consumer behaviour.
CO1 : To make the student understand the importance of scientific research in marketing , predict marketing research in decision making and to appraise the different types of research.
CO2: To categorize and contrast the different sampling techniques and applications of marketing research.
CO3: : Evaluate the different models of consumer behaviour and to illustrate the environmental influences on the Consumer.
CO4: Analyze how personality, Learning, Attitude, have an impact on individual consumer behaviour.
CO5: To understand the behaviour of consumers and to analyze the pre and post purchase behaviour of the consumers.
II Year IV Semester
PERFORMANCE MANAGEMENT
CO: The course gives an exposure to know the history and dimensions of performance management, to understand the approaches in measuring performance, , how to set performance criteria, different theories of goal setting, steps in performance planning. This course also helps to understand the factors affecting appraisals, reducing rater biases, factors affecting and the pitfalls of implementation of performance management, and rewarding team performance
CO1: To understand about the history and dimensions of performance management, the challenges of a poorly implemented performance management system.
CO2: To learn about the relationship of performance management and human resource management, approaches in measuring performance, the importance of performance in performance management.
CO3. To describe about the performance analysis process, how to set performance criteria, different theories of goal setting, steps in performance planning.
CO4: Demonstrate the process of performance review, factors affecting appraisals, reducing rater biases, role of monitoring and coaching in performance review.
CO5: To explain about the purpose and challenge of team performance management, rewarding team performance, factors affecting and the pitfalls of implementation of performance management.
SERVICES MARKETING
CO: The purpose of the course is that the students understand the need for effective service management and to acquire necessary knowledge and skills required for carrying out a quality service and develop the ability of analysing the gap in delivery and identify strategies for closing the gap.
CO1: Analyse the impact and growth of service sector ,compare and contrast the various service characteristics.

CO2: Identify the seven P's in product decision and to understand the dimensions of services marketing.

CO3: To learn the concept of capacity planning and to take decision on the different strategies in service marketing.

CO4: Demonstrate customer relationship management, analyse the service performance gap and formulate techniques to resolve the gap.

CO5: Formulate strategies for public utility services and outline the concepts in health and hospitality services.

MERCHANT BANKING AND FINANCIAL SERVICES

CO: The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets. It provides adequate information about the roles of intermediaries and its regulating bodies. The course also provides information about the prevailing financial system in India.

CO1:1. To acquire knowledge about Merchant Banking in India, Functions of Merchant Banking.

CO2: To know about legal and Regulatory framework of companies act, SERA, FERA, SEBI guidelines.

CO3.1.To understand Pre-issue and post – issue management.

CO4: To know about Merchant Banking services in mergers and acquisitions, leasing and Hire purchasing.

CO5: To know about various financial services, factoring and forfeiting. To know about venture capital, Mutual Funds, Credit ratings.