

PROGRAM OUTCOMES (POs)

- PO1 - Able to communicate effectively both orally and in writing in the context of business management and its operations.
- PO2 - Demonstrate sensibilities relating to professional management ethics and social responsibilities.
- PO3 - Able to use analytical skills & effective tools, including digital tools relevant to management functions.
- PO4 - Display broader understanding of business environment and the knowledge related to the core functions of Management.
- PO5 - Able to interpret relevant management theories and practices towards evaluating and solving business problems.
- PO6 - Display motivation for self-directed & lifelong learning.
- PO7 - Able to organize and contributing effectively in a team environment.
- PO8 - Ability to plan for effective compliances of organizational policies & regulatory requirements.
- PO9 - Ability to analyze critically and creatively to contribute to the goals in a business context.
- PO10 - Demonstrate an entrepreneurial mindset and the skills relevant to it.

PROGRAM SPECIFIC OUTCOMES (POs)

- PSO1 – Focus on the central strategic issues in international marketing - standardization vs adaptation; alignment of business strategy and marketing strategy; search for competitive advantage in the global markets.
- PSO2 – Understand the implementation of international marketing strategy selected through suitable methods of pricing and distribution supported by appropriate international marketing negotiations strategies.
- PSO3- Develop international marketing strategies for consumer products firms, industrial products firms and services firms
- PSO4- Propose a decision-based approach to international markets analysis and market entry and development system.
- PSO5- Develop international marketing strategies for consumer products firms, industrial products firms and services firms.

2019-20 Batch

Semester	Course Code	Course Name	Course Outcomes (COs)
I	19BMSC1C03	MANAGERIAL ECONOMICS	<p>CO1 : Identify the concept and importance of economics for business and management purpose.</p> <p>CO2 : Identify the factors affecting the demand and will be able to forecast demand for their new product.</p> <p>CO3 : Identify the consumption pattern of consumers in a given market by applying various approaches.</p> <p>CO4 : Identifying the law and theories related to production and cost and achieve managerial equilibrium by utilizing minimum and provide maximum satisfaction.</p> <p>CO5 : A brief knowledge about various market competitors and market structure in an economy and also identifying the markets under perfect or imperfect competition.</p>
I	17BMS3C101	FUNDAMENTALS OF FINANCIAL ACCOUNTING	<p>CO1 : Demonstrate the use of accounting concepts, principles and frameworks to analyze the effect of business transactions on organizations accounting records.</p> <p>CO2 : Reveals the use of accounting system to record, classify and summarize data and analyze the effect of business transactions in a business organization.</p> <p>CO3 : To Describe the Use tools and techniques to interpret the different transactions to be entered into various subsidiary books.</p> <p>CO4 : To Illustrate the Classify accounting information to solve errors in preparation of accounting records and the effect of such transactions in solving business problems.</p> <p>CO5 : Analyse and apply accounting principles in preparation of financial statements and interpret the information for effective decision making in business</p>

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I	17BMS56C104	MANAGEMENT CONCEPTS	<p>CO1 : After the module students should Conceptualizing and applying the management concepts and practices in real time scenarios in the organisation</p> <p>CO2 : After the module students should analyse the theories and evolution of management and apply them in current business</p> <p>CO3 : After the module students should evaluate, examine and implement the Planning process and decision making process for the survival, growth and development of the organisation</p> <p>CO4 : After the module students should Formulating the techniques of organising to allocate task and the resources between various departments by following centralization and decentralisation</p> <p>CO5 : After the module students should explore the various styles and techniques of leadership, motivation and communication for effective coordination, control and direction</p>
II	17BMS3C202	MARKETING MANAGEMENT	<p>CO1 : Understanding and examining the basic concepts of marketing and marketing environment</p> <p>CO2 : Appraise market research process and analyze STP process.</p> <p>CO3 : Breakdown and examine various product and pricing strategies.</p> <p>CO4 : Understand the elements of promotion mix and factors affecting choice of distribution.</p> <p>CO5 : Outline and analyze the recent trends in marketing.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
II	17BMS3C203	HUMAN RESOURCE MANAGEMENT	<p>CO1 : Ability to identify the managerial role, duties and responsibilities and their roles of HRM in the organization.</p> <p>CO2 : Skills to classify the manpower, recruitment and selection process for the organizational development as well as employee development.</p> <p>CO3 : Capacity to examine the performance of employees for promotion, transfer, and compensation systems.</p> <p>CO4:Capability to distinguish the legal provision of industrial laws and to adopt suitable measures to ensure the worker's safety.</p> <p>CO5 : Ability to design a suitable strategy for the organization to match with recent trends in HRM.</p>
II	19BMIF2C03	ADVANCED ACCOUNTING	<p>CO1 : Ascertain the fire insurance claim in a business organization in order to provide financial protection against loss or damage of stock by fire.</p> <p>CO2 : Relate to the application of accounting treatments between a sale and a consignment transaction with the techniques for computation of stock.</p> <p>CO3 : Extract the differences between consignment, partnership and joint venture transactions under different methods.</p> <p>CO4 : Examine separate accounts for different branches or operating locations to know the cost/profit centers separately</p> <p>CO5 : Appraise the techniques to allocate expenses between different departments by selecting a rational basis to interpret the key parameters of financial performance</p>

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III	16BMIF3C03	BUSINESS LAW	<p>CO1 : Demonstrate an understanding of the Legal Environment of Business and Communicate effectively using standard business and legal terminology.</p> <p>CO2 : Outline the nature, meaning, type of contracts and the impact of legislation upon contract law.</p> <p>CO3 : Enumerate the legal framework of contracts relating to sale of goods and understanding of legality and Statute of Frauds in Sale of Goods.</p> <p>CO4 : Stimulate the various provisions of Company Law into real world challenges.</p> <p>CO5 : Demonstrate a critical understanding of the Cyber law with respect to Information Technology Act and the use analytical skills with the help of case study analysis.</p>
III	17BMS3C201	FUNDAMENTALS OF MANAGEMENT ACCOUNTING	<p>CO1 : Outline how cost accounting is used for decision making and performance evaluation.</p> <p>CO2 : Analyse and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques.</p> <p>CO3 : Evaluate the costs and benefits of different conventional and contemporary costing systems and apply cost accounting methods to evaluate and project business performance.</p> <p>CO4 : Demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.</p> <p>CO5 : Analyze cost-volume-profit techniques to determine optimal managerial decisions.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
III	19MENV10VE2	ENVIRONMENTAL STUDIES	<p>CO1 : To describe the multidisciplinary nature of environment and identify its different components, scope and concept of sustainability.</p> <p>CO2 : To distinguish the different structure and function of ecosystem & analyze the ecosystem components with help of case studies.</p> <p>CO3 : To differentiate among natural, renewable and non-renewable resources and their usages.</p> <p>CO4 : To identify the different levels of bio diversity, and distinguish among ecosystem and biodiversity service's values at different grounds.</p> <p>CO5 : To identify different types of pollutants and its human hazards and to choose the best solid waste management measures with help of case studies.</p>
III	19BMIM3C01	DIGITAL MARKETING ESSENTIALS	<p>CO1 : Identifying the characteristics of digital marketing with respect to various traditional marketing approaches.</p> <p>CO2 : Applying and measuring the performance of marketing campaigns as per emerging marketing trends in the market.</p> <p>CO3: Analyzing the behavior of digital Consumer.</p> <p>CO4: Identify the various challenges and opportunities of disruptive digital environment and dynamic digital environment.</p> <p>CO5: Applying digital tools in different digital platforms as per the convenience.</p>
III	19BMIM3C02	MASS MEDIA	<p>CO1: Understand the concepts of media planning, buying, operations and campaign management</p> <p>CO2: Core understanding and knowledge of mass media in deciding on the marketing communication strategies.</p> <p>CO3: Understand about the origins of media and their roles.</p> <p>CO4: Analyze the role mass media in marketing communication.</p> <p>CO5: Creation of content and media in communication.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
III	16MATH0G5	QUANTITATIVE TECHNIQUES	<p>CO1 : Generalized an introductory idea about statistical methods and tools that are essential for the empirical and analytical study of economics at the undergraduate level.</p> <p>CO2 : Have a better understanding about the quantitative aspects regarding research and economic analysis.</p> <p>CO3 : Evaluating the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.</p> <p>CO4 : Demonstrate an ability to apply various statistical tool to solve business problem.</p> <p>CO5 : Calculate and interpret statistical values by using statistical tool (correlation & regression).</p>
III	18BMIM4CO4	CONTEMPORARY LEADERSHIP PRACTICES	<p>CO1 : Assess the framework of high-performance teams by studying Leadership Styles of high-performance teams.</p> <p>CO2 : Relate the components of emotional intelligence at the Workplace.</p> <p>CO3 : Examine the role of leaders in creating accountability and transparency within business organizations.</p> <p>CO4 : Evaluate the leadership lessons learnt by Indian Business Leaders</p> <p>CO5 : Explain the leadership theories in the context of Globalization.</p>

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IV	19BMSC4C01	BUSINESS RESEARCH METHODS	<p>CO1 : Familiarize participants with basic of research and the research process. So that the students can develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.</p> <p>CO2 : Appraise and integrate business research theory, specialist research tools and technical skills to conduct a guided research project and/or technical activity.</p> <p>CO3 : Enable the student in conducting research work and formulating research synopsis and interpret.</p> <p>CO4 : Examine current best practice in qualitative and quantitative research, the applications of both forms of research, the interrelationship between the various research methods, the implementation of research designs and analysis techniques.</p> <p>CO5 : Interpret knowledge on measurement & scaling techniques as well as the quantitative data analysis. So that the student is familiarized with Statistical packages such as SPSS/EXCEL.</p>
IV	19BMSC4C02	FINANCIAL MANAGEMENT	<p>CO1 : Demonstrate the ability to apply time value of money concepts to a variety of individual financial scenarios.</p> <p>CO2 : Perform EBIT and EPS analysis in obtaining optimum capital structures and apply cost of capital concept in raising funds in most economical manner.</p> <p>CO3 : Ability to compare and contrast various corporate projects using capital budgeting techniques.</p> <p>CO4 : Experiment various concepts and approaches of working capital management to real time business and corporate scenarios.</p> <p>CO5 : Project the ability to recommend dividend decisions by identifying the influencing factors.</p>

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IV	19BMSGC02	ENTREPRISE RESOURCE PLANNING	<p>CO1 : Describe the applications of Enterprise software, and its role in integrating business functions.</p> <p>CO2 : Categorize the strategic options for ERP identification and adoption.</p> <p>CO3 : Design and applying the ERP implementation strategies.</p> <p>CO4 : Formulate reengineered business processes for successful ERP implementation.</p> <p>CO5 : Develop mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components.</p>
IV	19BMIB4C02	SOCIAL MEDIA MARKETING	<p>CO1 : Demonstrate an understanding and analyze the legal, economic, professional and ethical principles when gathering, reporting, editing and publishing information.</p> <p>CO2 : knowledge and understanding of the mass communication process and the mass media industries.</p> <p>CO3: Demonstrate the importance of social media marketing in digital era.</p> <p>CO4: Illustrate and assess different social media technologies.</p> <p>CO5: Understand different strategies of social campaigns by measuring the performance result as well.</p>
IV	19PSY0G1	CONSUMER PSYCHOLOGY	<p>CO1 : The trends of customer loyalty and commitment towards new marketing trends.</p> <p>CO2 : The trends in socio-cultural and behavioral pattern and its impact on the business.</p> <p>CO3 : Gain an understanding of the dimensions of consumer behavior on business functions.</p> <p>CO4 : Consumer behavior decision process and factors affecting – External factors / Internal factors.</p> <p>CO5 : Models of consumer buying behavior such as comprehensive / multivariate explanation.</p>

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V	5BMS1	Retail And Supply Chain Management	<p>CO1 : Embrace the tools and techniques required to succeed in the new media environment.</p> <p>CO2 : Assess and evaluate the performance of digital marketing campaigns through behavioural and attitudinal engagement metrics and measures, and make use of a broad spectrum of digital and consumer analytic tools and techniques.</p> <p>CO3 : Understand the functions of retail business and various retail formats and retail channels.</p> <p>CO4 : Understand the difference between Retail and Manufacturing Supply Chain</p> <p>CO5 : Understand, key drivers of retail supply chain and how to select a retail store location.</p>
V	5BMS2	Fundamentals of Business Taxation	<p>CO1 : State the meaning and types of taxes.</p> <p>CO2 : Enlist the incomes that are exempt from tax.</p> <p>CO3 : Compute income from Salary and House property.</p> <p>CO4 : Compute the taxable income of an individual and tax liability.</p> <p>CO5 : Implement the rules regarding registration and payment of tax under the various Indirect tax laws of the country such as – central sales tax, GST, Customs Act, Value Added tax, and Service tax.</p>
V		Marketing Analytics	<p>CO1: learning and implementing the various steps needed to obtain insights from customer data analysis.</p> <p>CO2: Develop and analyze the ability to critically evaluate business problems and to determine the most appropriate analytical method that can be implemented across geography.</p> <p>CO3: Students will learn analytical and customer theories to apply appropriate analysis techniques to international business problems</p> <p>CO4: Demonstrate how to gain insight from the analysis of data and to recommend an appropriate course of action based on empirical evidence.</p> <p>CO5: Students will learn basics of statistical software package appropriate to handling customer data and big data</p>

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VI		Global Brand Management	<p>CO1: Apply and formulate effective branding strategies for both customers and business product/services</p> <p>CO2: Analyze the process and methods of brand management, including how to establish brand identity and business brand equity.</p> <p>CO3: Understand the concepts and explain the purpose of branding</p> <p>CO4: Brand audit using both primary and secondary sources and propose strategic recommendation based on the audit results.</p> <p>CO5: Analyze brand concepts in real life setting by articulating the context of and the rationale for the application.</p>