Bachelor of Management Studies (Digital Business)

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 (PSOs)

PSO1 – Develop policies and practices that are aligned with organizational goals & objectives in both traditional and digital business settings.

PSO2 - Critically evaluate a business situation to identify opportunities and constraints to make it a digital business.

PSO3 - Demonstrate an understanding of the skills needed to manage digital business functions by applying the knowledge gained within many management functions, following the pedagogic principles of Outcome Based Education.

PSO4 - Develop, implement and monitor initiatives aimed towards improving the quality, effectiveness and efficiency of people, processes, functions or business units within the framework of a digital business.

PO5 - Demonstrate essential employability skills including teamwork, creative thinking, communication and reasoning skills, and an ability to apply these skills in domestic as well as global contexts.

COURSE OUTCOMES (COs)

2019-20 Batch

Semester	Course Code	Course Name	Course Outcomes (COs)
Semester I	20BMSDB1C11	Introduction to Programming	**CO1 :** Understand syntax and semantics used in python **CO2 :** familiarity with python constructs **C03:** Develop functional code in Python Preparation **CO4**: Understand and practice more in-depth programming with advanced features
	18BSD3S311	French - I	**CO1:** Learn basics of French language **CO2**: Understand grammar and words **CO3: C**onverse in French at a beginner level fluency **CO4**: Demonstrate proficiency in spoken and written French.
Semester II	20BMDB2C06	Managing Technology Business	**CO1:** Develop comprehensive knowledge about technology business **CO2:** Discuss various management aspects about technology business. **CO3:** Explains the need and significance of Digital Business management. **CO4:** Discuss the Information System resource needs for Business
	16BCC45061	Entrepreneurship	**CO1:** Develop comprehensive knowledge about digital enterprise **CO2**: Learn the opportunities in digital enterprise **CO3:** Understand the key factors about digital entrepreneurship **CO4:** Promotes the awareness campaign on Digital Entrepreneurship
Semester III	16MS0G2	New Media	**CO1 :** Analyse the role of media and the recent trends in marketing **CO2:** Describe key concepts of new media **CO3:** Learn the theories, and disciplinary conversations in the study of new media. **CO4:** Understand the characteristics of media based on the current media trends.
	19MENV10VE2	Environmental Studies	**CO1:** Understand the ecosystem of environment. **CO2:** Analyse the consequences of one's action on the environment **CO3:** Measures to operate in environment friendly way. **CO4:** Learn the do's and don'ts to avoid global warming.

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	19BMSDB3S02	Algorithmic and Logic	**CO1:** Learn the concepts of Algorithms and various types of algorithms **CO2**: Explain various search and sorting techniques **CO3:** Apply problem solving capabilities and techniques such as Divide and conquer, Randomized algorithms, Greedy algorithms, Dynamic programming **CO4:** Explain case study on Algorithmic Design and Applications.
Semester IV	16MANOG5	E-Commerce	**CO1:** Analyze different types of portal technologies and deployment methodologies commonly used in the industry. **CO2:** Design and implement an e-commerce application in the development of e-commerce applications. **CO3**: Analyze real business cases regarding their e-business strategies and transformation processes and choices. **CO4**: Integrate theoretical frameworks with business strategies.
	18MANOG14	Project Management	**CO1**: Analyze different types of project management tools and methodologies. **CO2**: Demonstrate various aspects of project management from requirement analysis to conception, frameworks, scope and time management etc. **CO3**: Apply Microsoft Project tool to manage complex projects. **CO4:** Apply new concepts and models to daily operational challenges
	16CENG0A1	Communicative English	**CO1**: Develop listening skills and appreciate its role in the LSRW skills approach to language. **CO2**: Express fluently and appropriately in social and professional contexts. **CO3**: Develop awareness about the significance of silent reading and comprehension. **CO4**: Practice components of different forms of writing, beginning with the lower order ones.
	18BMS4S451	Web Development	**CO1**: Implement a website from scratch using HTML, CSS and Java script. **CO2**: Design a web project using CMS (Content Management System). **CO3**: Design the web instructiveness **CO4**: Discuss Dynamic, single and multi- page web sites

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	18BMS4S452	Mobile Development	**CO1**: Learn design principles of SDK **CO2**: Build mobile apps with Android and ios. **CO3**: Publish Android app and ios app **CO4**: Discuss the fragments and activities
Semester V	18BMSDBD511	Advanced Development	**CO1:** Design and implement a web project from scratch using MEAN Stack. **CO2**: Design and implement a web project that integrates business application with technology **CO3**:Illustrate customer needs and their delivery using MEAN stack **CO4**: Understand the Value-added services and their uses for end customers
	18BMSDBD512	Advanced Web and Mobile Development	**CO1:**Interpret the impact of advancement data transmission over wireless networks **CO2:** Reproduce the data acquisition phase and illustrate with examples **CO3:** Interpret best practices to support risk mitigation **CO4:** Outline and state steps involved in data extraction and interpretation
	18BMSDBD521	Advanced Product and Services Marketing	**CO1:** Identify core concepts of product and services marketing **CO2:**Knowledge of key steps of marketing decision-making **CO3:**Ability to develop marketing strategies based on product and services dimensions **CO4:**Implement and integrate digital communications in organizations
	18BMSDBD522	Strategic Marketing	**CO1:** Critically reflect on the fundamental principles underlying marketing strategy **CO2:** Evaluate available data to justify evidenced-based marketing strategy decisions **CO3**: Assess relevant strategy options to multiple marketing challenges, and recognize trade-offs **CO4:** Think strategically about market recommendations and provide recommendations.
	18BMSDBS51	Big Data and Visualization	**CO1:** Discuss the need of big data and challenges **CO2:** Understand the architecture and eco system **CO3:** Process the big data with software **CO4:** Describe the algorithms and creates visual reports

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	18BMSDBS52	Managerial Effectiveness	**CO1:** Understand management and managerial effectiveness **CO2:** Identify and fulfillment of the managerial roles **CO3:** Discuss managerial activities that fulfill the managerial effectiveness **CO4:** Understand the cause of stress, time management and mismatches between role and capabilities
Semester VI	18BMSDBD631	Emerging Technologies (AI)	**CO1:** Explain what constitutes "Artificial" Intelligence and how to identify systems with AI **CO2:** Use classical Artificial Intelligence techniques **CO3**: Ability to apply Artificial Intelligence techniques for problem solving **CO4**: Appreciate the strengths and trade-off of multiple AI techniques.
	18BMSDBD641	Emerging Technologies (IOT)	**CO1**: Understand the concepts of Internet of Things **CO2**: Analyze basic protocols in wireless sensor network **CO3**: Design IoT applications in different domain and be able to analyze their performance **CO4**: Implement basic IoT applications on embedded platform
	18BMSDBD632	Emerging Technologies (Robotics)	**CO1:** Define the needs, acquire necessary information and select appropriate robots for various industrial applications **CO2**:Explain robot design and development processes, and their vast applications **CO3**: Apply the knowledge learned for the design and development of simple robotic aspects **CO4**: Develop simple robotics design for real world scenario
	18BMSDBD642	Emerging Technologies (AR / VR)	**CO1:** Define know the basic concept and framework of virtual reality **CO2:**Explain principles and multidisciplinary features of virtual reality **CO3**:Implement technology for multimodal user interaction and perception in VR **CO4**:Appreciate the application areas of AR and VR in current scenario