

Master of Business Administration (MBA)

Program Outcomes

PO1	Foster learning through accumulation of knowledge
PO2	Apply knowledge of management theories and practices to solve business problems
PO3	Foster analytical and critical thinking abilities for data-based decision making
PO4	Ability to develop value based leadership
PO5	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business
PO6	Ability to lead self and others in the achievement of organizational goals, contributing effectively to a team environment
PO7	Ability to adopt various tools for decision making and problem solving

Program Specific Outcomes (PSOs): Specialisation Wise - Batch 2019 - 21

Specialisation	POS No	PSOs
Finance	PSO1	Able to articulate corporate finance decisions in the context of the firm, financial markets and market regulations
	PSO2	Construct portfolios, wealth management and appreciating the role of insurance and banking
	PSO3	Formulate sustainable financial strategy in the global context through leveraging on hedging tools, cost management and tax management
Marketing	PSO1	Analyse the local, domestic and global environment for sustainable and ethical marketing decision making
	PSO2	Apply marketing theories and tools to understand customer behaviour for developing market segmentation, targeting, positioning and branding strategies
	PSO3	Develop appropriate strategies for creating and capturing value through products, brands, pricing, distribution, communication and customer relationships
	PSO4	Lead self and others in creating a marketing-edge, thus contributing to achievement of organization's goals
Human Resource Management	PSO1	Increase ability to understand HR sub-domains and to apply them in the areas of Learning, Performance management, Talent acquisition, Employee Compensation , Strategic HRM and International HRM

	PSO2	Enhance ability to solve complex problems by scanning the environment, functions and processes of HR through application of effective decision making, team work, analytical and communication skills with the help of contemporary HR knowledge
	PSO3	Ability to identify, formulate, review HR research literature and analyse complex problems by selecting and applying appropriate analytical techniques and metrics, legal mandates in the HRM domain for enabling experiential learning processes and ensuring professional skills development in students
	PSO4	An ability to Design, Develop and Demonstrate leadership, entrepreneurship, cross cultural sensitivity and change management skills to perform strategically by creating innovative systems to match with the advancement in technology in HR
Marketing & Finance	PSO1	Analyse the local, domestic and global environment for sustainable and ethical marketing decision making
	PSO2	Apply marketing theories and tools to understand customer behaviour for developing market segmentation, targeting, positioning and branding strategies
	PSO3	Develop appropriate strategies for creating and capturing value through products, brands, pricing, distribution, communication and customer relationships
	PSO4	Lead self and others in creating a marketing-edge, thus contributing to achievement of organization's goals
	PSO5	Able to articulate corporate finance decisions in the context of the firm, financial markets and market regulations
	PSO6	Construct portfolios, wealth management and appreciating the role of insurance and banking and tax environment
Finance & HRM	PSO1	Able to articulate corporate finance decisions in the context of the firm, financial markets and market regulations
	PSO2	Construct portfolios, wealth management and appreciating the role of insurance and banking and tax environment
	PSO3	An ability to understand HR sub-domains and to apply them in the areas of Learning, Performance management, Talent acquisition, Employee Compensation , Strategic HRM and International HRM
	PSO4	An ability to solve complex problems by scanning the environment, functions and processes of HR through application of effective decision making, team work, and communication skills with the help of contemporary HR knowledge
Marketing & HR	PSO1	Analyse the local, domestic and global environment for sustainable and ethical marketing decision making
	PSO2	Apply marketing theories and tools to understand customer behaviour for developing market segmentation, targeting, positioning and branding strategies

	PSO3	Develop appropriate strategies for creating and capturing value through products, brands, pricing, distribution, communication and customer relationships
	PSO4	Lead self and others in creating a marketing-edge, thus contributing to achievement of organization's goals
	PSO5	An ability to understand HR sub-domains and to apply them in the areas of Learning, Performance management, Talent acquisition, Employee Compensation , Strategic HRM and International HRM
	PSO6	An ability to solve complex problems by scanning the environment, functions and processes of HR through application of effective decision making, team work, and communication skills with the help of contemporary HR knowledge
International Finance & Accounting	PSO1	Able to articulate corporate finance decisions in the context of the firm, financial markets and market regulations
	PSO2	Adapt to the multinational financial ecosystem through the levers like performance management, auditing and accountant skills
	PSO3	Develop the global finance professionals
Banking, Finance & Allied Services	PSO1	Able to articulate corporate finance decisions in the context of the firm, financial markets and market regulations
	PSO2	Assess the scope of financial and monetary system
	PSO3	Appraise the role of banking in managing credit and risk
Business Analytics	PSO1	Develop a fundamental understanding of the applications of analytics in various sectors and understand the interdependencies with the other key functional areas of business
	PSO2	Recognize data as a valuable resource and improve the business model and efficiency by developing a problem solving approach
	PSO3	Equip students to critically evaluate business situations and encourage objective decision making by creating data models using advanced analytical tools and techniques
	PSO4	Achieve competitive advantage by exploring analytics capabilities and implementing strategic initiatives through inferences and insights from the data
Logistics & Supply Chain Management	PSO1	Gain insights into the role of logistics and supply chain management in business
	PSO2	Ability to use contemporary knowledge of supply chain management to examine business problems and provide innovative solutions to them
	PSO3	Equip students with insights into various tools and techniques used in logistics and supply chain
Systems & Operations Management	PSO1	Enhance students knowledge and understanding of operations management to be applied in practice
	PSO2	Ability to evaluate operations management theories and practices for real life applications
	PSO3	Equip students with latest technologies and IT skills in operations management

Entrepreneurship Family Business Management	PSO1	Build successful ventures by nurturing creative and innovative thinking and identifying business opportunities
	PSO2	Learn tools and methods for aligning family ownership, business strategy, and governance
	PSO3	Equip the future leaders of family business in areas such as planning, responsible ownership, and family governance
Aviation Management	PSO1	Acquire knowledge of business principles & practices, and their application to the aviation industry
	PSO2	Understand and appreciate the financial, economic and market aspects of the aviation industry
	PSO3	Develop understanding of regulatory & legal issues which impact the Aviation business
	PSO4	Develop skills to structure Business, management and administrative aspects of airline & Airport Operations
	PSO5	Demonstrate appropriate skills, techniques and accepted practices necessary for Aviation Business Management
MBA Sport	PSO1	Apply knowledge of sports business management theories and global practices to solve real-time business problems
	PSO2	Foster analytical and critical thinking abilities for data-based decision-making and ability to develop value-based leadership.
	PSO3	Correlate Indian sports business with global business models
	PSO4	Exhibit an aptitude to understand, analyze and communicate global, economic, legal and ethical aspects of sports business
	PSO5	Ability to lead self and others in the achievement of organizational goals
MBA Luxury	PSO1	Contribute effectively to a team environment and develop a robust network to assist entrepreneurial decision-making
	PSO2	Enhance knowledge about the local luxury markets and its eco-system
	PSO3	Strategize long term business opportunities and convert them to workable solutions
	PSO4	Develop an in-depth understanding of the dynamics of the global luxury sector; with special emphasis on India.
	PSO5	Validate the knowledge gained on global economic, legal and ethical aspects of luxury business
Working Professional		
Specialisation	POS No	PSOs
FINANCE	PSO1	Study in detail, various tools and techniques in the area of finance.
	PSO2	Able to articulate corporate finance decisions in the context of the firm, understanding of financial markets and Institutions and their roles in business
	PSO3	Formulate sustainable financial strategy in the global context through leveraging on hedging tools and cost management

	PSO4	Increase understanding of international financial management and risks involved in global business.
MARKETING	PSO1	Analyse the local, domestic and global environment for sustainable and ethical marketing decision making
	PSO2	Apply marketing theories and tools to understand consumer behaviour for developing market segmentation, targeting, positioning and branding strategies
	PSO3	Ability to take decisions and plan, develop, execute and control marketing strategies
	PSO4	Develop appropriate strategies for creating and capturing value through products, brands, pricing, distribution, communication and customer relationships
HR	PSO1	Enhance ability to understand the basic concepts of Human resources management its applications in the individual, group as well as organizational levels ,and acquire knowledge about various laws associated with HR functions
	PSO2	Ability to motivate individual and team performance, design incentive systems, and create an attractive work environment
	PSO3	Acquire the skills to translate and articulate high-level organisational goals and strategies into an effective and agile human resource strategy
	PSO4	Ability to Design, Develop and Demonstrate leadership, entrepreneurship, cross cultural sensitivity and change management skills to perform strategically by creating innovative systems to match with the advancement in technology in HR .
Operations & Systems	PSO1	Develop understanding of various facets of Operations and Systems Management to assist in attaining organizational Operations goals
	PSO2	Develop the ability to take decisions and plan, develop, execute and control Operations strategies
	PSO3	Prepare students for problem-solving and decision-making tasks in management and for technological positions in the field of Operations and Systems in business.
	PSO4	Help students evaluate, create and contribute in the field of Operations and Systems.
International Finance	PSO1	Understand the principles of financial accounting, and allow learners to demonstrate technical proficiency in preparation and interpretation of basic financial statements for sole traders, partnerships and companies.
	PSO2	Demonstrate how the auditor obtains and accepts audit engagements, obtains an understanding of the entity and its environment, assesses the risk of material misstatement and plans an audit of financial statements.
	PSO3	Develop knowledge and skills expected of a finance manager, in relation to investment, financing and dividend policy decisions
	PSO4	Develop knowledge and skills relating to the tax system as applicable to individuals, single companies and groups of companies.

Course Outcomes (COs)

Finance 2019-21 batch

Semester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions

			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS106	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS107	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS108	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS109	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement

			CO5: Ability to analyze the financial health of corporates
II	18JBS201	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS202	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS203	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS204	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS205	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy

II	18JBS206	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18JBS207	Direct Taxes	CO1 : Acquaint with basic principles underlying the provisions of direct tax laws and to develop a broad understanding of the tax laws and accepted tax practices
			CO2 : Enable the determination of residential status and income tax computation
			CO3 : Understand the computation of income under various heads of income
			CO4 : Introduce practical aspects of tax planning as an important managerial decision-making process
			CO5 : Appreciate the tax compliance process and procedures
II	18JBS208	Investment Analysis and Portfolio Management	CO1 : Understand the benefits and importance of investment
			CO2 : Analyze the investment opportunities prevailing in the financial market
			CO3 : Demonstrate knowledge of the dynamics of investment and underlying tools & techniques of investment decision making and
			CO4 : Apply the knowledge in construction and management of portfolios
			CO5 : Understand the good practices of successful investors
II	18JBS209	Advanced Financial Reporting	CO1 : Appreciate theory and practice of financial reporting
			CO2 : Examine the corporate voluntary disclosures
			CO3 : Outline the emerging trends in financial reporting
			CO4 : Examine the emerging trends in financial reporting
			CO5 : Analyze financial statements of various sectors
II	18JBS210	Strategic Cost Management	CO1 : Understand and explain the conceptual framework of Cost Accounting
			CO2 : Explain the concepts and processes in determination of cost of products and services; tender pricing

			CO3 : Apply the concept of marginal costing, budgeting in managerial decision making
			CO4 : Apply the concept of standard Costing for variance analysis
			CO5 : Performance evaluation of different business verticals and acquaint with emerging trends of costing
II	18JBS211	Fixed Income Securities	CO1 : Analyze the fixed income securities markets and its implications for investments
			CO2 : Analyze the market characteristics, instruments, pricing and valuation issues, floating rate instruments, relations with money market instruments, risk and return of fixed income securities, portfolio management techniques, bond indexing, interest rate risk management with swaps, bond management
			CO3 : Understand and evaluated types of Fixed income securities
			CO4 : Ability to create portfolio of fixed income to meet set objectives
			CO5 : Understand the participant and regulators of fixed income securities market
III	18JBS301	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS302	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS303	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS304	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions

			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	18JBS305	Banking	CO1 : Describe concepts of the commercial banking in the liberalized economy
			CO2 : Identify some of the best practices in banking across the globe
			CO3 : Assess the interdependence between banking sector and economic growth
			CO4 : Assess various risks and analyze to manage them
			CO5 : Discuss the payment and settlement systems in India and Appreciate the role of technology Banking & Analyze the recent reforms in banking
III	18JBS306	Insurance	CO1 : Ability to understand different types of risks and need for risk management
			CO2 : Able to plan life, medical and Motor Insurance for oneself
			CO3 : Able to plan Business Insurance
			CO4 : Understand benefits for Agri Insurance
			CO5 : Understand role of intermediaries in insurance industry
III	18JBS307	Wealth Management	CO1 : Differentiate the nature, attitude and needs of customers
			CO2 : Assess the impact of risk and return while evaluating various options for investing
			CO3 : Design effective wealth Management strategies
			CO4 : Demonstrate by embodying the attitude, skills and knowledge that will enable to perform role of a financial planner
			CO5 : Demonstrate the ability to build a personal/corporate wealth plan and enable them to achieve
III	18JBS308	Project Appraisal and Finance	CO1 : Design, develop, structure and execute project finance transactions
			CO2 : Identify, allocate and mitigate the main project risks
			CO3 : Ability to establish links among the heterogeneous project financing deal in an autonomous and independent way

			CO4 : Forecast Profit and loss statement, cash-flow statement and Balance sheet by projections in excel
			CO5 : Evaluate Project as a Project Finance Manager by formulating, implementing and reviewing and presenting a project report
III	18JBS309	International Finance	CO1 : Understand the basics of international finance to handle the finance function from a global perspective
			CO2 : Demonstrate knowledge of theories related to foreign exchange rate determination
			CO3 : Explain the nuances of forex derivatives and risk management and international capital budgeting
			CO4 : Outline the international regulatory functions and the forms of banking regulations
			CO5 : Managing the finance of global firms
III	18JBS310	Derivatives	CO1 : Provide students a conceptual and practical framework of the functioning of Derivative Markets
			CO2 : Explain the basic concepts future market and application of stock and index future
			CO3 : Able to calculate option price and construct hedging strategies
			CO4 : Provide basic concepts of commodity & other types of derivatives products
			CO5 : Understand working of Interest and currency swap
III	18JBS311	Audit and Assurance	CO1 : Introduce audit and assurance as a tool for management
			CO2 : Introduce the Standards on Auditing
			CO3 : Ability to plan the audit
			CO4 : Comprehend the need for documentation and evidence for audit
			CO5 : Appreciate audit and assurance as a framework for internal control and risk management
IV	18JBS401	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture

			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS402	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS403	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	18JBS404	Indirect Taxes	CO1 : Acquaint with GST framework
			CO2 : Appreciate Supply as tax event and provisions relating to Supply event
			CO3 : Understand the charging provisions of GST
			CO4 : Comprehend exemptions, time and place of supply
			CO5 : Introduce practical aspects of GST compliance process
IV	18JBS405	Behavioral Finance	CO1 : Acquaint with GST framework
			CO2 : Appreciate Supply as tax event and provisions relating to Supply event
			CO3 : Understand the charging provisions of GST
			CO4 : Comprehend exemptions, time and place of supply
			CO5 : Introduce practical aspects of GST compliance process
IV	18JBS406	Financial Strategy	CO1 : Appreciate financial strategy framework

			CO2 : Comprehend various corporate finance strategies
			CO3 : Appreciate methods of Valuation
			CO4 : Examine corporate restructuring exercises
			CO5 : Appreciate value based management
IV	18JBS407	Investment Banking	CO1 : Analyze theoretical and conceptual tools used in investment banking
			CO2 : Explain deal making, negotiation and due diligence process
			CO3 : Estimate, negotiate and successfully close transactions
			CO4 : Elaborate the role of VC and PE in Investment Banking
			CO5 : Appreciate the emerging trends in Investment Banking
IV	18JBS408	Financial Modeling & Analytics	CO1 : Examining the areas of corporate finance for Financial modelling
			CO2 : Exploring the use of excel for financial modelling
			CO3 : Develop the framework for modelling the financial statements
			CO4 : Appreciating the challenges in financial modelling
			CO5 : Understanding factors that are considered for financial modelling

Course Outcomes (COs)			
Marketing 2019-21 batch			
Se mes ter	Course Code	Course Name	Course Outcomes (COs)
I	18JBS1 01	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise- wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS1 02	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS1 03	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS1 04	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS1 05	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS1 06	Marketing Management	CO1 : Outline and explain core concepts of marketing

			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS107	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS108	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS109	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates
II	18JBS201	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services

II	18JBS2 02	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS2 03	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS2 04	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS2 05	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS2 06	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18JBS2 13	Consumer Behavior	CO1 : Examine the concept of consumer behavior and its importance in the context of marketing
			CO2 : Utilize various concepts, theories and framework to develop, evaluate, and implement effective marketing strategies

			CO3 : Examine various Internal and External factors that affect consumers' decision-making process
			CO4 : Demonstrate knowledge of understanding in consumer behavior in developing Segmentation, Targeting and Positioning strategies
			CO5 : Analyze the trends in consumer behavior and apply them to real world scenarios
II	18JBS2 14	Customer Relationship Management	CO1 : Compare various models and frameworks involved in customer relationship management
			CO2 : Distinguish between customer satisfaction, customer service and customer experience
			CO3 : Compute customer lifetime value for given customer related data
			CO4 : Build effective customer retention and customer management strategies
			CO5 : Examine activities involved in implementing customer relationship management plans
II	18JBS2 15	Business to Business Marketing	CO1 : Understand B2B marketing, terminologies, processes, frameworks and models
			CO2 : Analyse org buying behaviour in purchase of raw materials, capital and facilitating goods
			CO3 : Apply segmentation and positioning strategies for B2B markets
			CO4 : Apply forecasting techniques for predicting demand of industrial products
			CO5 : Develop strategies for B2B markets and ensure their implementation
II	18JBS2 16	Services Marketing	CO1 : Articulate the nature and scope of services marketing, consumer behavior and positioning of services
			CO2 : Develop marketing strategies and marketing mix for services
			CO3 : Apply the knowledge of value co-creation and various service systems to develop service blueprint for various service process through productive operations and customer experiences
			CO4 : Demonstrate the capability to work effectively within the service environment by understanding the marketing issues associated with services and customer loyalty
			CO5 : Apply GAPS model of service quality to Investigate service delivery systems for better service quality, service leadership and customer service
II	18JBS2 17	Marketing of Banking and Financial Services	CO1 : Summarize the nuances of various investment avenues, life cycle of investors
			CO2 : Identify and choose the strategies for marketing financial products
			CO3 : Construct the modalities of adapting distribution and sales channels in the domain of financial services

			CO4 : Distinguish the skill based inputs on the brand strategies and competition mapping in the financial services industry
			CO5 : Build skills to give the best financial solutions to people based on their profile
III	18JBS3 01	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS3 02	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS3 03	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS3 04	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	18JBS3 12	Digital and Social Media Marketing	CO1 : Assess the impact of digital technology on consumer purchasing behavior
			CO2 : Apply frameworks in creating digital marketing strategy and successful marketing campaign
			CO3 : Model Search engine optimization road map
			CO4 : Determine apt mix of various social media for effective customer engagement
			CO5 : Examine key essentials involved in online reputation management
III	18JBS3 13	Sales Management	CO1 : Develop conceptual clarity in sales management
			CO2 : Develop the Professional Selling Skills
			CO3 : Develop Effective Sales Communication Skills
			CO4 : Develop Sales Leadership Skills



			CO5 : Examine steps involved in effective Sales Management Process
III	18JBS3 14	Retail Management	CO1 : Understand the process, planning and implementation of retail management
			CO2 : Gain an in-depth knowledge of product, pricing, distribution, promotion and global retail management strategies
			CO3 : Identify the strategic tools used by companies to measure the impact of retail marketing efforts
			CO4 : Simulate through cases the varied real-life issues of retail marketing and the decision making dilemmas faced in retail marketing practice
			CO5 : Formulate strategic analysis plans based on shopper segmentation, competition and the retail environment
III	18JBS3 15	Marketing Analytics	CO1 : Develop an understanding of the importance and need for marketing analytics and data driven decision making
			CO2 : Build exposure to the use of appropriate and popular statistical software such as MS Excel/SPSS/R/SAS/Any other for modelling and analysis for marketing related applications
			CO3 : Make use of analytics methods – descriptive, predictive and prescriptive analytics models for solution to marketing problems
			CO4 : Illustrate 4P's and STP of marketing through mathematical models
			CO5 : Master the ability to communicate to senior executives through data
III	18JBS3 16	Brand Management	CO1 : Explain key principles of branding and branding concepts
			CO2 : Develop a brand strategy
			CO3 : Understand the implementation tools to execute brand strategy
			CO4 : Analyze and assess the brand equity and brand performance
			CO5 : Build Brand Portfolio strategies
III	18JBS3 17	Advertising and Public Relations	CO1 : Understand terminology, concepts, theories, models and frameworks associated with the course
			CO2 : Contrast advertising & PR agencies and construct frameworks for choosing and appraising them
			CO3 : Create advertising and PR strategies to address business issues
			CO4 : Develop ability to choose a lead medium, based on nature and strength of each medium
			CO5 : Evaluate effectiveness of creative, media and PR campaigns
III	18JBS3 18	Sales Promotion Management	CO1 : Demonstrate a thorough understanding of the major promotion concepts



			CO2 : Determine and Infer a framework to make effective promotion decisions
			CO3 : Adopt the necessary skills and assess the impact of an effective promotion
			CO4 : Compose and construct a sales promotion plan for the chosen business
			CO5 : Judge the effectiveness of a sales promotion plan and design the right promotion for a chosen product
IV	18JBS4 01	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS4 02	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS4 03	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	18JBS4 10	Distribution Management	CO1 : Relate and develop the significant responsibilities of Distribution Manager in the industry
			CO2 : Describe and Formulate strategies to effectively manage company's Distribution operations
			CO3 : Evaluate the role of Distribution manager and formulate strategies in recruiting, motivating, managing and leading Distribution channel
			CO4 : Illustrate the fundamental interrelationships of Distribution channels, Logistics and Supply Chain Management



			CO5 : Learn the building of distribution system for an organization to build the competence for an organization
IV	18JBS4 11	Global Marketing	CO1 : Understand the global dimensions of marketing and the relevance and application of marketing theory to the global context
			CO2 : Recognize culture and its impact on the marketing activities of corporations in global markets
			CO3 : Adopt tools, frameworks, and techniques to conduct market assessments and opportunities
			CO4 : Evaluate strategies and plans for product and brand related decisions in global markets
			CO5 : Develop pricing approaches and channel structures to create value for consumers in global markets
IV	18JBS4 12	Strategic Marketing	CO1 : Able to understand the strategic relevance of Marketing
			CO2 : Apply strategic tools to identify critical issues in marketing and evaluate appropriate solutions
			CO3 : Design a template to create, capture and deliver customer value
			CO4 : Identify, apply, critique and evaluate strategic marketing initiatives prevalent in businesses
			CO5 : Design an effective strategic marketing blue print
IV	18JBS4 13	Product Management	CO1 : Distinguish between different types of products and appraise the strategies for each product classification
			CO2 : Develop marketing strategies on the basis of stage of Product Lifecycle
			CO3 : Understand tools to identify Opportunities
			CO4 : Build strategies for New Product Development
			CO5 : Develop and Evaluate the processes of new product development
IV	18JBS4 14	Marketing to Bottom of Pyramid Customers	CO1 : Illustrate the need of the "BOP" market
			CO2 : Determine application of Segmentation, targeting and positioning in BOP markets
			CO3 : Demonstrate consumer behavior among BOP
			CO4 : Discover, explain and measure the marketing elements for BOP consumers
			CO5 : Measure and construct marketing of services in the BOP markets

Course Outcomes (COs)

Human Resource Management 2019-21 batch

Semester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 : Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 : Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS106	Marketing Management	CO1 : Outline and explain core concepts of marketing

			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS107	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS108	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing is statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS109	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates
II	18JBS201	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services

II	18JBS2 02	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS2 03	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS2 04	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS2 05	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS2 06	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18JBS2 18	Talent Acquisition	CO1 : Define the functions of manpower planning, job analysis and ability to draft job description and specification

			CO2 : Describe the hiring functions of human resource management and the changing pattern of hiring and HR preferences
			CO3 : Enhance the knowledge and skills related to selection process
			CO4 : Analyze the process of conducting interviews and understand the possible biases
			CO5 : Develop the ability to use modern technique in the latest developments of talent acquisition
II	18JBS2 19	Human Resource Research Methods	CO1 : Explain the meaning and importance of research
			CO2 : Develop research question, objectives and hypothesis
			CO3 : Select the appropriate instrument to conduct a research
			CO4 : Organize the data collected for research
			CO5 : Formulate and test the hypothesis
II	19JBS2 192	Artificial Intelligence for HR Functions	CO1 : Define the concept of AI and the relevance in HRM
			CO2 : Develop an understanding of need for AI and its applications in the HR functions
			CO3 : Analyze the role of AI in workforce management
			CO4 : Demonstrate the connection between virtual and augmented reality with Human Resource Development (HRD)
			CO5 : Identify the challenges and future scope of AI adoption
II	18JBS2 20	Learning and Development	CO1 : Explain the meaning of learning and development and its importance
			CO2 : Describe the cognitive, social and behavioral approaches to learning and their contradictory implications for instructional practices
			CO3 : Demonstrate the concepts, principles and issues connected with training and development
			CO4 : Identify the purposes, procedures, strengths and limitations of different training techniques
			CO5 : Develop the ability to evaluate training
II	18JBS2 21	Emotional intelligence for effectiveness	CO1 : Define the concept of emotional intelligence and exhibiting emotionally intelligent behavior at the workplace
			CO2 : Describe the different models of emotional intelligence and discuss the ability to handle emotions of self and others for reduced dysfunctional conflicts
			CO3 : Recognize Emotional quotient (EQ) through EQ Assessment; leverage one's own EI abilities and competencies

			CO4 : Create an actionable plan to address self-management, self-awareness, self-regulation and empathy through awareness, motivation and development
			CO5 : Develop the capacity to increase emotional intelligence competencies to positively impact work interactions
II	18JBS2 22	Industrial Relations	CO1 : Ability to explain the current industrial relations system in India
			CO2 : Elaborate the legal frame work and process of collective bargaining, tripartism
			CO3 : Explain the government's role and impact of technology over Industrial relations
			CO4 : Explain the importance of worker's participation in management and social security
			CO5 : Discuss the details of dispute, labor administration, grievance handling and management of IR
III	18JBS3 01	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS3 02	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS3 03	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS3 04	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	18JBS3 19	Human Resource Metrics and Analytics	CO1 : Able to identify the range of areas where analytics are being used to improve people management
			CO2 : Examine the data in order to set up the analysis

			CO3 : Develop the ability to convert the data into information
			CO4 : Develop the ability to explain the main decisions that are being informed by the data
			CO5 : Demonstrate the ability to take decisions from the information generated out of the data
III	18JBS3 20	Employee Reward Management	CO1 : Define the reward management and its organizational implications
			CO2 : Analyze the reward strategy and executive compensation plan
			CO3 : Demonstrate the job evaluation and types of incentives in the current business environment
			CO4 : Design employee salary structure for a given post
			CO5 : Critically analyze the wage determination mechanism in modern context
III	18JBS3 21	Human Relation Skills	CO1 : Define the ability of gaining self-awareness and guiding self towards self and professional improvement
			CO2 : Explain and overcome the barriers to self-improvement and to develop and implement goal setting skills in achieving personal and professional goals
			CO3 : Develop the skills for working effectively in diversity and enhance the persuasion skills by understanding persuasion process
			CO4 : Explain professional negotiation and team building skills
			CO5 : Acquire leadership skills and techniques of empowerment for self and others
III	18JBS3 22	Advanced Human Resource Management	CO1 : Develop the ability to work and manage in organizations having diverse cultures
			CO2 : Identify the influence of organization Justice on employee behavior
			CO3 : Explain the importance of work engagement and psychological capital of employees
			CO4 : Ability to develop HR Scorecard for an organization
			CO5 : Illustrate the techniques of carrying out cost- benefit analysis
III	18JBS3 23	Performance Management System	CO1 : Define the performance management system (PMS) and its alignment with HR processes
			CO2 : Explain the relevance of the different appraisal methods in improving employees' performance
			CO3 : Demonstrate the ability to develop KRA and KPI of employees
			CO4 : Analyze the role of reward management in PMS

			CO5 : Develop the ability to understand and distinguish the different types of competencies of employees
III	18JBS3 24	Cross Cultural Management	CO1 : Explain the fundamentals of cross-cultural management
			CO2 : Describe the mechanism of different cultures and the major frameworks of culture
			CO3 : Differentiate the dimensions of a leader's behavior and theories of cross-cultural leadership
			CO4 : Demonstrate the impact of communication in cross-cultural business contexts
			CO5 : Examine the ever-increasing challenges of global cross-cultural management
III	18JBS3 25	Labor Laws	CO1 : Explain the labor laws of the country
			CO2 : Examine the compliance issues pertaining to laws
			CO3 : Elaborate with important provision of various Labor laws and to understand rationale behind Labor laws
			CO4 : Describe various legal provisions affecting migrant workers
			CO5 : Discuss the sexual harassment act and methods to deal with such issues
IV	18JBS4 01	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS4 02	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS4 03	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios

			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	18JBS4 15	International Human Resource Management	CO1 : Compare and contrast difference in magnitude in the functional areas of HR, when tackled internationally
			CO2 : Discuss the HR dimensions from an international perspectives and the variables that affect the HR decisions at international level
			CO3 : Analyze the cross cultural implications of global business
			CO4 : Assess the global imperatives on Human Resource concepts, policies and practices in multinational organizations
			CO5 : Formulate the HR practices based on the nation
IV	18JBS4 16	Strategic Human Resource Management	CO1 : Appraise the strategic view of human resource management
			CO2 : Discuss the process involved in the development of strategy
			CO3 : Demonstrate the design of work systems, technology orientation and HRM functions
			CO4 : Enhance the knowledge and understanding of Human Resource Strategy and organizational Strategy
			CO5 : Judge the alignment of the organization compensation strategy to the overall organization strategy
IV	18JBS4 17	Organization Development	CO1 : Explain the basic theories upon which the field of OCD is based
			CO2 : Develop the understanding of organizational development process
			CO3 : Understand the Human process intervention
			CO4 : Discuss the unique challenges of attempting an organization transformation
			CO5 : Analyze the roles that consultants, internal or external, can play in the OD process
IV	18JBS4 18	Leadership in Practice	CO1 : Define the concept of Leadership and the impact of power and politics in management system
			CO2 : Develop an understanding of different leadership styles and models
			CO3 : Analyze the role of decision making ability and communication skills to become an effective team leader
			CO4 : Develop a capacity for ethical and authentic leadership, and understanding creativity among leaders

			CO5 : Develop effective and strategic leadership by focusing on skills training and development
IV	18JBS4 19	Employee Counseling Skills	CO1 : Explain the meaning of Counselling and its importance
			CO2 : Define the different theories and approaches of effective employee counselling
			CO3 : Explain the key areas and situations where management can and should help employees through group techniques of counselling
			CO4 : Analyze the different interventions in counselling to deal with complex situations in organizations
			CO5 : Develop the ability of identifying right path and career through performance planning and career advancement

Course Outcomes (COs)			
Finance and Human Resource Management 2019-21 batch			
Sem ester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS1 01	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS1 02	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS1 03	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyse economic legislations and their impact of development

I	18JBS1 04	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS1 05	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS1 06	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behaviour in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS1 07	Organizational Behaviour	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization

I	18JBS1 08	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS1 09	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyse the financial health of corporates
II	18JBS2 01	Indian Financial System & Financial Markets	CO1 : Recognise the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS2 02	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS2 03	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS2 04	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management

			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS2 05	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS2 06	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18JBS2 18	Talent Acquisition	CO1 : Define the functions of manpower planning, job analysis and ability to draft job description and specification
			CO2 : Describe the hiring functions of human resource management and the changing pattern of hiring and HR preferences
			CO3 : Enhance the knowledge and skills related to selection process
			CO4 : Analyze the process of conducting interviews and understand the possible biases
			CO5 : Develop the ability to use modern technique in the latest developments of talent acquisition
II	18JBS2 20	Learning and Development	CO1 : Explain the meaning of learning and development and its importance
			CO2 : Describe the cognitive, social and behavioural approaches to learning and their contradictory implications for instructional practices
			CO3 : Demonstrate the concepts, principles and issues connected with training and development
			CO4 : Identify the purposes, procedures, strengths and limitations of different training techniques
			CO5 : Develop the ability to evaluate training
II	18JBS2 07	Direct Taxes	CO1 : Acquaint with basic principles underlying the provisions of direct tax laws and to develop

			a broad understanding of the tax laws and accepted tax practices
			CO2 : Enable the determination of residential status and income tax computation
			CO3 : Understand the computation of income under various heads of income
			CO4 : Introduce practical aspects of tax planning as an important managerial decision-making process
			CO5 : Appreciate the tax compliance process and procedures
II	18JBS208	Investment Analysis and Portfolio Management	CO1 : Understand the benefits and importance of investment
			CO2 : Analyze the investment opportunities prevailing in the financial market
			CO3 : Demonstrate knowledge of the dynamics of investment and underlying tools & techniques of investment decision making and
			CO4 : Apply the knowledge in construction and management of portfolios
			CO5 : Understand the good practices of successful investors
III	18JBS301	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS302	Project Management	CO1 : Analyse the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS303	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS304	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time

			CO5 : Describe inventory control and replacement models and network analysis
III	18JBS3 20	Employee Reward Management	CO1 : Define the reward management and its organizational implications
			CO2 : Analyze the reward strategy and executive compensation plan
			CO3 : Demonstrate the job evaluation and types of incentives in the current business environment
			CO4 : Design employee salary structure for a given post
			CO5 : Critically analyze the wage determination mechanism in modern context
III	18JBS3 23	Performance Management System	CO1 : Define the performance management system (PMS) and its alignment with HR processes
			CO2 : Explain the relevance of the different appraisal methods in improving employees' performance
			CO3 : Demonstrate the ability to develop KRA and KPI of employees
			CO4 : Analyze the role of reward management in PMS
			CO5 : Develop the ability to understand and distinguish the different types of competencies of employees
III	18JBS3 25	Labour Laws	CO1 : Explain the labor laws of the country
			CO2 : Examine the compliance issues pertaining to laws
			CO3 : Elaborate with important provision of various Labor laws and to understand rationale behind Labor laws
			CO4 : Describe the various legal provisions affecting migrant workers
			CO5 : Discuss the sexual harassment act and methods to deal with such issues
III	18JBS3 05	Banking	CO1 : Describe concepts of the commercial banking in the liberalized economy
			CO2 : Identify some of the best practices in banking across the globe
			CO3 : Assess the interdependence between banking sector and economic growth
			CO4 : Assess various risks and analyze to manage them
			CO5 : Discuss the payment and settlement systems in India and Appreciate the role of technology Banking & Analyze the recent reforms in banking
III	18JBS3 06	Insurance	CO1 : Understand different types of risks and need for risk management
			CO2 : Able to plan life, medical and Motor Insurance for oneself

			CO3 : Able to plan Business Insurance
			CO4 : Understand benefits for Agri Insurance
			CO5 : Understand role of intermediaries in insurance industry
III	18JBS307	Wealth Management	CO1 : Differentiate the nature, attitude and needs of customers
			CO2 : Assess the impact of risk and return while evaluating various options for investing
			CO3 : Design effective wealth Management strategies
			CO4 : Demonstrate by embodying the attitude, skills and knowledge that will enable to perform role of a financial planner
			CO5 : Demonstrate the ability to build a personal/corporate wealth plan and enable them to achieve
IV	18JBS401	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS402	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS403	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	18JBS415	International Human Resource Management	CO1 : Compare and contrast difference in magnitude in the functional areas of HR, when tackled internationally

			CO2 : Discuss the HR dimensions from an international perspectives and the variables that affect the HR decisions at international level
			CO3 : Analyze the cross cultural implications of global business
			CO4 : Assess the global imperatives on Human Resource concepts, policies and practices in multinational organizations
			CO5 : Formulate the HR practices based on the nation
IV	18JBS4 16	Strategic Human Resource Management	CO1 : Appraise the strategic view of human resource management
			CO2 : Discuss the process involved in the development of strategy
			CO3 : Demonstrate the design of work systems, technology orientation and HRM functions
			CO4 : Enhance the knowledge and understanding of Human Resource Strategy and organizational Strategy
			CO5 : Judge the alignment of the organization compensation strategy to the overall organization strategy
IV	18JBS4 04	Indirect Taxes	CO1 : Acquaint with GST framework
			CO2 : Appreciate Supply as tax event and provisions relating to Supply event
			CO3 : Understand the charging provisions of GST
			CO4 : Comprehend exemptions, time and place of supply
			CO5 : Introduce practical aspects of GST compliance process
IV	18JBS4 05	Behavioral Finance	CO1 : Acquaint with GST framework
			CO2 : Appreciate Supply as tax event and provisions relating to Supply event
			CO3 : Understand the charging provisions of GST
			CO4 : Comprehend exemptions, time and place of supply
			CO5 : Introduce practical aspects of GST compliance process

Course Outcomes (COs)

Marketing and Human Resource Management 2019-20 batch

Sem ester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions

			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS106	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS107	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS108	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS109	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates

II	18JBS201	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS202	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS203	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS204	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS205	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS206	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process

			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18JBS218	Talent Acquisition	CO1 : Define the functions of manpower planning, job analysis and ability to draft job description and specification
			CO2 : Describe the hiring functions of human resource management and the changing pattern of hiring and HR preferences
			CO3 : Enhance the knowledge and skills related to selection process
			CO4 : Analyze the process of conducting interviews and understand the possible biases
			CO5 : Develop the ability to use modern technique in the latest developments of talent acquisition
II	18JBS220	Learning and Development	CO1 : Explain the meaning of learning and development and its importance
			CO2 : Describe the cognitive, social and behavioral approaches to learning and their contradictory implications for instructional practices
			CO3 : Demonstrate the concepts, principles and issues connected with training and development
			CO4 : Identify the purposes, procedures, strengths and limitations of different training techniques
			CO5 : Develop the ability to evaluate training
II	18JBS213	Consumer Behavior	CO1 : Examine the concept of consumer behavior and its importance in the context of marketing
			CO2 : Utilize various concepts, theories and framework to develop, evaluate, and implement effective marketing strategies
			CO3 : Examine various Internal and External factors that affect consumers' decision-making process
			CO4 : Demonstrate knowledge of understanding in consumer behavior in developing Segmentation, Targeting and Positioning strategies
			CO5 : Analyze the trends in consumer behavior and apply them to real world scenarios
II	18JBS217	Marketing of Banking and Financial Services	CO1 : Summarize the nuances of various investment avenues, life cycle of investors

			CO2 : Identify and choose the strategies for marketing financial products
			CO3 : Construct the modalities of adapting distribution and sales channels in the domain of financial services
			CO4 : Distinguish the skill based inputs on the brand strategies and competition mapping in the financial services industry
			CO5 : Build skills to give the best financial solutions to people based on their profile
III	18JBS301	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS302	Project Management	CO1 : Analyse the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS303	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS304	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	18JBS320	Employee Reward Management	CO1 : Define the reward management and its organizational implications
			CO2 : Analyze the reward strategy and executive compensation plan
			CO3 : Demonstrate the job evaluation and types of incentives in the current business environment
			CO4 : Design employee salary structure for a given post

			CO5 : Critically analyze the wage determination mechanism in modern context
III	18JBS323	Performance Management System	CO1 : Define the performance management system (PMS) and its alignment with HR processes
			CO2 : Explain the relevance of the different appraisal methods in improving employees' performance
			CO3 : Demonstrate the ability to develop KRA and KPI of employees
			CO4 : Analyze the role of reward management in PMS
			CO5 : Develop the ability to understand and distinguish the different types of competencies of employees
III	18JBS325	Labour Laws	CO1 : Explain the labor laws of the country
			CO2 : Examine the compliance issues pertaining to laws
			CO3 : Elaborate with important provision of various Labor laws and to understand rationale behind Labor laws
			CO4 : Describe the various legal provisions affecting migrant workers
			CO5 : Discuss the sexual harassment act and methods to deal with such issues
III	18JBS312	Digital and Social Media Marketing	CO1 : Assess the impact of digital technology on consumer purchasing behaviour
			CO2 : Apply frameworks in creating digital marketing strategy and successful marketing campaign
			CO3 : Model Search engine optimization road map
			CO4 : Determine apt mix of various social media for effective customer engagement
			CO5 : Examine key essentials involved in online reputation management
III	18JBS313	Sales Management	CO1 : Develop conceptual clarity in sales management
			CO2 : Develop the Professional Selling Skills
			CO3 : Develop Effective Sales Communication Skills
			CO4 : Develop Sales Leadership Skills
			CO5 : Examine steps involved in effective Sales Management Process
III	18JBS315	Marketing Analytics	CO1 : Develop an understanding of the importance and need for marketing analytics and data driven decision making
			CO2 : Build exposure to the use of appropriate and popular statistical software such as MS Excel/SPSS/R/SAS/Any other

			for modelling and analysis for marketing related applications
			CO3 : Make use of analytics methods – descriptive, predictive and prescriptive analytics models for solution to marketing problems
			CO4 : Illustrate 4P's and STP of marketing through mathematical models
			CO5 : Master the ability to communicate to senior executives through data
IV	18JBS401	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS402	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS403	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production

IV	18JBS415	International Human Resource Management	CO1 : Compare and contrast difference in magnitude in the functional areas of HR, when tackled internationally
			CO2 : Discuss the HR dimensions from an international perspectives and the variables that affect the HR decisions at international level
			CO3 : Analyze the cross cultural implications of global business
			CO4 : Assess the global imperatives on Human Resource concepts, policies and practices in multinational organizations
			CO5 : Formulate the HR practices based on the nation
IV	18JBS416	Strategic Human Resource Management	CO1 : Appraise the strategic view of human resource management
			CO2 : Discuss the process involved in the development of strategy
			CO3 : Demonstrate the design of work systems, technology orientation and HRM functions
			CO4 : Enhance the knowledge and understanding of Human Resource Strategy and organizational Strategy
			CO5 : Judge the alignment of the organization compensation strategy to the overall organization strategy
IV	18JBS410	Distribution Management	CO1 : Relate and develop the significant responsibilities of Distribution Manager in the industry
			CO2 : Describe and Formulate strategies to effectively manage company's Distribution operations
			CO3 : Evaluate the role of Distribution manager and formulate strategies in recruiting, motivating, managing and leading Distribution channel
			CO4 : Illustrate the fundamental interrelationships of Distribution channels, Logistics and Supply Chain Management
			CO5 : Learn the building of distribution system for an organization to build the competence for an organization
IV	18JBS411	Global Marketing	CO1 : Understand the global dimensions of marketing and the relevance and application of marketing theory to the global context
			CO2 : Recognize culture and its impact on the marketing activities of corporations in global markets
			CO3 : Adopt tools, frameworks, and techniques to conduct market assessments and opportunities

			CO4 : Evaluate strategies and plans for product and brand related decisions in global markets
			CO5 : Develop pricing approaches and channel structures to create value for consumers in global markets

Course Outcomes (COs)			
Marketing and Finance 2019-21 batch			
Sem ester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures

			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS106	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS107	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS108	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS109	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle

			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates
II	18JBS2 01	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS2 02	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS2 03	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS2 04	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS2 05	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy

II	18JBS2 06	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18JBS2 07	Direct Taxes	CO1 : Acquaint with basic principles underlying the provisions of direct tax laws and to develop a broad understanding of the tax laws and accepted tax practices
			CO2 : Enable the determination of residential status and income tax computation
			CO3 : Understand the computation of income under various heads of income
			CO4 : Introduce practical aspects of tax planning as an important managerial decision-making process
			CO5 : Appreciate the tax compliance process and procedures
II	18JBS2 08	Investment Analysis and Portfolio Management	CO1 : Understand the benefits and importance of investment
			CO2 : Analyze the investment opportunities prevailing in the financial market
			CO3 : Demonstrate knowledge of the dynamics of investment and underlying tools & techniques of investment decision making and
			CO4 : Apply the knowledge in construction and management of portfolios
			CO5 : Understand the good practices of successful investors
II	18JBS2 13	Consumer Behavior	CO1 : Examine the concept of consumer behavior and its importance in the context of marketing
			CO2 : Utilize various concepts, theories and framework to develop, evaluate, and implement effective marketing strategies
			CO3 : Examine various Internal and External factors that affect consumers' decision-making process
			CO4 : Demonstrate knowledge of understanding in consumer behavior in developing Segmentation, Targeting and Positioning strategies
			CO5 : Analyze the trends in consumer behavior and apply them to real world scenarios

II	18JBS2 17	Marketing of Banking and Financial Services	CO1 : Summarize the nuances of various investment avenues, life cycle of investors
			CO2 : Identify and choose the strategies for marketing financial products
			CO3 : Construct the modalities of adapting distribution and sales channels in the domain of financial services
			CO4 : Distinguish the skill based inputs on the brand strategies and competition mapping in the financial services industry
			CO5 : Build skills to give the best financial solutions to people based on their profile
III	18JBS3 01	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS3 02	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS3 03	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS3 04	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	18JBS3 05	Banking	CO1 : Describe concepts of the commercial banking in the liberalized economy
			CO2 : Identify some of the best practices in banking across the globe
			CO3 : Assess the interdependence between banking sector and economic growth

			CO4 : Assess various risks and analyze to manage them
			CO5 : Discuss the payment and settlement systems in India and Appreciate the role of technology Banking & Analyze the recent reforms in banking
III	18JBS3 06	Insurance	CO1 : Understand different types of risks and need for risk management
			CO2 : Able to plan life, medical and Motor Insurance for oneself
			CO3 : Able to plan Business Insurance
			CO4 : Understand benefits for Agri Insurance
			CO5 : Understand role of intermediaries in insurance industry
III	18JBS3 07	Wealth Management	CO1 : Differentiate the nature, attitude and needs of customers
			CO2 : Assess the impact of risk and return while evaluating various options for investing
			CO3 : Design effective wealth Management strategies
			CO4 : Demonstrate by embodying the attitude, skills and knowledge that will enable to perform role of a financial planner
			CO5 : Demonstrate the ability to build a personal/corporate wealth plan and enable them to achieve
III	18JBS3 12	Digital and Social Media Marketing	CO1 : Assess the impact of digital technology on consumer purchasing behavior
			CO2 : Apply frameworks in creating digital marketing strategy and successful marketing campaign
			CO3 : Model Search engine optimization road map
			CO4 : Determine apt mix of various social media for effective customer engagement
			CO5 : Examine key essentials involved in online reputation management
III	18JBS3 13	Sales Management	CO1 : Develop conceptual clarity in sales management
			CO2 : Develop the Professional Selling Skills
			CO3 : Develop Effective Sales Communication Skills
			CO4 : Develop Sales Leadership Skills
			CO5 : Examine steps involved in effective Sales Management Process
III	18JBS3 15	Marketing Analytics	CO1 : Develop an understanding of the importance and need for marketing analytics and data driven decision making

			CO2 : Build exposure to the use of appropriate and popular statistical software such as MS Excel/SPSS/R/SAS/Any other for modelling and analysis for marketing related applications
			CO3 : Make use of analytics methods – descriptive, predictive and prescriptive analytics models for solution to marketing problems
			CO4 : Illustrate 4P's and STP of marketing through mathematical models
			CO5 : Master the ability to communicate to senior executives through data
IV	18JBS4 01	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS4 02	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS4 03	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV		Indirect Taxes	CO1 : Acquaint with GST framework

	18JBS4 04		CO2 : Appreciate Supply as tax event and provisions relating to Supply event
			CO3 : Understand the charging provisions of GST
			CO4 : Comprehend exemptions, time and place of supply
			CO5 : Introduce practical aspects of GST compliance process
IV	18JBS4 05	Behavioral Finance	CO1 : Acquaint with GST framework
			CO2 : Appreciate Supply as tax event and provisions relating to Supply event
			CO3 : Understand the charging provisions of GST
			CO4 : Comprehend exemptions, time and place of supply
			CO5 : Introduce practical aspects of GST compliance process
IV	18JBS4 10	Distribution Management	CO1 : Relate and develop the significant responsibilities of Distribution Manager in the industry
			CO2 : Describe and Formulate strategies to effectively manage company's Distribution operations
			CO3 : Evaluate the role of Distribution manager and formulate strategies in recruiting, motivating, managing and leading Distribution channel
			CO4 : Illustrate the fundamental interrelationships of Distribution channels, Logistics and Supply Chain Management
			CO5 : Learn the building of distribution system for an organization to build the competence for an organization
IV	18JBS4 11	Global Marketing	CO1 : Understand the global dimensions of marketing and the relevance and application of marketing theory to the global context
			CO2 : Recognize culture and its impact on the marketing activities of corporations in global markets
			CO3 : Adopt tools, frameworks, and techniques to conduct market assessments and opportunities
			CO4 : Evaluate strategies and plans for product and brand related decisions in global markets
			CO5 : Develop pricing approaches and channel structures to create value for consumers in global markets

Course Outcomes (COs)			
International Finance and Accounting 2019-21 batch			
Semester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level

			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS1 06	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS1 07	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS1 08	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS1 09	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates

II	18JBS2 01	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS2 02	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS2 03	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS2 04	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS2 05	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS2 06	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process

			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18JBS2 07	Direct Taxes	CO1 : Acquaint with basic principles underlying the provisions of direct tax laws and to develop a broad understanding of the tax laws and accepted tax practices
			CO2 : Enable the determination of residential status and income tax computation
			CO3 : Understand the computation of income under various heads of income
			CO4 : Introduce practical aspects of tax planning as an important managerial decision-making process
			CO5 : Appreciate the tax compliance process and procedures
II	18JBS2 08	Investment Analysis and Portfolio Management	CO1 : Understand the benefits and importance of investment
			CO2 : Analyze the investment opportunities prevailing in the financial market
			CO3 : Demonstrate knowledge of the dynamics of investment and underlying tools & techniques of investment decision making and
			CO4 : Apply the knowledge in construction and management of portfolios
			CO5 : Understand the good practices of successful investors
II	18JBS2 09	Advanced Financial Reporting	CO1 : Appreciate theory and practice of financial reporting
			CO2 : Examine the corporate voluntary disclosures
			CO3 : Outline the emerging trends in financial reporting
			CO4 : Examine the emerging trends in financial reporting
			CO5 : Analyze financial statements of various sectors
II	18JBS2 10	Strategic Cost Management	CO1 : Understand and explain the conceptual framework of Cost Accounting
			CO2 : Explain the concepts and processes in determination of cost of products and services; tender pricing
			CO3 : Apply the concept of marginal costing, budgeting in managerial decision making
			CO4 : Apply the concept of standard Costing for variance analysis

			CO5 : Performance evaluation of different business verticals and acquaint with emerging trends of costing
II	18JBS2 11	Fixed Income Securities	CO1 : Analyze the fixed income securities markets and its implications for investments
			CO2 : Analyze the market characteristics, instruments, pricing and valuation issues, floating rate instruments, relations with money market instruments, risk and return of fixed income securities, portfolio management techniques, bond indexing, interest rate risk management with swaps, bond management
			CO3 : Understand and evaluated types of Fixed income securities
			CO4 : Create portfolio of fixed income to meet set objectives
			CO5 : Understand the participant and regulators of fixed income securities market
III	18JBS3 01	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS3 02	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS3 03	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS3 04	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis

III	18JBS3 27	Accountant Skills	CO1 : Appropriate skills required for the application of the knowledge of accounting
			CO2 : Awareness of global reporting framework
			CO3 : Appreciating Fintech solutions
			CO4 : Practical introduction to IFRS, IAS, Ind AS and UK taxation
			CO5 : Preparation of group accounts
III	18JBS3 11	Audit and Assurance	CO1 : Introduce audit and assurance as a tool for management
			CO2 : Introduce the Standards on Auditing
			CO3 : Able to plan the audit
			CO4 : Comprehend the need for documentation and evidence for audit
			CO5 : Appreciate audit and assurance as a framework for internal control and risk management
III	18JBS3 08	Project Appraisal and Finance	CO1 : Design, develop, structure and execute project finance transactions
			CO2 : Identify, allocate and mitigate the main project risks
			CO3 : Ability to establish links among the heterogeneous project financing deal in an autonomous and independent way
			CO4 : Forecast Profit and loss statement, cash-flow statement and Balance sheet by projections in excel
			CO5 : Evaluate Project as a Project Finance Manager by formulating, implementing and reviewing and presenting a project report
III	18JBS3 09	International Finance	CO1 : Understand the basics of international finance to handle the finance function from a global perspective
			CO2 : Demonstrate knowledge of theories related to foreign exchange rate determination
			CO3 : Explain the nuances of forex derivatives and risk management and international capital budgeting
			CO4 : Outline the international regulatory functions and the forms of banking regulations
			CO5 : Managing the finance of global firms
III	18JBS3 10	Derivatives	CO1 : Understand conceptual and practical framework of the functioning of Derivative Markets
			CO2 : Explain the basic concepts future market and application of stock and index future
			CO3 : Able to calculate option price and construct hedging strategies
			CO4 : Understand basic concepts of commodity & other types of derivatives products

			CO5 : Understand working of Interest and currency swap
III	18JBS3 07	Wealth Management	CO1 : Differentiate the nature, attitude and needs of customers
			CO2 : Assess the impact of risk and return while evaluating various options for investing
			CO3 : Design effective wealth Management strategies
			CO4 : Demonstrate by embodying the attitude, skills and knowledge that will enable to perform role of a financial planner
			CO5 : Demonstrate the ability to build a personal/corporate wealth plan and enable them to achieve
IV	18JBS4 01	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS4 02	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS4 03	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	18JBS4 04	Indirect Taxes	CO1 : Acquaint with GST framework
			CO2 : Appreciate Supply as tax event and provisions relating to Supply event
			CO3 : Understand the charging provisions of GST

			CO4 : Comprehend exemptions, time and place of supply
			CO5 : Introduce practical aspects of GST compliance process
IV	18JBS4 05	Behavioral Finance	CO1 : Acquaint with GST framework
			CO2 : Appreciate Supply as tax event and provisions relating to Supply event
			CO3 : Understand the charging provisions of GST
			CO4 : Comprehend exemptions, time and place of supply
			CO5 : Introduce practical aspects of GST compliance process
IV	18JBS4 06	Financial Strategy	CO1 : Appreciate financial strategy framework
			CO2 : Comprehend various corporate finance strategies
			CO3 : Appreciate methods of Valuation
			CO4 : Examine corporate restructuring exercises
			CO5 : Appreciate value based management
IV	18JBS4 07	Investment Banking	CO1 : Analyze theoretical and conceptual tools used in investment banking
			CO2 : Explain deal making, negotiation and due diligence process
			CO3 : Estimate, negotiate and successfully close transactions
			CO4 : Elaborate the role of VC and PE in Investment Banking
			CO5 : Appreciate the emerging trends in Investment Banking
IV	18JBS4 08	Financial Modeling & Analytics	CO1 : Examining the areas of corporate finance for Financial modelling
			CO2 : Exploring the use of excel for financial modelling
			CO3 : Develop the framework for modelling the financial statements
			CO4 : Appreciating the challenges in financial modelling
			CO5 : Understanding factors that are considered for financial modelling

Course Outcomes (COs)			
Banking Finance and Allied Services 2019-21 batch			
Sem ester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions

I	18JBS10 6	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS10 7	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS10 8	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing is statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS10 9	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates
II	18JBS20 1	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions

			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS20 2	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS20 3	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS20 4	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS20 5	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS20 6	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context

II	18JBS223	Principles and Practices of Banking	CO1 : Identify some of the best practices in banking across the globe
			CO2 : Comprehend various aspects in banking with all changes happening in the banking sector
			CO3 : Analyze the modern practical banking applications in Indian and global context
			CO4 : Appreciate the emerging trends in banking
			CO5 : Comprehend the need, functions and economic significance of banking industry
II	18JBS208	Investment Analysis and Portfolio Management	CO1 : Understand the benefits and importance of investment
			CO2 : Analyze the investment opportunities prevailing in the financial market
			CO3 : Demonstrate knowledge of the dynamics of investment and underlying tools & techniques of investment decision making and
			CO4 : Apply the knowledge in construction and management of portfolios
			CO5 : Understand the good practices of successful investors
II	18JBS209	Advanced Financial Reporting	CO1 : Appreciate theory and practice of financial reporting
			CO2 : Examine the corporate voluntary disclosures
			CO3 : Outline the emerging trends in financial reporting
			CO4 : Examine the emerging trends in financial reporting
			CO5 : Analyze financial statements of various sectors
II	18JBS210	Strategic Cost Management	CO1 : Understand and explain the conceptual framework of Cost Accounting
			CO2 : Explain the concepts and processes in determination of cost of products and services; tender pricing
			CO3 : Apply the concept of marginal costing, budgeting in managerial decision making
			CO4 : Apply the concept of standard Costing for variance analysis
			CO5 : Performance evaluation of different business verticals and acquaint with emerging trends of costing
II	18JBS211	Fixed Income Securities	CO1 : Analyze the fixed income securities markets and its implications for investments
			CO2 : Analyze the market characteristics, instruments, pricing and valuation issues, floating rate instruments, relations with money market instruments, risk and return of fixed income securities, portfolio management techniques, bond indexing, interest rate risk management with swaps, bond management

			CO3 : Understand and evaluated types of Fixed income securities
			CO4 : Create portfolio of fixed income to meet set objectives
			CO5 : Understand the participant and regulators of fixed income securities market
III	18JBS30 1	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS30 2	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS30 3	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS30 4	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	18JBS32 6	Retail Banking	CO1 : Describe concepts of the international and Indian retail banking
			CO2 : Identify some of the best practices of retail banking across the globe
			CO3 : Identify sources of credit, market, operational and liquidity risk that a retail bank incurs in its traditional roles
			CO4 : Analyze the structure, information content and sources of revenues and expenses of a retail bank
			CO5 : Examine the emerging trends in retail Banking
III	18JBS30 6	Insurance	CO1 : Understand different types of risks and need for risk management
			CO2 : Able to plan life, medical and Motor Insurance for oneself

			CO3 : Able to plan Business Insurance
			CO4 : Understand benefits for Agri Insurance
			CO5 : Understand role of intermediaries in insurance industry
III	18JBS307	Wealth Management	CO1 : Differentiate the nature, attitude and needs of customers
			CO2 : Assess the impact of risk and return while evaluating various options for investing
			CO3 : Design effective wealth Management strategies
			CO4 : Demonstrate by embodying the attitude, skills and knowledge that will enable to perform role of a financial planner
			CO5 : Demonstrate the ability to build a personal/corporate wealth plan and enable them to achieve
III	18JBS308	Project Appraisal and Finance	CO1 : Design, develop, structure and execute project finance transactions
			CO2 : Identify, allocate and mitigate the main project risks
			CO3 : Ability to establish links among the heterogeneous project financing deal in an autonomous and independent way
			CO4 : Forecast Profit and loss statement, cash-flow statement and Balance sheet by projections in excel
			CO5 : Evaluate Project as a Project Finance Manager by formulating, implementing and reviewing and presenting a project report
III	18JBS309	International Finance	CO1 : Understand the basics of international finance to handle the finance function from a global perspective
			CO2 : Demonstrate knowledge of theories related to foreign exchange rate determination
			CO3 : Explain the nuances of forex derivatives and risk management and international capital budgeting
			CO4 : Outline the international regulatory functions and the forms of banking regulations
			CO5 : Managing the finance of global firms
III	18JBS310	Derivatives	CO1 : Conceptual and practical framework of the functioning of Derivative Markets
			CO2 : Explain the basic concepts future market and application of stock and index future
			CO3 : Ability to calculate option price and construct hedging strategies
			CO4 : Understand basic concepts of commodity & other types of derivatives products
			CO5 : Understand working of Interest and currency swap

III	18JBS31 1	Audit and Assurance	CO1 : Introduce audit and assurance as a tool for management
			CO2 : Introduce the Standards on Auditing
			CO3 : Able to plan the audit
			CO4 : Comprehend the need for documentation and evidence for audit
			CO5 : Appreciate audit and assurance as a framework for internal control and risk management
IV	18JBS40 1	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS40 2	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS40 3	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	18JBS42 0	Corporate Banking	CO1 : Describe concepts of the international and Indian corporate banking
			CO2 : Identify some of the best practices of corporate banking across the globe
			CO3 : Analyze the structure, information content and sources of revenues and expenses of corporate banking
			CO4 : Analyze the implications of risk capital
			CO5 : Understand relationship management in corporate banking

IV	18JBS42 1	Credit and Risk Management	CO1 : Identify some of the best practices of corporate banking across the globe
			CO2 : Analyze the structure, information content and sources of revenues and expenses of corporate banking
			CO3 : Identify various risks in banking
			CO4 : Identify various market risks
			CO5 : Describe the framework for credit risk management
IV	18JBS40 6	Financial Strategy	CO1 : Appreciate financial strategy framework
			CO2 : Comprehend various corporate finance strategies
			CO3 : Appreciate methods of Valuation
			CO4 : Examine corporate restructuring exercises
			CO5 : Appreciate value based management
IV	18JBS40 7	Investment Banking	CO1 : Analyze theoretical and conceptual tools used in investment banking
			CO2 : Explain deal making, negotiation and due diligence process
			CO3 : Estimate, negotiate and successfully close transactions
			CO4 : Elaborate the role of VC and PE in Investment Banking
			CO5 : Appreciate the emerging trends in Investment Banking
IV	18JBS40 8	Financial Modeling & Analytics	CO1 : Examining the areas of corporate finance for Financial modelling
			CO2 : Exploring the use of excel for financial modelling
			CO3 : Develop the framework for modelling the financial statements
			CO4 : Appreciating the challenges in financial modelling
			CO5 : Understanding factors that are considered for financial modelling

Course Outcomes (COs)			
Logistics and Supply Chain Management 2019-21 batch			
Sem ester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyse economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions

			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS10 6	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS10 7	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS10 8	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing is statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS10 9	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates

II	18JBS20 1	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS20 2	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS20 3	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS20 4	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS20 5	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS20 6	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process

			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	19JBLS2 07	Supply Chain Management	CO1 : Impart knowledge and understanding on Supply Chain Management and its relevance to today's business decision making
			CO2 : Examine the role of supplier management in supply chain
			CO3 : Examine role of forecasting in supply chain
			CO4 : Understand basics of transportation and its use in supply chain
			CO5 : Examine new trends in supply chain
II	19JBLS2 08	Warehouse Management	CO1 : Examine role of Warehousing in Supply Chain
			CO2 : Identify concepts of Order Picking
			CO3 : Gain insights to automation in warehousing
			CO4 : Identify different layouts in warehousing
			CO5 : Analyze the tools of warehouse performance
II	19JBLS2 09	Logistics Management	CO1 : Gain the knowledge of possibilities of efficient optimization
			CO2 : Gain familiarity with the management of operations in International Logistics Management
			CO3 : Describe the role of logistics principles in the enterprise reality
			CO4 : Gain insights to International Air transportation
			CO5 : Examine role of International insurance and its role in effective logistics management
II	19JBLS2 10	Total Quality Management	CO1 : Gain the knowledge of possibilities of efficient optimization
			CO2 : Familiarize with management of operation using TQM
			CO3 : Understand application of quality tools in Service Business
			CO4 : Examine different tools of Quality control
			CO5 : Identify methods of Continuous Process Improvement
II	19JBLS2 11	Purchasing and Inventory Management	CO1 : Gain knowledge of possibilities of efficient optimization and management of operation in Purchasing and Inventory Management

			CO2 : Analyze the ability to apply them in the enterprise reality to improve the overall efficiency of the firm
			CO3 : Understand the role of Material Management in a supply chain environment
			CO4 : Examine the role of vendor analysis in supply chains
			CO5 : Explain inventory policies in supply chain management
III	18JBS30 1	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS30 2	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS30 3	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS30 4	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	19JBS30 05	Technology Management	CO1 : Describe the evolution of Technology, Concepts, basic functions and recent trends
			CO2 : Gain insights to Technology Management concepts and practices for better business decisions
			CO3 : Examine the role of Technology forecasting
			CO4 : Examine technology choice and evaluation methods
			CO5 : Introduce the concept of Intellectual capital

III	19JBLS3 06	Information System for Logistics Management	CO1 : Understand the nature of management information systems and their applications in business
			CO2 : Use information management process for Communication in Business
			CO3 : Examine application of MIS as Decision Support System
			CO4 : Know the important business functions provided by typical business software
			CO5 : Examine Client/Server Computing applications
III	19JBLS3 07	Distribution Management	CO1 : Understand growing importance of marketing channels in the larger field of marketing; be familiar with classification of the major participants in marketing channels
			CO2 : Understand the influence of marketing channel as a social system as well as an economic system; understand the meaning of marketing channel strategy
			CO3 : Gain insights to channel design
			CO4 : Differentiate channel management decisions and channel design decisions and understand the importance of pricing issues in marketing channel management
			CO5 : Recognize the importance of evaluating channel member performance
III	19JBLS3 08	International Logistics Management	CO1 : Examine the components of International Logistics and integrating all the subsystems of Logistics
			CO2 : Understand the various processes involved in International Trade and the various types of Marketing Channels and its role in Logistics
			CO3 : Gain knowledge of the Concept of Multimodal transportation, their legal classifications, Characteristics and the choice of transport
			CO4 : Understand Containerization and Chartering operations
			CO5 : Gain knowledge on Inventory management, Packaging and various kinds of packing
III	19JBLS3 09	Materials Management	CO1 : Understand the processes and methods in materials management
			CO2 : Examine advanced and recent techniques in materials management
			CO3 : Develop the skills necessary in the present dynamic environment
			CO4 : Provide an opportunity to understand the crucial importance of materials management functions vis-a-vis other functional activities in any organization

			CO5 : Enhance decision making capabilities in a materials environment
III	19JBLS3 10	Modern Logistics Management	CO1 : Gain knowledge on the Logistic operations and their beneficiary role in procurement and production function
			CO2 : Study the Logistic function as the support function for the marketing function in a business situation
			CO3 : Understand the EXIM logistics and study about various necessary documentation procedure for EXIM logistics
			CO4 : Understand the difference between the 3pl and 4pl service providers
			CO5 : Focus on multimodal transportation and its importance in the global environment
III	19JBLS3 11	Supply Chain Analytics	CO1 : Analyze the subject in depth by emphasizing on the advanced quantitative models and methods in logistics and supply chain management
			CO2 : Understand its practical aspects and the latest developments in the field
			CO3 : Understand heuristics methods of analysis
			CO4 : Examine role of hypothesis testing in supply chain
			CO5 : Gain insights into Predictive models and Operations Research tools
IV	18JBS40 1	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS40 2	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS40 3	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem,

			<p>situation or strategic decision through real-world scenarios</p> <p>CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios</p> <p>CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage</p> <p>CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production</p>
IV	19JBLS4 04	Logistics Marketing and Technology	CO1 : Gain knowledge on marketing functions and the various environmental issues related with marketing decision for a logistic operator
			CO2 : Understand the importance of product mix decision and the various types of pricing decision
			CO3 : Understand the importance of Promotional elements and their usefulness in promoting a logistic operator
			CO4 : Focus on user behavior and the importance of networking
			CO5 : Understand the nuances in supply chain technology and its importance in logistic operations
IV	19JBLS4 05	Rail Road and Air Cargo Logistics	CO1 : Examine the rail supply and logistics chain
			CO2 : Describe the role of logistics support, rail inspection, verification and audit services
			CO3 : Understand Q & Q trade inspection in road and rail transportation environments
			CO4 : Describe the transit monitoring process in logistics
			CO5 : Gain insights into the latest trends in transportation logistics
IV	19JBLS4 06	Global Supply Chain	CO1 : Establish a Global Supply Chain Strategy
			CO2 : Evaluate Global Supply Chain Infrastructure
			CO3 : Leverage Logistics in Global Supply Chains
			CO4 : Gain insights to purchasing in Global Supply Chains
			CO5 : Examine the role of maximizing Operations and Market Channels in Global Supply Chains
IV	19JBLS4 07	Sustainable Supply Chain	CO1 : Gain insights on sustainability of a supply chain
			CO2 : Analyze tools that measure sustainability

			CO3 : Describe the role of employees in maintaining sustainability
			CO4 : Design a sustainable supply chain across businesses
			CO5 : Analyze the latest trends and developments in sustainable supply chains
IV	19JBLS408	Supply Chain Design & Dynamics	CO1 : Gain insights into supply chain models
			CO2 : Analyze costing methods in supply chain management
			CO3 : Understand importance of the production process in a supply chain environment
			CO4 : Analyze the design of a supply chain organization
			CO5 : Examine role of supply chain dynamics

Course Outcomes (COs)			
Systems & Operations Management 2019-20 batch			
Semester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory

			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS10 5	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS10 6	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS10 7	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS10 8	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making

			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS109	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates
II	18JBS201	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS202	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS203	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS204	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management

			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS205	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS206	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	19JBSO207	IT for Managers	CO1 : Describe various IT tools for management
			CO2 : Discuss the methodologies of organizing data
			CO3 : Gain insights into Enterprise Systems and Decision Support Systems
			CO4 : Evaluate cloud computing and its effect in management
			CO5 : Analyze applications of IT and new trends
II	19JBSO208	Operations Management	CO1 : Familiarize with the concepts of operations management systems
			CO2 : Gain insights to the concepts of Operations Management such as Inventory management, Project management, Supply Chain Management, Total Quality Management
			CO3 : Apply the concepts of Operations Management for effective utilization of resources and meeting the customer expectations
			CO4 : Understand the Operations strategies for ensuring competitiveness and being globally competitive
			CO5 : Understand the process of forecasting, facility planning, Capacity Management etc
II	19JBSO209	Production, Planning and Control	CO1 : Understand nature and scope of Production

			CO2 : Examine the role of basic principles and functions of PPC
			CO3 : Analyze the role of Production Planning & Control in relation with other functions in the framework of Production Management
			CO4 : Examine different manufacturing methods and types of Production systems
			CO5 : Analyze different Scheduling Methods and Production Control systems
II	19JBSO2 10	Environment Management: Green Operations	CO1 : Enable the students in to acquire an understanding of Environment Management
			CO2 : Enhance the knowledge of students in the area of Waste and Pollution management
			CO3 : Analyze industry problems in environment sector
			CO4 : Gain insights to the concept of Corporate Social Responsibility
			CO5 : Understand waste reduction technologies
II	19JBSO2 11	Project Management	CO1 : Develop a project management mindset among learners
			CO2 : Understand project management techniques
			CO3 : Assess the project selection process and project team management
			CO4 : Gain software skills through training on MS Projects for Project planning, scheduling and monitoring
			CO5 : Understand the financial side of project management
III	18JBS30 1	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS30 2	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS30 3	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives

			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS304	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	19JBSO305	Business Analytics	CO1 : Analyze problems integrating concepts in statistics, data analysis, information systems and decision support system areas
			CO2 : Understand the importance and need for business analytics
			CO3 : Providing exposure to spread sheet modelling and best practices of an appropriate spread sheet model
			CO4 : Use Data analysis, Solver, Solver table, Risk Solver platform, excel add in for various applications as a part of solution to business problems
			CO5 : Introduce and understand the application of business analytics methods
III	19JBSO306	Enterprise Resource Planning	CO1 : Understand the fundamental framework for Enterprise Resource Planning (ERP) in an organization
			CO2 : Identify the various functional modules for vertical and horizontal workflow of business operations
			CO3 : Adopt an integrated approach for better decision making
			CO4 : Understand the business processes which can be integrated in a seamless chain through hands on lab sessions on SAP software
			CO5 : Gain insights to Business Process Re-engineering
III	19JBSO307	Data Driven Decision Making	CO1 : Understand problems integrating different types of data
			CO2 : Analyze the importance and need for data driven decision making
			CO3 : Analyze the framework for data analytics
			CO4 : Understand and apply Big Data to business operations
			CO5 : Apply data in to real world projects
III	19JBSO308	Business Intelligence & Data Mining	CO1 : Gain insights to a fundamental framework for OLAP, Data Warehousing and Data Mining in an organization

			CO2 : Developing an analytical ability for understanding business tools
			CO3 : Elaborate on the practical areas of Business Intelligence
			CO4 : Understand concepts of Data warehousing
			CO5 : Identify information systems solutions for vertical and horizontal workflow of business operation and different classification systems
III	19JBSO309	Lean Manufacturing	CO1 : Develop concepts, knowledge and skills for an integrated approach to Lean Planning, manufacturing and Controlling
			CO2 : Gain insights to the latest tools and techniques in Operations for effective decision-making
			CO3 : Emphasize the importance of applying systems concept in analyzing production planning related problems
			CO4 : Describe the production planning and control tools for the design of efficient production systems
			CO5 : Expose the students to latest manufacturing concepts like Lean concepts, Flexible Manufacturing systems and world class manufacturing
III	19JBSO310	Inventory Management	CO1 : Familiarize with various facets of inventory management
			CO2 : Enable learning of advanced and recent techniques in materials management
			CO3 : Develop the skills necessary to excel in the present dynamic environment
			CO4 : Describe and apply different inventory policies in industries
			CO5 : Enhance decision making capabilities for better production
III	19JBSO311	Procurement and Materials Management	CO1 : Familiarize the students with various facets of materials management
			CO2 : Enable the students to learn advanced and recent techniques in materials management
			CO3 : Develop the skills necessary in the present dynamic environment
			CO4 : Provide an opportunity to understand the crucial importance of materials management functions vis-a-vis other functional activities in any organization
			CO5 : Enhance decision making capabilities
IV	18JBS401	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas

			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS40 2	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS40 3	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	19JBSO4 04	Total Quality Management	CO1 : Gain the knowledge of possibilities of efficient optimization
			CO2 : Familiarize with management of operation using TQM
			CO3 : Understand application of quality tools in service businesses
			CO4 : Examine different tools of quality control
			CO5 : Identify methods of Continuous Process Improvement
IV	19JBSO4 05	Technology and Innovation Management	CO1 : Understand Technology Management and related decision support systems
			CO2 : Describe enterprise effectiveness using technology and innovation
			CO3 : Familiarize the students with technology processes and tools
			CO4 : Gain insights to a fundamental framework for Industrial Automation in an organization

			CO5 : Identify automation systems solutions related applications
IV	19JBSO4 06	Operations Strategy	CO1 : Build and evaluate the “operating system” of the firm to maximize value
			CO2 : Formulate an operations strategy
			CO3 : Analyze, value, and optimize the key decisions involved in operations strategy
			CO4 : Elaborate operations strategy impacts the net present value and risk exposure of the firm
			CO5 : Describe competitive operational competencies and benchmarking
IV	19JBSO4 07	Service Operations Management	CO1 : Assist in developing concepts, knowledge and skills for an integrated approach to operations management in service industry
			CO2 : Expose to the latest tools and techniques in effective decision-making
			CO3 : Emphasize the importance of applying systems concept in analyzing service management related problems
			CO4 : Gaining knowledge to Service Supply Relationships
			CO5 : Analysis of Service Operations with respect to Banking Industry
IV	19JBSO4 08	Software Management	CO1 : Create document for specifying, acquiring, developing, evaluating, supporting or managing software-intensive systems in future
			CO2 : Enhance knowledge which integrates best practices from the fields of Quality, Software Engineering, and Project Management
			CO3 : Understand how to tailor best practices to the unique requirements of projects
			CO4 : Analyze Software Configuration Management for effective business planning
			CO5 : Enhance better communication in business processes

Course Outcomes (COs)			
Business Analytics 2019-21 batch			
Sem ester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 : Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 : Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions

I	18JBS1 06	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS1 07	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS1 08	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing is statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS1 09	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates
II	18JBS2 01	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions

			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS2 02	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS2 03	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS2 04	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS2 05	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS2 06	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	19JBBA 207	Programming with R	CO1 : Familiarity with R basics and programming

			CO2 : Knowledge of different data structures in R
			CO3 : Exposure to various statistical techniques in R
			CO4 : Exploration of data and its visualization using various libraries
			CO5 : Modelling, Analyzing and interpretation of regression and classification algorithm in R
II	19JBBA 208	Descriptive Analytics and Data Visualization	CO1 : Understand the capabilities of popular statistical software packages
			CO2 : Familiarity with basic statistical analysis
			CO3 : Exposure to advanced statistical tools such as correlation, regressions, Analysis etc
			CO4 : Perform meaningful analysis and interpretation of the data
			CO5 : Evaluate the results and suggest steps for improving the results
II	19JBBA 209	Tableau	CO1 : Understand importance of data visualization for analytics
			CO2 : Interpret data using basic analytical functions
			CO3 : Construct maps for sharper data insights
			CO4 : Creating calculations to enhance data
			CO5 : Generate interactive dashboards for effective analysis
II	19JBBA 210	Spreadsheet and Modelling using Spreadsheet	CO1 : Apply spreadsheet tools to understand data manipulation
			CO2 : Construct business models using spreadsheet tools
			CO3 : Understanding MS Excel Practical Lab and functions
			CO4 : Analyze large data sets using spreadsheet and modelling tools
			CO5 : Apply logical functions for designing automated decisions
II	19JBBA 211	Framework of Business Analytics	CO1 : Describe reporting and analysis tools for business decision making
			CO2 : Integrate business analytics with business intelligence environments
			CO3 : Identify and explain business analytics frameworks and models
			CO4 : Understand business intelligence implementation as a strategic tool
			CO5 : Discuss ETL processes and frameworks in business process environments
III	18JBS3 01	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management

			CO3 : Discuss material management and quality management processes in operations management
III	18JBS302	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS303	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS304	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	19JBBA305	Data Analytics with Python	CO1 : Understand data handling and interpretation using Python
			CO2 : Familiarity with structuring data in Python environment
			CO3 : Importing data and make decisions using Python basics
			CO4 : Exposure to various libraries for data exploration, visualization and analysis
			CO5 : Proficiency in multiple data-centric learning environments
III	19JBBA306	Machine Learning	CO1 : Understand the importance of predictive analytics in decision making and problem solving
			CO2 : Understanding the technical details behind statistical learning approaches
			CO3 : Proficiency in building models using machine learning techniques
			CO4 : Compare advanced machine learning algorithms to improve prediction accuracy
			CO5 : Develop familiarity with R and Python software for machine learning
III	19JBBA307	Text and Image Data Analytics	CO1 : Understand representation of text data and image data
			CO2 : Describe text analytics and image data analytics
			CO3 : Gain familiarity with R and Python for text and images data analytics

			CO4 : Application of text data analysis and image data analysis to business processes
			CO5 : Interpret and analyze sentiment analysis and image data analysis using analytics tools
III	19JBBA 308	SQL using Oracle and Python	CO1 : Familiarity with RDBMS, tables and database
			CO2 : Implementation of DDL, DCDL and DML commands for data management
			CO3 : Understanding basics of PL/SQL block and Constructs
			CO4 : Attain competence using different applications of PL/SQL
			CO5 : Execute SQL operations on R and python
III	19JBBA 309	Financial Analytics	CO1 : Understand the Financial Analytics and Time Value of Money fundamentals
			CO2 : Modelling Long-term Financial Decision making
			CO3 : Exposure to Financial Data Accuracy and Automation
			CO4 : Create Financial Analytics Models
			CO5 : Comprehend Markets, Analytics Models, and Fintech
III	19JBBA 310	Security Analysis and Portfolio Management	CO1 : Understand the Basics of Security and investment
			CO2 : Familiarity with Efficient Market and Capital Market Theory
			CO3 : Exposure to Fixed Income Securities and Derivatives
			CO4 : Know Portfolio Theory and Risk
			CO5 : Comprehend Portfolio Analysis and portfolio selection
III	19JBBA 311	Business Process Modeling and Advance Data Management	CO1 : Analyze the principles of data management
			CO2 : Discuss the role of IT in BPM
			CO3 : Discuss the role of Data Mining
			CO4 : Analyze the role of Business Intelligence life cycle
			CO5 : Apply Data mining in Business
IV	18JBS4 01	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS4 02	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management

			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS403	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	19MBB A404	Chatbot Development	CO1 : Understand environment for creating chatbot
			CO2 : Understand the basics of chatbot development
			CO3 : Develop interactive chatbot with new entities, actions, and forms
			CO4 : Apply the usage of slots in chatbot
			CO5 : Making effective chatbots with database
IV	19JBBA 405	Deep Learning and Trained Models	CO1 : Understand the basics of neural network model
			CO2 : Validate and test the different types of neural network model
			CO3 : Implement the different approach to increase accuracy of the model
			CO4 : Understand the available trained models for text and image data
			CO5 : Implement the use of trained models for text and image data
IV	19JBBA 406	HR, Marketing, Retail and Supply Chain Analytics	CO1 : Develop an understanding of the importance and need for marketing, HR, Retail and supply chain analytics
			CO2 : Using predictive analytics models for solution to marketing, HR, Retail and supply chain problems
			CO3 : Using prescriptive analytics models for solution to marketing, HR, Retail and supply chain problems
			CO4 : Analyze the subject in depth by emphasizing on the advanced quantitative models and methods in supply chain management

			CO5 : Understand the applications of analytics in manufacturing and service industries
IV	19JBBA 407	Risk Modeling and Econometrics	CO1 : Understand the Single-Equation-Regression Models
			CO2 : Familiarity with Relaxing the Assumptions of the Classical Model
			CO3 : Exposure to Topics in Econometrics
			CO4 : Create Simultaneous-Equation Models
			CO5 :Comprehend Time Series Volatility ARCH/GARCH Models with Extensions
IV	19JBBA 408	Business Process Reengineering	CO1 : Understand business process engineering as a business tool
			CO2 : Integrate BPR, TQM and IT environments
			CO3 : Apply BPR methodologies to data interpretation and analysis
			CO4 : Ability to analyze a Practical Application of the BPR Framework
			CO5 : Understand metrics and processes to measure results

Course Outcomes (COs)			
Entrepreneurship and Family Business Management 2019-21 batch			
Sem ester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS10 1	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS10 2	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS10 3	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development

I	18JBS10 4	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS10 5	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS10 6	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS10 7	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization

I	18JBS10 8	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS10 9	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates
II	18JBS20 1	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS20 2	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS20 3	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS20 4	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken

			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS205	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS206	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	19JBEF207	Entrepreneurship Theory and Practice	CO1 : Understand the theoretical frameworks of entrepreneurship
			CO2 : Recognize the stages related to the entrepreneurial process
			CO3 : Explain business model innovation and small business management
			CO4 : Identify the strategies to improve performance of new business ventures
			CO5 : Discuss successes, opportunities and risks of entrepreneurship
II	19JBEF208	Entrepreneurship Development	CO1 : Understand entrepreneurship and the environment of entrepreneurial development
			CO2 : Explain the process of entrepreneurship development
			CO3 : Identify the competences needed to become an entrepreneur
			CO4 : Recognize the special challenges in starting new ventures
			CO5 : Enumerate the steps of the business plan preparation process
II	19JBEF209	Entrepreneurial Finance	CO1 : Understand the theoretical frameworks of entrepreneurship finance
			CO2 : Describe the types of entrepreneurship finance
			CO3 : Explain the business model for entrepreneurship finance

			CO4 : Identify the growth and exit strategies of new business ventures
			CO5 : Discuss successes, opportunities and risks in entrepreneurship finance
II	19JBEF2 10	Launching and Managing an Enterprise	CO1 : Enumerate the steps involved of launching a new venture
			CO2 : Examine the legal and financial aspects of launching a new venture
			CO3 : Evaluate business plans to start a venture
			CO4 : Determine the growth drivers in a new venture
			CO5 : Outline the strategies to sustain a new venture
II	19JBEF2 11	Project Formulation and Feasibility Analysis	CO1 : Examine the need and scope of project formulation for a new business venture
			CO2 : Understand feasibility analysis for a new venture
			CO3 : Describe methods of economic analysis in venture creation
			CO4 : Evaluate the environmental impact and assessment of an entrepreneurial venture
			CO5 : Conduct a feasibility analysis for a new venture
III	18JBS30 1	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS30 2	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS30 3	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS30 4	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency

			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	19JBEF3 05	Opportunity Sensing and Preparing for Launch	CO1 : Create, identify, assess, shape, and act on opportunities in a variety of contexts and organizations
			CO2 : Discuss the generation and exploitation of new entry opportunities
			CO3 : Explain the process of entrepreneurship development
			CO4 : Identify the competences needed to become an entrepreneur
			CO5 : Recognize the special challenges in starting new ventures
III	19JBEF3 06	Managing Innovation and Technology	CO1 : Discuss the innovation imperative in the context of new businesses
			CO2 : Discuss the innovation portfolio and its dimensions in new venture creation
			CO3 : Understand the innovation voices and steps to innovate a new enterprise
			CO4 : Understand the innovative mind of an entrepreneur
			CO5 : Identify the linkage of technology to business goals
III	19JBEF3 07	Business Plan and Project Implementation	CO1 : Understand business models and frameworks in entrepreneurship
			CO2 : Develop and design an effective business plan for a new venture
			CO3 : Examine the regulatory environment for setting up an entrepreneurial firm
			CO4 : Discuss steps involved in hiring and establishing a project team
			CO5 : Identify the growth and expansion stages in project implementation
III	19JBEF3 08	Corporate Entrepreneurship	CO1 : Understand the dimensions of entrepreneurship and intrapreneurship in organizations
			CO2 : Discuss the tools, methods and approaches to corporate entrepreneurship
			CO3 : Identify the key stages of creating successful corporate entrepreneurship
			CO4 : Explain the stages of developing an intrapreneur in a company
			CO5 : Enumerate the stages of developing intrapreneurial teams in corporations
III	19JBEF3 09	Developing the Project Report	CO1 : Understand projects and the stages of the project management life cycle
			CO2 : Explain the process and steps involved of project initiation and selection
			CO3 : Examine the role of planning control and integration in entrepreneurship

			CO4 : Discuss the project control as a tool to evaluate and audit new venture creation
			CO5 : Describe steps involved in project reporting as a tool to track progress and completion
III	19JBEF3 10	New Enterprise Financing & Appraisal	CO1 : Understand early-stage enterprise creation
			CO2 : Examine types of financing for new enterprise financing
			CO3 : Identify growth and funding strategies in nascent-stage enterprise creation
			CO4 : Discuss appraising methods and valuation models in new venture creation
			CO5 : Describe support schemes to promote new enterprise development
III	19JBEF3 11	Technology Commercialization & Entrepreneurial Innovation	CO1 : Understand the key concepts and options in technology commercialization
			CO2 : Assess technologies for their commercialization potential
			CO3 : Outline the steps that a technology goes through in the journey from the laboratory to the marketplace
			CO4 : Explore the roles that intellectual property protection and licensing play in the commercialization process
			CO5 : Discuss the valuation approaches to technology business entrepreneurship
IV	18JBS40 1	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS40 2	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS40 3	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios

			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	19JBEF4 04	Family Business Management	CO1 : Differentiate family business from other businesses
			CO2 : Examine the life cycles of family businesses
			CO3 : Understand succession planning approaches among family business owners
			CO4 : Discuss approaches and frameworks of family business governance
			CO5 : Evaluate the influence of culture and continuity in family firms
IV	19JBEF4 05	Growth Plan and Formulation	CO1 : Understand the importance of strategic planning for business growth
			CO2 : Evaluate opportunities for business growth through scaling
			CO3 : Ability to enter new markets and respond to competitors
			CO4 : Evaluate alliance and acquisition as a strategy for business growth
			CO5 : Add value to the organization by adapting innovation strategy
IV	19JBEF4 06	Strategic Leadership in Family Business	CO1 : Understand family business planning approaches
			CO2 : Describe the family business system and its components
			CO3 : Discuss the importance of succession planning in a family firm
			CO4 : Recognize business continuity for long-term success in family-owned businesses
			CO5 : Explore approaches to family stewardship and governance
IV	19JBEF4 07	Identifying, Starting and Growing a Social Venture	CO1 : Discuss the steps involved in the formation a social venture
			CO2 : Identify the determinants of sustainability and social enterprises
			CO3 : Recognize opportunities for successful social venture creation
			CO4 : Evaluate the impact of social enterprises on stakeholders using metrics
			CO5 : Understand the marketing concepts of social enterprises
IV	19JBEF4 08	Buying an Existing Business	CO1 : Identify various opportunities and challenges in buying an existing business

			CO2 : Understand the acquisition process in buying an existing business
			CO3 : Examine financial and legal obligations in in buying an existing business
			CO4 : Explain 'closing deal' in buying an existing business
			CO5 : Discuss structuring and funding of an existing business

Course Outcomes (COs)			
Aviation Management 2019-21 batch			
Sem ester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design

I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS106	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS107	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS108	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics

			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS109	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates
II	18JBS201	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS202	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS203	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS204	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management

II	18JBS205	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS206	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18AAI201	Management of Airport Operations	CO1: Understand the Fundamentals of Airport operations
			CO2: Recognize existing levels of Airport operations
			CO3: Adopt techniques in understanding various issues related to eco-system and environmental issues in Aviation sector
			CO4: Understand the entire process of Approval of an Airport in line with ICAO Guidelines
			CO5: Examine and apply skills and techniques to manage Airport operations
II	18AAI202	Legal and Regulatory Framework in Aviation	CO1: Identify the various laws pertaining to Indian Air Laws
			CO2: Discern the importance of International Laws in Aviation
			CO3: Appraise the role of ICAO in framing regulations in Civil Aviation
			CO4: Conversant with the conventions of different countries and the liability towards passengers
			CO5: Reflect upon suitable consumer laws in aviation scenarios
II	18AAI203	Management of Air Navigation & Metrological Operations	CO1: Discuss the need for air navigation services and its importance
			CO2: Identify the numerous en-route navigation aids used
			CO3: Examine the separation standards and practices adopted in air traffic management
			CO4: Differentiate the various surveillance and security systems used in aviation

			CO5: Appraise the physical characteristics of aerodrome and examine the various standards applicable in-flight operations
II	18AAI204	Management of Multi-National Corporations	CO1: Defining MNC - Multinational Corporation
			CO2: Understanding strategic issues for MNCs
			CO3: Analyzing and evaluating managing business functions
			CO4: Understand the concept of global leadership
			CO5: Analyze and evaluate Indian MNCs
III	18JBS301	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS302	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS303	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS304	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	18AAI301	Management of Airlines Operations	CO1: Appreciate the evolution of Air Transportation and Air travel Eco system
			CO2: Understand the theory of flight and its mechanics
			CO3: Examine the Structure of Aircraft and its parts and principles of operations

			CO4: Explore various Flight operations and aspects related to airfare and ticketing
			CO5: Learn the documents related to Passenger and Baggage Handling and cargo flights and its functioning
III	18AAI302	Revenue Management in Aviation	CO1: Grasp the concept of Revenue Management in Aviation Industry
			CO2: Affix the Business Models for Revenue Management
			CO3: Examine the techniques to improve revenue for both airline and airport Commercial Management
			CO4: Gauge the Economic viability of Airports & Aerotropolis
			CO5: Design new revenue Business Model for the betterment of aviation industry
III	18AAI303	Management of Ground handling Operations	CO1: Understand the procedures involved in ground handling operations
			CO2: Learn the overview of Airports
			CO3: Recognize various safety issues at airports and ways to counter them
			CO4: Evaluate the baggage and cargo handling at airports
			CO5: Learn to improve efficiencies in operations using tools
III	18AAI304	Safety, Security & Disaster Management in Aviation	CO1: Adapt to safety and security norms in the Aviation industry
			CO2: Use the various international conventions relating to safety and security in aviation
			CO3: Dissect and deploy security procedures at airports
			CO4: Appraise the disaster management and preparedness in Aviation
			CO5: Develop and deploy fool-proof safety systems
III	18AAI305	Management of Logistics & Hospitality In Aviation*	CO1: Understand importance of handling logistics by airports and airlines
			CO2: Understand the importance of hospitality at the Airport terminal
			CO3: Learn the hospitality in in-flight operations
			CO4: Evaluate various hospitality measures taken at airports
			CO5: Evaluate various logistics challenges faced at airports
III	18AAI306	Global Travel & Tourism*	CO1: Understand the basics of domestic and global tourism
			CO2: Analyze the travel and tourism products

			CO3: Review the various travel agencies and public relations
			CO4: Analyze the hotel operations
			CO5: Evaluate the status of tourism in India
III	18AAI307	International Trade Practice	CO1: Develop skills to scan international business environment
			CO2: Develop Skills on Import and export Management
			CO3: Impart knowledge on trade blocs, tariffs and non-tariff barriers
			CO4: Develop skills to implement International trade practices
			CO5: Interpret various documents required for international trade
IV	18JBS401	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS402	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS403	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios
			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage

			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	18AAI401	Aviation Financial Management	CO1: Interpret the knowledge of management theories and industry practices to understand changes in airport revenue and expenditures in a specific context
			CO2: Access publicly available financial data and relate it to appropriate aspects of an aviation business model
			CO3: Critically compare and contrast the financial performance of competing airline companies
			CO4: Critique and justify the choice between sources of financing available to either an airport and to an airline company
			CO5: Create an Economic Impact Survey for a fictitious Airport in a city of your choice and interpret the various aspects using decision-making and problem-solving tools
IV	18AAI402	Aviation Marketing Management	CO1: Understand the Fundamentals and the Market for Air Transport Services
			CO2: Recognize Marketing Environment – PESTE Analysis, Porter’s Five Forces
			CO3: Adopt techniques in Product Analysis, Pricing and Revenue Management in Aviation sector
			CO4: Examine the Distribution Channel Strategies for Aerospace industry
			CO5: Examine and apply the Marketing plan for Airports
IV	18 AAI 403	MRO & Supply chain management in Aviation*	CO1: Analyze and discern Supply Chain Management of Aviation Industry
			CO2: Evaluate Supply chains in the Aviation Industry
			CO3: Examine purchasing and inventory management
			CO4: Analyse and develop strategy to manage the issues related to Supply Chain in the Defence Sector
			CO5: Examine and formulate MRO operations- Overhauls, Scheduled Maintenance & Repairs
IV	18AAI404	Enterprise Resources Planning & E-Initiatives in Aviation*	CO1: Comprehend the concepts of ERP, its pre-requisites and components
			CO2: Explain various modules like Manufacturing, Planning, Quality, HR, Finance, etc

			CO3: Identify various ERP packages and their selection procedures and define training needs
			CO4: Explain the need for Information and Communication Technology in Aviation (ICT)
			CO5: Explain Smart Airports
IV	18AAI405	Destination Tourism Marketing	CO1: Understand marketing principles with special emphasis on Tourism and Travel industry
			CO2: Focus on marketing tourist destinations and familiarize them with the contemporary marketing practices
			CO3: Evaluate management and characteristics of destination product / service
			CO4: Analyze marketing communication and selection of appropriate tools of publicity
			CO5: Understand the process of marketing research

Course Outcomes (COs)			
Sports Management 2019-21 batch			
Sem ester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge.
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy

			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions
			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS106	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS107	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees

			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS1 08	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing in statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS1 09	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement
			CO5: Ability to analyze the financial health of corporates
II	18JBS2 01	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS2 02	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS2 03	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS2 04	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken

			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS205	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy
II	18JBS206	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18JBSS2E01	Consumer Behavior & Customer Relationship Management	CO1: Examine the concept of consumer behavior and its importance in the context of marketing
			CO2: Analyze various concepts, theories and framework to develop, evaluate and implement effective marketing strategies
			CO3: Discover various models and frameworks involved in customer relationship management, customer portfolio and delivering customer value
II	18JBSS2E02	Sport Merchandising	CO1: Assess and compare various factors impacting the expectations of customers at a merchandise store with respect to domestic sports markets
			CO2: Evaluate skills and assimilate global approaches for sports merchandising
			CO3: Establish an in-depth knowledge of management decision in strategy making
II	18JBSS2E04	Sport Management & Diplomacy	CO1: Assess the true weight and impact of sports for a country and its population
			CO2: Understand the close relationship between sports and diplomacy
			CO3: Focus on the requirements for India to host event like Olympic Games
II	18JBSS2E03	Sport Financing	CO1: Understand how wealthy are sport organizations and what are the key drivers of revenue
			CO2: Analyse main revenues generated by sport team or an event

			CO3: Assess the impact of the wealth repartition within the sport industry on its governance
III	18JBS3 01	Operations Management	CO1 : Understand the concepts and tools of operations management
			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS3 02	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS3 03	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS3 04	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	18JBSS 305	E - Commerce for Sports	CO1: Design and implement e-commerce applications for sports technology based companies
			CO2: Gather and evaluate theoretical frameworks with sports business strategies
			CO3: Analyze different technologies used in sports portals for future deployment
III	18JBSS 306	Retail Management for Sports	CO1: Develop customer specific concepts, process and management of sports retail business
			CO2: Critically evaluate retail strategy and planning process of sports retail products
			CO3: Synthesize the complexity for segmentation, targeting and positioning strategies
III	18JBSS 307	Integrated Marketing Communications	CO1: Critically evaluate and understand the concept of IMC and new media initiatives
			CO2: Demonstrate marketing communication strategies in the niche world of sports

			CO3: Analyze the concepts involved in media planning and the best broadcast methods
III	18JBSS 308	Brand Management in Sports	CO1: Critically evaluate the concept of image rights and protection of sports brand trademark
			CO2: Develop an in-depth knowledge of setting up a branding strategy for an athlete or a sport entity
			CO3: Understand the concept of branding within the sport industry
III	18JBSS 309	Sports Marketing	CO1: Communicate and present marketing strategy with a digital focus in the sports industry
			CO2: Assess the expectations of sport consumer in India vs international markets
			CO3: Develop a conceptual marketing strategy for a club or a franchise in the domestic markets
III	18JBSS 310	Indian Sports Management Activities	CO1: Channelize strategy on the current situation and on stage of sports development
			CO2: Research & work on the issue of grassroots and develop initiatives for sustainable business growth
			CO3: See an ocean of entrepreneurial opportunities & challenges for the future of sports industry
IV	18JBS4 01	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS4 02	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS4 03	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios
			CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios

			CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage
			CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production
IV	18JBSS 405	Services Management	CO1: Understand service in the general industry and the elements involved
			CO2: Create and work on various service strategies from consumer perspectives
			CO3: Reason out consumer behavior and analyze it to improve timely service deliveries
IV	18JBSS 406	Sports Analytics	CO1: Practice statistics and mathematical models to analyze sports data patterns
			CO2: Compare, analyses and differentiate various statistical business models in real time
			CO3: Analyzing how to apply new technologies like machine learning tools in the sports world
IV	18JBSS 407	Sports Marketing - II	CO1: Apply & leverage digital media channels to promote and expand sports opportunities
			CO2: Gather and evaluate global social media growth across all channels of marketing
			CO3: Examine customer behavior on the digital media from an International perspective
IV	18JBSS 408	Sports Media	CO1: Synthesize & understand how media transformed sport from an amateur to a hyper-commercialized industry
			CO2: Critically analyze and evaluate how sport has attracted massive audiences and advertising revenues
			CO3: Understand how media has transformed sport from an amateur to a hyper-commercialized industry

Course Outcomes (COs)			
Luxury Management 2019-21 batch			
Semester	Course Code	Course Name	Course Outcomes (COs)
I	18JBS101	Computer Applications for Business	CO1 :Understand the impact of technology on business enterprises and utilization of information systems to gain competitive edge
			CO2 :Understand database related usage in business decision making and build enterprise-wide databases
			CO3 : Understand significance of managing security issues in an organization
I	18JBS102	Business Communication	CO1 : Appreciate the importance of communication in business
			CO2 : Acquire effective presentations skills and explain the meaning and importance of nonverbal communication skills
			CO3 : Develop effective reading, writing, speaking and listening skills to communicate effectively to audiences in business situations
I	18JBS103	Legal and Business Environment	CO1 : Describe the legal framework and structure prevalent in the Indian economy
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their impact of development
I	18JBS104	Organization Design	CO1 : Develop an understanding of the principles of organization and organization theory
			CO2 : Examine the reciprocal relationship between the organizational structure, strategies, and systems
			CO3 : Discuss the external and internal factors that impact organizational structures and design
I	18JBS105	Managerial Economics	CO1 : Correlate the concepts and theories in economics with the tools of managerial economics for decision making
			CO2 : Explain demand elasticity, cost, and pricing decisions under market structures
			CO3 : Discuss microeconomic frameworks for production analysis and cost analysis at firm level
			CO4 : Understand profit maximization and competitive pricing under different economic conditions

			CO5 : Describe pricing frameworks and strategic decision using game theory under different market conditions
I	18JBS1 06	Marketing Management	CO1 : Outline and explain core concepts of marketing
			CO2 : Determine various micro and macro environmental factors that influence marketing decisions
			CO3 : Examine various factors that influence customer behavior in both consumer and business markets
			CO4 : Evaluate decisions involved in devising an effective marketing plans
			CO5 : Compare, contrast and build competitive marketing strategies
I	18JBS1 07	Organizational Behavior	CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices
			CO2 : Enhance the understanding of self and others' behavior in organizations and their impact on work behavior, attitudes and performance
			CO3 : Describe the implications of motivational theories in modern context and ability to analyze between job design, and analysis
			CO4 : Distinguish the different leadership styles and the influence of each on employees
			CO5 : Develop the ability to deal with power, politics, conflict and to manage cross cultural issues in the organization
I	18JBS1 08	Business Statistics and Analytics for Decision Making	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
			CO2 : Differentiate the regression and correlation concepts and to develop its models
			CO3 : Explain the use and applications of probabilistic methods in statistics
			CO4 : Understand the procedure for hypothesis testing is statistics
			CO5 : Describe probability and probability-based distributions
I	18JBS1 09	Financial Reporting, Statements and Analysis	CO1 : Appreciate Accounting as a business language
			CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance sheet and Profit and loss statement

			CO5: Ability to analyze the financial health of corporates
II	18JBS2 01	Indian Financial System & Financial Markets	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
			CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services
II	18JBS2 02	Corporate Social Responsibility and Sustainability	CO1 : Identify contextual social issues and problems related to social responsibility and sustainability
			CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and corporate sustainability performance
II	18JBS2 03	Marketing Research	CO1 : Identify the needs of marketing managers for market information by specifying the objectives of marketing research projects and type of research that will best help achieve the objectives
			CO2 : Develop research instruments with suitable measurement scales and sampling design process
			CO3 : Apply suitable statistical analysis on collected data to generate insights
II	18JBS2 04	Corporate Finance	CO1 : Build understanding of the central ideas and theories of modern finance
			CO2 : Develop familiarity with the analytical techniques helpful in financial decision making
			CO3 : Understand the environment in which the financial decisions are taken
			CO4 : Discuss the practice of financial management
			CO5 : Gain ability to take decisions on financial, investment, dividend and working capital management
II	18JBS2 05	Indian Economy and Policy	CO1 : Understand various reforms and policy framework of Indian economy
			CO2 : Discuss macroeconomic concepts for managerial decision making
			CO3 : Describe the framework for economic policy reform in India
			CO4 : Analyze the economic planning system in India
			CO5 : Outline macroeconomic indicators and the sectoral composition of the Indian economy

II	18JBS2 06	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment and selection process
			CO3 : Demonstrate the role of training methods in talent management
			CO4 : Explain the components of employee rewards
			CO5 : Analyze the changing scenario of industrial relations in modern context
II	18JBSL S2E01	Consumer Behavior & Customer Relationship Management	CO1: Examine the concept of consumer behavior and its importance in the context of marketing
			CO2: Analyze various concepts, theories and framework to develop, evaluate and implement effective marketing strategies
			CO3: Discover various models and frameworks involved in customer relationship management, customer portfolio and delivering customer value
II	18JBSL 2E02	Luxury Merchandising	CO1: Critically evaluate the various factors that impact upon the expectations of customers at a merchandising store with respect to domestic and luxury markets
			CO2: Understand different skills and assimilate global approaches for visual merchandising
			CO3: Develop an in-depth knowledge of management decision in strategy making
II	18JBSL 2E03	Sectoral Immersion: Oenology, Gastronomy and Art Market	CO1: Discover the world of wine and gastronomy in the global markets with a need to implement similar business goals domestically
			CO2: Understand the major changes in the wine and gastronomy markets impacting producer and consumers across the world
			CO3: Examine communication tools to different markets for luxury products and services
II	18JBSL 2E04	Luxury Retailing Management	CO1: Assess and understand the retail business in the luxury industry impacting specific markets depending on the growth and future of the demand
			CO2: Gather and evaluate data to support analytical decision making in the luxury markets
			CO3: Critically evaluate distribution and logistics issues in luxury retail management
III	18JBS3 01	Operations Management	CO1 : Understand the concepts and tools of operations management

			CO2 : Develop models and frameworks in capacity planning, production planning and facility management
			CO3 : Discuss material management and quality management processes in operations management
III	18JBS302	Project Management	CO1 : Analyze the need for project planning
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning environment
III	18JBS303	Management Skills for Effectiveness	CO1 : Apply and integrate managerial skills for organizational building
			CO2 : Demonstrate applicable knowledge of the common skills needed to achieve organizational objectives
			CO3 : Ability to handle team building and building strong teams with the necessary skills
III	18JBS304	Quantitative techniques	CO1 : Understand the role of operations research in making the managerial decisions
			CO2 : Solve the product mix problems using the LPP model
			CO3 : Discuss waiting behavior and service efficiency
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and replacement models and network analysis
III	18JBSL305	E-Commerce for Luxury	CO1: Develop an in-depth knowledge and implement an E - Commerce plan of action
			CO2: Gather and evaluate data to integrate theoretical frameworks with business strategies
			CO3: Analyze luxury portal technologies and deployment methodologies used in the industry
III	18JBSL306	Brand Management in Luxury	CO1: Demonstrate the ability to apply tools, techniques and practices for luxury brand identity
			CO2: Critically evaluate the various factors which impact brand management
			CO3: Synthesize the complexity for segmentation, targeting and positioning strategies
III	18JBSL307	Integrated Marketing Communications & New Media	CO1: Critically evaluate and understand the concept of IMC and new media initiatives
			CO2: Demonstrate marketing communication strategies in the niche world of luxury

			CO3: Analyze the concepts involved in media planning and the best broadcast methods
III	18JBSL 308	Luxury Marketing	CO1: Critically evaluate the various factors of gamification and the its applications
			CO2: Develop an in-depth knowledge of technology and media landscapes
			CO3: Apply appropriate measures in defining how content can be generated
III	18JBSL 309	Retail Management for Luxury	CO1: Communicate and present a feasible business model on the luxury merchandise process
			CO2: Research, review and collect information required for retail strategy and planning
			CO3: Evaluate and develop an ability to analyze and manage luxury retail business
III	18JBSL 310	Sectoral Immersion: Perfumery & Cosmetics, Luxury Hotels, Clock-making	CO1: Critically analyze and evaluate the future of luxury products
			CO2: Research on the watch making industry which has taken luxury to a whole new level
			CO3: Analyze the difference in the hotel industry due to the advancement of luxury hotels
IV	18JBS4 01	Entrepreneurship	CO1 : Examine various types of entrepreneurs
			CO2 : Discover various frameworks and tools involved in generating business ideas
			CO3 : Able to understand the different feasibility variables involved in business venture
			CO4 : Understand the framework of company's value creation and its business success
IV	18JBS4 02	Indian Ethos and Business Ethics	CO1 : Appreciate the cause and effect relationship of individual actions on a business
			CO2 : Critically examine ethical dilemmas and to understand the management practices in the context of Indian Management
			CO3 : Understand contribution of Indian culture and ethos to service, leadership and management
IV	18JBS4 03	Corporate Strategy	CO1 : Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			CO2 : Demonstrate the ability to think critically in relation to a particular problem,

			<p>situation or strategic decision through real-world scenarios</p> <p>CO3 : Examine the concept of competitive advantage and its sources and recognize it in real-world scenarios</p> <p>CO4 : Recognize the different stages of industry evolution and recommend strategies appropriate to each stage</p> <p>CO5 : Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production</p>
IV	18JBSS 405	Services Management	<p>CO1: Understand service in the general industry and the elements involved</p> <p>CO2: Create and work on various service strategies from consumer perspectives</p> <p>CO3: Reason out consumer behavior and analyze it to improve timely service deliveries</p>
IV	18JBSL 406	Social Media Marketing	<p>CO1: Develop organizational strategies that take cognizance of new media in the business world</p> <p>CO2: Research, review and collect information required for social media marketing</p> <p>CO3: Communicate and present a feasible business model for luxury businesses</p>
IV	18JBSL 407	Luxury Marketing II	<p>CO1: Apply appropriate measures to generate solutions on luxury e-marketing business trends</p> <p>CO2: Gather and evaluate data to support e-marketing mix strategies for luxury companies</p> <p>CO3: Demonstrate the ability to apply tools, techniques and practices for market development</p>
IV	18JBSL 408	Buying & Forecasting	<p>CO1: Synthesize the complexity and ambiguity of factors affecting global luxury purchases</p> <p>CO2: Critically analyze and evaluate purchase policy in luxury department stores</p> <p>CO3: Develop organizational strategies for various luxury franchising opportunities</p>