

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	
	PSO1	Able to articulate corporate finance decisions in the context of the firm, financial markets and market regulations	
Finance	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	
	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	
Marketing	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	
Resource PSO1 apply them in the areas of Learning management, Talent acquisition, Employee		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	



		DEEMED-10-BE UNIVERSITY
	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
	PSO1	Analyse the local, domestic and global environment for sustainable and ethical marketing decision making
Marketing &	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
Finance	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
	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
Finance & HRM	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 &	PSO1	Analyse the local, domestic and global environment for sustainable and ethical marketing decision making
HR	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	PSO1	Able to articulate corporate finance decisions in the context of the firm, financial markets and market regulations		
Finance & Accounting	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 &	PSO1	Able to articulate corporate finance decisions in the context of the firm, financial markets and market regulations		
Allied Services	PSO2	Assess the scope of financial and monetary system		
	PSO3	Appraise the role of banking in managing credit and risk		
	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		
Business Analytics	PSO2	Recognize data as a valuable resource and improve the business model and efficiency by developing a problem solving approach		
Analytics	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		
	PSO1	Gain insights into the role of logistics and supply chain management in business		
Logistics & Supply Chain Management	in 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		
01	PSO1	Enhance students knowledge and understanding of operations management to be applied in practice		
Systems & Operations	PSO2	Ability to evaluate operations management theories and practices for real life applications		
Management	PSO3	Equip students with latest technologies and IT skills in operations management		



	PSO1	Build successful ventures by nurturing creative and		
Entrepreneurs	1001	innovative thinking and identifying business opportunities Learn tools and methods for aligning family ownership,		
hip Family	PSO2	business strategy, and governance		
Business Management	PSO3	Equip the future leaders of family business in areas such as planning, responsible ownership, and family governance		
	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		
Aviation Management	PSO3	Develop understanding of regulatory & legal issues which impact the Aviation business		
Managomone	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		
	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.		
MBA Sport	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		
	PSO1	Contribute effectively to a team environment and develop a robust network to assist entrepreneurial decision-making		
MBA Luxury	PSO2	Enhance knowledge about the local luxury markets and its eco-system		
	PSO3	Strategies 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		
	PSO1	Study in detail, various tools and techniques in the area of finance.		
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		



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	PSO4	Increase understanding of international financial management and risks involved in global business.				
	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				
MARKETING	PSO3	Ability to take decisions and plan, develop, execute and control marketing strategies				
	PSO4	Develop appropriate strategies for creating and capturin value through products, brands, pricing, distribution communication and customer relationships				
	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				
ПВ	PSO2	Ability to motivate individual and team performance, design incentive systems, and create an attractive work environment				
HR	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.				
	PSO1	Develop understanding of various facets of Operations and Systems Management to assist in attaining organizational Operations goals				
On anations 9	PSO2	Develop the ability to take decisions and plan, develop, execute and control Operations strategies				
Operations & Systems		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.				
	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.				
International Finance	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	CO1 :Understand the impact of
		Applications for	technology on business enterprises and
		Business	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
1	40 IDC400	Durainana	organization
1	18JBS102	Business	CO1 : Appreciate the importance of
		Communication	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
1	18JBS103	Legal and Business	CO1 : Describe the legal framework and
•	10000100	Environment	structure prevalent in the Indian economy
		Liviloiiiioii	CO2 : Provide an overview of the
			mercantile laws in the Indian context
			CO3 : Analyze economic legislations and
			their impact of development
I	18JBS104	Organization	CO1 : Develop an understanding of the
•		Design	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	CO1 : Correlate the concepts and theories
		Economics	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



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Under different market conditions
Table
Management of marketing CO2 : Determine various micro and marketing decisions CO3 : Examine various 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 CO1 : Identify the challenges and opportunities in applying organizational behavior (OB) concepts and critically evaluate organizational practices CO2 : Enhance the understanding of se 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 desig and analysis CO4 : Distinguish the different leadershi 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 managerial decision making
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Decision Making managerial decision making
CO2 · Differentiate the regression and
correlation concepts and to develop its
models
CO3 : Explain the use and applications
probabilistic methods in statistics
CO4 : Understand the procedure for
hypothesis testing is statistics
CO5 : Describe probability and probabili
based distributions
I 18JBS109 Financial Reporting, CO1 : Appreciate Accounting as a
Statements and business language
Analysis CO2 : Comprehend the accounting cycle
CO3 : Preparation of accounting
statements
CO4 : Ability to read and infer the Balan
sheet and Profit and loss statement



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			CO5: Ability to analyze the financial health of corporates
П	18JBS201	Indian Financial	CO1 : Recognize the initiatives in
		System & Financial	strengthening the financial infrastructure
		Markets	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	CO1 : Identify contextual social issues
		Responsibility and	and problems related to social
		Sustainability	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
П	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	CO1 : Understand various reforms and
		and Policy	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	CO1 : Define the human resource
"	10300200	Management	management (HRM) and its functions
		Management	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
П	18JBS207	Direct Taxes	CO1 : Acquaint with basic principles
''	10303207	Directiaxes	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
П	18JBS208	Investment Analysis	CO1 : Understand the benefits and
"	10000200	and Portfolio	importance of investment
		Management	CO2 : Analyze the investment
		Managomoni	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
П		Advanced Financial	CO1 : Appreciate theory and practice of
	18JBS209	Reporting	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
<u> </u>	10:-0-:-	0	various sectors
II	18JBS210	Strategic Cost	CO1 : Understand and explain the
		Management	conceptual framework of Cost Accounting
			CO2 : Explain the concepts and
			processes in determination of cost of
			products and services; tender pricing



III 18JBS301 Project Management Management Management Management Management Management Management Management Management Management Management Management Management Management Management Management Management Management Management Management Management Managemen	r			I
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III 18JBS301 Sixed Income CO1 : Apply the concept of standard Costing for variance analysis				
Costing for variance analysis				
III 18JBS301 Fixed Income Securities Prixed Income Securities Instruments, rick and return of fixed income securities, portfolio Prixed Income Securities Prixed Income Securitie				
Bushess verticals and acquaint with emerging trends of costing CO1: Analyze the fixed income securities markets and its implications for investments				Costing for variance analysis
III				CO5 : Performance evaluation of different
III				business verticals and acquaint with
III				•
Securities	II	18JBS211	Fixed Income	
Investments			Securities	
instruments, pricing and valuation issues, floating rate instruments, relations with money market 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 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 CO1: Analyze the need for project planning CO2: Understand the tools of project planning CO2: Understand the tools of project planning CO3: Describe the processes of risk analysis and project scheduling in a project planning environment CO1: Apply and integrate managerial skills for effectiveness 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 research in making the managerial				•
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III 18JBS302 Project Management Mana				
III 18JBS301 Management Skills for Effectiveness Management Skills for organizational building exemple of the common skills needed to achieve organizational building strong teams with the necessary skills on the support of techniques in the securities Management Man				
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Interest rate risk management with swaps, bond management				
Bond management				
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Fixed income securities				
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III				CO4 : Ability to create portfolio of fixed
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III				
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	Ш	18JBS301	Operations	CO1 : Understand the concepts and tools
Capacity planning, production planning and facility management			Management	of operations management
III				CO2 : Develop models and frameworks in
III 18JBS302 Project 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 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				capacity planning, production planning
III 18JBS302 Project 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				and facility management
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techniques research in making the managerial				organizational objectives CO3 : Ability to handle team building and building strong teams with the necessary
				organizational objectives CO3: Ability to handle team building and building strong teams with the necessary skills
	III	18JBS304		organizational objectives CO3 : Ability to handle team building and building strong teams with the necessary skills CO1 : Understand the role of operations
decisions	III	18JBS304		organizational objectives CO3 : Ability to handle team building and building strong teams with the necessary skills CO1 : Understand the role of operations research in making the managerial



			EMED-10-BE UNIVERSITY
			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
'''	10000000	Danking	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
	40 10000	147	insurance industry
III	18JBS307	Wealth	CO1 : Differentiate the nature, attitude
		Management	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	CO1 : Design, develop, structure and
		and Finance	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
			an autonomous and independent way



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			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
Ш	18JBS309	International	CO1 : Understand the basics of
		Finance	international finance to handle the finance
		T manoo	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
<u></u>	40.17.0044	A 11.	currency swap
III	18JBS311	Audit and	CO1 : Introduce audit and assurance as a
		Assurance	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	Entropropourable	
'	10000401	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
•			



			EMED-10-BE UNIVERSITY
			CO4 : Understand the framework of
			company's value creation and its business
			success
IV	18JBS402	Indian Ethos and	CO1 : Appreciate the cause and effect
		Business Ethics	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
1\/	40 100 405	Dohovieral Fire	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
	I .	L	



			CO2 · Comprehend various corporate
			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	CO1 : Examining the areas of corporate
		& Analytics	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 enterprisewide 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		



			SEEMED TO BE OF THE SEE
			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	Organizational	CO1 : Identify the challenges and opportunities in
	07	Behavior	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
	40 1004	D : 0' '' ''	issues in the organization
1	18JBS1	Business Statistics	CO1 : Introduce basic statistical techniques and
	08	and Analytics for Decision Making	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
			F
			CO4 : Understand the procedure for hypothesis
			testing is statistics
			CO5 : Describe probability and probability-based
	40 1004	Fig. as at all	distributions
	18JBS1	Financial	CO1 : Appreciate Accounting as a business
	09	Reporting,	language
		Statements and	CO2 : Comprehend the accounting cycle
		Analysis	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
П	18JBS2	Indian Financial	CO1 : Recognize the initiatives in strengthening
	01	System & Financial	the financial infrastructure by Regulators
		Markets	CO2 : Differentiate between role and functions of
			Banks and Financial Institutions
			CO3: Demonstrates by embodying the skills and
1			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
L	40.1500	.	corporate sustainability performance
II	18JBS2	Marketing	CO1 : Identify the needs of marketing managers
	03	Research	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
П	18JBS2	Corporate Finance	CO1 : Build understanding of the central ideas and
''	04	Corporato i manoc	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	Indian Economy	CO1 : Understand various reforms and policy
	05	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
	40 1500	5	sectoral composition of the Indian economy
II	18JBS2 06	Human Resource Management	CO1 : Define the human resource management (HRM) and its functions
		wanayement	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
П	18JBS2	Consumer	CO1 : Examine the concept of consumer behavior
	13	Behavior	and its importance in the context of marketing
			CO2 : Utilize various concepts, theories and
			framework to develop, evaluate, and implement
1			effective marketing strategies



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			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
П	18JBS2	Customer	CO1 : Compare various models and frameworks
	14	Relationship	involved in customer relationship management
		Management	CO2 : Distinguish between customer satisfaction,
		l management	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	Business to	CO1 : Understand B2B marketing, terminologies,
	15	Business	processes, frameworks and models
		Marketing	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
Ш	18JBS2	Services Marketing	CO1 : Articulate the nature and scope of services
''	16	Corriodo maritoling	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
П	18JBS2	Marketing of	CO1 : Summarize the nuances of various
	17	Banking and	investment avenues, life cycle of investors
		Financial Services	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
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	_		DEEMED-10-BE UNIVERSITY
			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	Operations	CO1 : Understand the concepts and tools of
	01	Management	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	Project	CO1 : Analyze the need for project planning
'''	02	Management	
	02	Managomont	CO2 : Understand the tools of project planning
			CO3: Describe the processes of risk analysis and
			project scheduling in a project planning
			environment
Ш	18JBS3	Management Skills	CO1: Apply and integrate managerial skills for
	03	for Effectiveness	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
Ш	18JBS3	Quantitative	CO1 : Understand the role of operations research
	04	techniques	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
Ш	18JBS3	Digital and Social	CO1 : Assess the impact of digital technology on
	12	Media Marketing	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	Sales Management	CO1 : Develop conceptual clarity in sales
'''	13	Jaios Manayement	management
1	1 1 3		CO2 : Develop the Professional Selling Skills
			CO3 : Develop Effective Sales Communication



III 18JBS3 Retail Management CO1 : Understand the process implementation of retail management CO2 : Gain an in-depth knowle	in effective Sales
III 18JBS3 Retail Management CO1 : Understand the process implementation of retail management	
	, planning and
pricing, distribution, promotion	
management strategies	
CO3 : Identify the strategic tool	ls used by
companies to measure the imp	
marketing efforts	
CO4 : Simulate through cases	the varied real-life
issues of retail marketing and t	he decision making
dilemmas faced in retail market	ting practice
CO5 : Formulate strategic anal	lysis plans based on
shopper segmentation, compet	tition and the retail
environment	
III 18JBS3 Marketing Analytics CO1 : Develop an understanding	ng of the importance
15 and need for marketing analytic	cs and data driven
decision making	
CO2 : Build exposure to the us	e of appropriate and
popular statistical software suc	h as MS
Excel/SPSS/R/SAS/Any other to	
analysis for marketing related a	applications
CO3 : Make use of analytics m	ethods –
descriptive, predictive and pres	scriptive analytics
models for solution to marketin	
CO4 : Illustrate 4P's and STP of	of marketing through
mathematical models	
CO5 : Master the ability to com	nmunicate to senior
executives through data	
III 18JBS3 Brand CO1 : Explain key principles of	branding and
16 Management branding concepts	
CO2 : Develop a brand strateg	у
CO3 : Understand the impleme	entation tools to
execute brand strategy	
CO4 : Analyze and assess the	brand equity and
brand performance	
CO5 : Build Brand Portfolio stra	ategies
III 18JBS3 Advertising and CO1: Understand terminology,	. concepts, theories.
17 Public Relations models and frameworks associ	· · · · · · · · · · · · · · · · · · ·
course	
Course	R agencies and
CO2 : Contrast advertising & P	•
	sing and appraising T
CO2 : Contrast advertising & P construct frameworks for choose them	
CO2 : Contrast advertising & P construct frameworks for choose	
CO2 : Contrast advertising & P construct frameworks for choose them	
CO2 : Contrast advertising & P construct frameworks for choose them CO3 : Create advertising and F	PR strategies to
CO2 : Contrast advertising & P construct frameworks for choose them CO3 : Create advertising and F address business issues	PR strategies to e a lead medium,
CO2 : Contrast advertising & P construct frameworks for choose them CO3 : Create advertising and F address business issues CO4 : Develop ability to choose based on nature and strength of CO5 : Evaluate effectiveness of	PR strategies to e a lead medium, of each medium
CO2 : Contrast advertising & P construct frameworks for choose them CO3 : Create advertising and F address business issues CO4 : Develop ability to choose based on nature and strength of CO5 : Evaluate effectiveness of and PR campaigns	PR strategies to e a lead medium, of each medium of creative, media
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			DEEMED-10-BE UNIVERSITY
			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
	01		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
	0=	24011000 241100	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	Corporate Strategy	CO1 : Analyze the main structural features of an
	03	carparana ananagy	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	Distribution	CO1 : Relate and develop the significant
1	10	Management	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,
	1	1	managing and leading Distribution channel
			CO4 : Illustrate the fundamental interrelationships





Course Outcomes (COs)

	Course Outcomes (COS)				
	Human Resource Management 2019-21 batch				
Sem este r	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 enterprisewide 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
1	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	CO1 : Appreciate Accounting as a business language
		Analysis	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	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
		Markets	CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and Services



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II	18JBS2	Corporate Social	CO1 : Identify contextual social issues and
	02	Responsibility and	problems related to social responsibility and
		Sustainability	sustainability
			CO2 : Understand opportunities for social
			entrepreneurship
			CO3: Define the relationship between CSR and
			corporate sustainability performance
П	18JBS2	Marketing Research	CO1 : Identify the needs of marketing managers
	03	inanteung researen	for market information by specifying the
	00		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
	40 1000	Camanata Fin	collected data to generate insights
II	18JBS2	Corporate Finance	CO1 : Build understanding of the central ideas
	04		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	Indian Economy and	CO1 : Understand various reforms and policy
	05	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	Human Resource	CO1 : Define the human resource management
	06	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
		1	
			industrial relations in modern context
II	18JBS2	Talent Acquisition	CO1 : Define the functions of manpower
II	18JBS2 18	Talent Acquisition	



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			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	Human Resource	CO1 : Explain the meaning and importance of
	19	Research Methods	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	Artificial Intelligence	CO1 : Define the concept of AI and the
	192	for HR Functions	relevance in HRM
			CO2 : Develop an understanding of need for Al
			and its applications in the HR functions
			CO3 : Analyze the role of AI in workforce
			management
			CO4 : Demonstrate the connection between
			virtual and augment reality with Human
			Resource Development (HRD)
			CO5 : Identify the challenges and future scope
			of Al adoption
П	18JBS2	Learning and	CO1 : Explain the meaning of learning and
	20	Development	development and its importance
	-0		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
П	18JBS2	Emotional	CO1 : Define the concept of emotional
''	21	intelligence for	intelligence and exhibiting emotionally intelligent
	~ '	effectiveness	behavior at the workplace
		GHECHACHE99	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 El
			abilities and competencies



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			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
III	18JBS3	Project	management CO1 : Analyze the need for project planning
	02	Management	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	Quantitative	CO1: Understand the role of operations
	04	techniques	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
Ш	18JBS3	Human Resource	CO1 : Able to identify the range of areas where
	19	Metrics and Analytics	analytics are being used to improve people management
			CO2 : Examine the data in order to set up the analysis



	1		DEEMED-10-BE UNIVERSITY
			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
Ш	18JBS3	Employee Reward	CO1 : Define the reward management and its
	20	Management	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
Ш	18JBS3	Human Relation	CO1 : Define the ability of gaining self-
	21	Skills	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
Ш	18JBS3	Advanced Human	CO1 : Develop the ability to work and manage in
	22	Resource	organizations having diverse cultures
		Management	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
III	18JBS3	Performance	cost- benefit analysis CO1 : Define the performance management
'''	23		· · · · · · · · · · · · · · · · · · ·
	23	Management System	system (PMS) and its alignment with HR processes
		- Oysi c iii	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
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III 18JBS3 24 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 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 CO2 : Discover 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 CO2 : Critically examine ethical dilemmas and to understand the management CO3 : Understand contribution of Indian culture and ethos to service, leadership and management CO3 : Understand contribution of Indian culture and ethos to service, leadership and management CO3 : Understand contribution of Indian culture and ethos to service, leadership and management CO3 : Demonstrate the ability to think critically 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		competencies
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				creativity among leaders



			CO5 : Develop effective and strategic leadership by focusing on skills training and development
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IV	18JBS4	Employee	CO1 : Explain the meaning of Counselling and
	19	Counseling Skills	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)
	Fin	ance and Human Reso	ource Management 2019-21 batch
Sem este r	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 enterprisewide 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	Organization Design	CO1 : Develop an understanding of the
	04		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	Managerial	CO1 : Correlate the concepts and theories in
	05	Economics	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
T	18JBS1	Marketing	CO1 : Outline and explain core concepts of
	06	Management	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
	18JBS1	Organizational	CO1 : Identify the challenges and opportunities
	07	Behaviour	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
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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 anlayse 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



			COT . Cain ability to take decisions on
			CO5 : Gain ability to take decisions on
			financial, investment, dividend and working
			capital management
Ш	18JBS2	Indian Economy and	CO1 : Understand various reforms and policy
	05	Policy	framework of Indian economy
			CO2 : Discuss macroeconomic concepts for
			managerial decision making
			managenar decicien making
			CO3 : Describe the framework for economic
			policy reform in India
			CO4 : Analyze the economic planning system
			in India
			CO5 : Outline macroeconomic indicators and
-	40 1000	ļ	the sectoral composition of the Indian economy
II	18JBS2	Human Resource	CO1 : Define the human resource
	06	Management	management (HRM) and its functions
			CO2 : Describe the mechanism of recruitment
			and selection process
1			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	Talent Acquisition	CO1 : Define the functions of manpower
	18		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
Ш	18JBS2	Learning and	CO1 : Explain the meaning of learning and
	20	Development	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	Direct Taxes	CO1 : Acquaint with basic principles underlying
''	07	Direct raves	the provisions of direct tax laws and to develop
	07		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	CO1 : Understand the benefits and importance of investment
		Management	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
Ш	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
Ш	18JBS3	Project Management	CO1 : Analyse the need for project planning
	02		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



			DEEMED-10-BE UNIVERSITY
			CO5 : Describe inventory control and
	40 IDC2	Frankria Daward	replacement models and network analysis
III	18JBS3 20	Employee Reward	CO1 : Define the reward management and its
	20	Management	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	Performance	CO1 : Define the performance management
	23	Management System	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
	40 IDC0	Labarratarra	of employees
III	18JBS3 25	Labour Laws	CO1 : Explain the labor laws of the country
	20		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
Ш	18JBS3	Banking	CO1 : Describe concepts of the commercial
	05		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
111	40 1000	Ingurrance	reforms in banking
III	18JBS3	Insurance	CO1 : Understand different types of risks and
	06		need for risk management CO2 : Able to plan life, medical and Motor
			Insurance for oneself
	1	1	modiance for onesen



			CO3 : Able to plan Business Insurance
			·
			CO4 : Understand benefits for Agri Insurance
			CO5: Understand role of intermediaries in
			insurance industry
III	18JBS3	Wealth Management	CO1 : Differentiate the nature, attitude and
	07		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	Entrepreneurship	CO1 : Examine various types of entrepreneurs
	01		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	Indian Ethos and	CO1 : Appreciate the cause and effect
	02	Business Ethics	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
IV	18JBS4	Corporate Strategy	management CO1 : Analyze the main structural features of
IV	03	Corporate Strategy	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
		i	foreign entry strategies and international
1) /	40 1004	Internation III	location of production
IV	18JBS4	International Human	location of production CO1 : Compare and contrast difference in
IV	18JBS4 15	International Human Resource Management	location of production



		_	
			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	Strategic Human	CO1 : Appraise the strategic view of human
	16	Resource	resource management
		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	Indirect Taxes	CO1 : Acquaint with GST framework
	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	Behavioral Finance	CO1 : Acquaint with GST framework
	05		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
			compliance process



Course Outcomes (COs)

	Marke	ting and Human Resour	ce 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	



	1		DEEMED-10-BE UNIVERSITY
			CO5 : Describe pricing frameworks and
			strategic decision using game theory under
			different market conditions
	18JBS106	Marketing	CO1 : Outline and explain core concepts of
		Management	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
	18JBS107	Organizational	CO1 : Identify the challenges and
		Behavior	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
1	18JBS108	Business Statistics	CO1 : Introduce basic statistical techniques
-		and Analytics for	and their applications in managerial decision
		Decision Making	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
	18JBS109	Financial Reporting,	CO1 : Appreciate Accounting as a business
		Statements and	language
		Analysis	CO2 : Comprehend the accounting cycle
		, 5.5	
			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



_			DEEMED-10-BE UNIVERSITY
			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	CO1 : Explain the meaning of learning and
		Development	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
	40 100040	O	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	CO1 : Summarize the nuances of various
		and Financial Services	investment avenues, life cycle of investors
1			1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1



			COO . Identify and shapes the strategies for
			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	CO1 : Understand the concepts and tools of
		Management	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
'''	1000002	1. Tojoot Management	, , , ,
			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	CO1 : Apply and integrate managerial skills
		Effectiveness	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	CO1 : Understand the role of operations
		techniques	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
Ш	18JBS320	Employee Reward	CO1 : Define the reward management and
	10020	Management	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



			DEEMED-10-BE UNIVERSITY
			CO5 : Critically analyze the wage
111	40 100000	Do wf a was - :	determination mechanism in modern context
III	18JBS323	Performance	CO1 : Define the performance management
		Management System	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
Ш	18JBS312	Digital and Social	CO1 : Assess the impact of digital
		Media Marketing	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
Ш	18JBS313	Sales Management	CO1 : Develop conceptual clarity in sales
'''	10000010	Caloo Management	management
			CO2 : Develop the Professional Selling
			Skills
			CO3 : Develop Effective Sales
			Communication Skills
			CO4 : Develop Sales Leadership Skills
			· · · · · · · · · · · · · · · · · · ·
			CO5 : Examine steps involved in effective
111	40 IDC045	Mortantina Aradustina	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
	<u> </u>	<u>L</u>	1



			DEEMED-10-BE UNIVERSITY
			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
1) /	40 IDC 404	Future a very extraction	
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	CO1 : Appreciate the cause and effect
		Business Ethics	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 Stratogy	· ·
1 1 V	10303403	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
1			,
			international business opportunities



IV	18JBS415	International Human	CO1 : Compare and contrast difference in
IV	10000410	Resource	•
			magnitude in the functional areas of HR,
		Management	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	CO1 : Appraise the strategic view of human
		Resource	resource management
		Management	CO2 : Discuss the process involved in the
		J	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	CO1 : Relate and develop the significant
IV	10000410	Management	responsibilities of Distribution Manager in
		Ivianagement	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
n	40150		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
			CO3 : Adopt tools, frameworks, and techniques to conduct market assessments



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	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		



	1		DEEMED-TO-BE UNIVERSITY
			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
1	18JBS1	Marketing	CO1 : Outline and explain core concepts of
	06	Management	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	Organizational	CO1 : Identify the challenges and
	07	Behavior	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
<u> </u>	40 15 6 :	D 1 D 1 D 1	issues in the organization
I	18JBS1	Business Statistics	CO1 : Introduce basic statistical techniques
	08	and Analytics for Decision Making	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
1	18JBS1	Financial Reporting,	CO1 : Appreciate Accounting as a business
	09	Statements and	language
		Analysis	CO2 : Comprehend the accounting cycle
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	1		DEEMED-TO-BE UNIVERSITY
			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
П	18JBS2	Indian Financial	CO1 : Recognize the initiatives in
	01	System & Financial	strengthening the financial infrastructure by
		Markets	Regulators
			CO2 : Differentiate between role and functions
			of Banks and Financial Institutions
			OOO Description by such a big of the abillia
			CO3 : Demonstrates by embodying the skills
			and knowledge of Financial Markets and
ļ.,	10 1000		Services
II	18JBS2	Corporate Social	CO1 : Identify contextual social issues and
	02	Responsibility and	problems related to social responsibility and
		Sustainability	sustainability
			CO2 : Understand opportunities for social
			entrepreneurship
			CO3 : Define the relationship between CSR
			and corporate sustainability performance
П	18JBS2	Marketing Research	CO1 : Identify the needs of marketing
	03	ag . toosa.o	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
П	18JBS2	Corporate Finance	CO1 : Build understanding of the central ideas
	04		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
-	40 IDCO	Indian Conserve and	capital management
II	18JBS2	Indian Economy and	CO1 : Understand various reforms and policy
	05	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



П	18JBS2	Human Resource	CO1 : Define the human resource
	06	Management	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
П	18JBS2	Direct Taxes	CO1 : Acquaint with basic principles
	07		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	Investment Analysis	CO1 : Understand the benefits and
	08	and Portfolio	importance of investment
		Management	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	Consumer Behavior	CO1 : Examine the concept of consumer
	13		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
			Scenarios



II	18JBS2 17	Marketing of Banking and Financial	CO1 : Summarize the nuances of various investment avenues, life cycle of investors
		Services	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
	02		CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis
			and project scheduling in a project planning
III	18JBS3	Management Skills for	environment CO1 : Apply and integrate managerial skills
	03	Effectiveness	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



	ı		DEEMED-10-BE UNIVERSITY
			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
	40 1000	Laconomica	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
			OOA Hadamatan dhan afta tan Amri Iaannan
			CO4 : Understand benefits for Agri Insurance CO5 : Understand role of intermediaries in
	40 1000)	insurance industry
III	18JBS3	Wealth Management	CO1 : Differentiate the nature, attitude and
	07		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	Digital and Social	CO1 : Assess the impact of digital technology
	12	Media Marketing	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
Ш	18JBS3	Sales Management	CO1 : Develop conceptual clarity in sales
	13		management
			CO2 : Develop the Professional Selling Skills
			CO3 : Develop Effective Sales
			CO4: Dayolon Sales Leadership Skills
			CO5 : Everpine stone involved in effective
			CO5 : Examine steps involved in effective Sales Management Process
III	18JBS3	Marketing Analytics	CO1 : Develop an understanding of the
	15	, and an individual	importance and need for marketing analytics
			and data driven decision making
	1		and data directi decision making



_			DEEMED-10-BE UNIVERSITY
			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	Entrepreneurship	CO1 : Examine various types of
	01		entrepreneurs
			CO2 : Discover various frameworks and tools
			involved in generating business ideas
			CO2 . Able to understand the different
			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	Indian Ethos and	CO1 : Appreciate the cause and effect
	02	Business Ethics	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	Corporate Strategy	CO1 : Analyze the main structural features of
' "	03	Corporato Ottatogy	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
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			BELINED-10-BE ONIVERSITI
	18JBS4		CO2 : Appreciate Supply as tax event and
	04		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
13.7	40 1004		compliance process
IV	18JBS4	Behavioral Finance	CO1 : Acquaint with GST framework
	05		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	Distribution	CO1 : Relate and develop the significant
	10	Management	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
	1.5.5		for an organization
IV	18JBS4	Global Marketing	CO1 : Understand the global dimensions of
	11		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				
Sem este r	Course Code	Course Name	Course Outcomes (COs)		
Ī	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 enterprisewide 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		



			DEEMED-10-BE UNIVERSITY
			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
1	18JBS1	Marketing	CO1 : Outline and explain core concepts of
'	06	Management	marketing
	00	Management	
			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
<u> </u>	18JBS1	Organizational	CO1 : Identify the challenges and opportunities
		Organizational	
	07	Behavior	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
<u> </u>	40 150 1	D 1 00 11 11	issues in the organization
	18JBS1	Business Statistics	CO1 : Introduce basic statistical techniques and
	08	and Analytics for	their applications in managerial decision making
		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
1	18JBS1	Financial Reporting,	CO1 : Appreciate Accounting as a business
	09	Statements and	language
		Analysis	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
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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



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			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
П	18JBS2	Direct Taxes	CO1 : Acquaint with basic principles underlying
	07		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
<u></u>	40 1000	In a section and A	and procedures
II	18JBS2	Investment Analysis	CO1 : Understand the benefits and importance
	08	and Portfolio Management	of investment
		Management	
			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	40 1000	Advanced Financial	CO1 : Appreciate theory and practice of
	18JBS2	Reporting	financial reporting
	09		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
П	18JBS2	Strategic Cost	CO1 : Understand and explain the conceptual
	10	Management	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
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	1		DEEMED-10-BE UNIVERSITY
			CO5 : Performance evaluation of different
			business verticals and acquaint with emerging
			trends of costing
Ш	18JBS2	Fixed Income	CO1 : Analyze the fixed income securities
	11	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
Ш	18JBS3	Operations	
'''	01	·	CO1 : Understand the concepts and tools of
	01	Management	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	Project Management	CO1 : Analyze the need for project planning
	02		
			CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis
			and project scheduling in a project planning
			environment
III	18JBS3	Management Skills	CO1 : Apply and integrate managerial skills for
'''	03	Management Skills for Effectiveness	organizational building
	03	IOI FIIECTIVELIESS	CO2 : Demonstrate applicable knowledge of the
			common skills needed to achieve organizational
			_
			objectives
			CO3 : Ability to handle team building and
	40 1000	Ourontit = Corr	building strong teams with the necessary skills
III	18JBS3	Quantitative	CO1 : Understand the role of operations
	04	techniques	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



			DEEMED-TO-BE UNIVERSITY
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	Audit and Assurance	CO1 : Introduce audit and assurance as a tool
	11		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
111	40 IDCO	Duois at Amereical	management
III	18JBS3 08	Project Appraisal and Finance	CO1 : Design, develop, structure and execute
	UO	anu Findhice	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
	40 1500		reviewing and presenting a project report
III	18JBS3	International	CO1 : Understand the basics of international
	09	Finance	finance to handle the finance function from a
			global perspective CO2 : Demonstrate knowledge of theories
			related to foreign exchange rate determination
			Totalog to foreign exertainge rate determination
			COO - Fundain the constraint of the constraint
			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	Derivatives	CO1 : Understand conceptual and practical
'''	103633	Delivatives	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



			DEEMED-10-BE UNIVERSITY
			CO5 : Understand working of Interest and currency swap
Ш	18JBS3	Wealth Management	CO1 : Differentiate the nature, attitude and
	07	The same management	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	Entrepreneurship	CO1 : Examine various types of entrepreneurs
	01		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
	10.150.1	–	value creation and its business success
IV	18JBS4	Indian Ethos and	CO1 : Appreciate the cause and effect
	02	Business Ethics	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	Corporate Strategy	CO1 : Analyze the main structural features of an
' '	03	Co.po.ato Catogy	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	Indirect Taxes	CO1 : Acquaint with GST framework
	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
	10 150 1	5	compliance process
IV	18JBS4	Behavioral Finance	CO1 : Acquaint with GST framework
	05		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
13.7	10 100 1	F: : 10; ;	compliance process
IV	18JBS4	Financial Strategy	CO1 : Appreciate financial strategy framework
	06		CO2 : Comprehend various corporate finance
			strategies
			CO3 : Appreciate methods of Valuation
			CO4 : Examine corporate restructuring
			exercises
			CO5 : Appreciate value based management
IV	18JBS4	Investment Banking	CO1 : Analyze theoretical and conceptual tools
	07		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
1) /	40 1004	Figure at all Manufacture	Investment Banking
IV	18JBS4 08	Financial Modeling	CO1 : Examining the areas of corporate finance
	00	& Analytics	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	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 enterprisewide 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		



1	18JBS10	Marketing	CO1 : Outline and explain core concepts of
	6	Management	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
1	18JBS10	Organizational	marketing strategies CO1 : Identify the challenges and opportunities
1	7	Organizational Behavior	in applying organizational behavior (OB)
	'	Denavior	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
	40 10040	D : 0((; (;	issues in the organization
1	18JBS10 8	Business Statistics	CO1: Introduce basic statistical techniques and
	0	and Analytics for Decision Making	their applications in managerial decision making
		Doololol Waking	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	Financial Reporting,	CO1 : Appreciate Accounting as a business
	9	Statements and	language
		Analysis	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
<u> </u>			corporates
		l la disa Financial	CO1 : December the initiatives in etrapathening
1	18JBS20	Indian Financial	CO1 : Recognize the initiatives in strengthening
	18JBS20 1	System & Financial	the financial infrastructure by Regulators



			CO2: Domonstrates by ambodying the skills
			CO3 : Demonstrates by embodying the skills
			and knowledge of Financial Markets and Services
	40 10000		
II	18JBS20	Corporate Social	CO1 : Identify contextual social issues and
	2	Responsibility and	problems related to social responsibility and
		Sustainability	sustainability
			CO2 : Understand opportunities for social
			entrepreneurship
			CO3 : Define the relationship between CSR and
			corporate sustainability performance
II	18JBS20	Marketing Research	CO1 : Identify the needs of marketing managers
	3		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
П	18JBS20	Corporate Finance	CO1 : Build understanding of the central ideas
	4	'	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
	40 10000		management
II	18JBS20	Indian Economy and	CO1 : Understand various reforms and policy
	5	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
П	18JBS20	Human Resource	CO1 : Define the human resource management
	6	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	18JBS22	Principles and	CO1 : Identify some of the best practices in
	3	Practices of Banking	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
П	18JBS20	Investment Analysis	CO1: Understand the benefits and importance
	8	and Portfolio	of investment
		Management	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	40.15000	Advanced Financial	CO1 : Appreciate theory and practice of
	18JBS20	Reporting	financial reporting
	9		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	18JBS21	Strategic Cost	CO1 : Understand and explain the conceptual
''	0	Management	framework of Cost Accounting
		Managomoni	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
П	18JBS21	Fixed Income	CO1 : Analyze the fixed income securities
	1	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



1			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	Operations	CO1: Understand the concepts and tools of
	1	Management	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	Project	CO1 : Analyze the need for project planning
	2	Management	CO2 : Understand the tools of project planning
		Ŭ	
			CO3 : Describe the processes of risk analysis and project scheduling in a project planning
			environment
III	18JBS30	Management Skills	CO1 : Apply and integrate managerial skills for
	3	for Effectiveness	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
Ш	18JBS30	Quantitative	CO1 : Understand the role of operations
	4	techniques	research in making the managerial decisions
			CO2 : Solve the product mix problems using the
			LPP model
1			CO3: Discuss waiting behavior and service
			efficiency
			efficiency CO4 : Analyze project networks and calculate
			efficiency CO4 : Analyze project networks and calculate the project duration time
			efficiency CO4 : Analyze project networks and calculate the project duration time CO5 : Describe inventory control and
III	18JBS32	Retail Banking	efficiency CO4 : Analyze project networks and calculate the project duration time
III	18JBS32 6	Retail Banking	efficiency CO4 : Analyze project networks and calculate the project duration time CO5 : Describe inventory control and replacement models and network analysis
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			CO2: Able to plan Rusiness Incurance
			CO3 : Able to plan Business Insurance
			CO4 : Understand benefits for Agri Insurance
			CO5 : Understand role of intermediaries in insurance industry
III	18JBS30 7	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	18JBS30 8	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
Ш	18JBS30	International	CO1 : Understand the basics of international
'''	9	Finance	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	18JBS31 0	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



Assurance For management	Ш	18JBS31	Audit and	CO1 : Introduce audit and assurance as a tool
CO2 : Introduce the Standards on Auditing	'''			
IV				
Indian Ethos and Business Ethics Copyright Ethi				CO3 : Able to plan the audit
IV				CO4 : Comprehend the need for documentation
IV				
IV				
Subsect				
CO2 : Discover various frameworks and tools involved in generating business ideas	1\/	10 IDC10	Entropropourchin	i
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Variables involved in business venture CO4 : Understand the framework of company's value creation and its business success Variables 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 Variables 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 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		'		involved in generating business ideas
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· · ·				CO4 : Analyze the implications of risk capital
corporate banking				CO5 : Understand relationship management in
				corporate banking



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IV	18JBS42	Credit and Risk	CO1 : Identify some of the best practices of
	1	Management	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	Financial Strategy	CO1 : Appreciate financial strategy framework
	6		CO2 : Comprehend various corporate finance
			strategies
			CO3 : Appreciate methods of Valuation
			CO4 : Examine corporate restructuring
			exercises
			CO5 : Appreciate value based management
IV	18JBS40	Investment Banking	CO1 : Analyze theoretical and conceptual tools
	7		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	Financial Modeling	CO1 : Examining the areas of corporate finance
	8	& Analytics	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 este r	Course Code	Course Name	Course Outcomes (COs)		
Ī	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 : Analyse 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		



			DEEMED-10-BE UNIVERSITY
			CO5 : Describe pricing frameworks and
			strategic decision using game theory under
			different market conditions
I	18JBS10	Marketing	CO1 : Outline and explain core concepts of
	6	Management	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	Organizational	CO1: Identify the challenges and
	7	Behavior	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
			1
			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	Business Statistics	CO1 : Introduce basic statistical techniques
	8	and Analytics for	and their applications in managerial decision
		Decision Making	making
		2 coloron 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	Financial Reporting,	CO1 : Appreciate Accounting as a business
	9	Statements and	language
		Analysis	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
		i	



II	18JBS20	Indian Financial	CO1 : Recognize the initiatives in
	1	System & Financial	strengthening the financial infrastructure by
		Markets	Regulators
		Markoto	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	Corporate Social	CO1 : Identify contextual social issues and
"	2	Responsibility and	The state of the s
	2	Sustainability	problems related to social responsibility and
		Sustainability	sustainability
			CO2 : Understand opportunities for social
			entrepreneurship
			CO3 : Define the relationship between CSR
	40 10000	NA L C D	and corporate sustainability performance
II	18JBS20	Marketing Research	CO1 : Identify the needs of marketing
	3		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	Corporate Finance	CO1 : Build understanding of the central
	4		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
II	40 IDC00	Indian Cananau and	capital management
"	18JBS20 5	Indian Economy and	CO1 : Understand various reforms and policy
	3	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	Human Resource	CO1 : Define the human resource
"	6	Management	management (HRM) and its functions
		ıvıanayenleni 	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
	40 IDI 00	Over the Objection	industrial relations in modern context
II	19JBLS2	Supply Chain	CO1 : Impart knowledge and understanding
	07	Management	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
	40 101 00	10/	1
II	19JBLS2	Warehouse	CO1 : Examine role of Warehousing in
	08	Management	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
	40 IDI CO	La siation Management	performance
II	19JBLS2 09	Logistics Management	CO1 : Gain the knowledge of possibilities of efficient optimization
	09		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
	19JBLS2	Total Quality	
II	19JBLS2	Total Quality Management	CO1 : Gain the knowledge of possibilities of efficient optimization
	10	wanayement	CO2 : Familiarize with management of
II	19JBLS2	Purchasing and	
	11	Inventory	efficient optimization and management of
		Management	operation in Purchasing and Inventory
		Managomont	population in raidiasing and inventory
II		Purchasing and	operation using TQM CO3: Understand application of quality too in Service Business CO4: Examine different tools of Quality control CO5: Identify methods of Continuous Process Improvement CO1: Gain knowledge of possibilities of



			DEEMED-10-BE UNIVERSITY
			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	Operations	CO1: Understand the concepts and tools of
	1	Management	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
	10 15 000	D	management
III	18JBS30	Project Management	CO1 : Analyze the need for project planning
	2		CO2 : Understand the tools of project
			planning
			CO3 : Describe the processes of risk analysis
			and project scheduling in a project planning
			environment
	40 IDC00	Managament Ckilla for	
III	18JBS30	Management Skills for	CO1 : Apply and integrate managerial skills
	3	Effectiveness	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
Ш	18JBS30	Quantitative	CO1 : Understand the role of operations
	4	techniques	research in making the managerial decisions
	-	teorinques	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
Ш	19JBLS3	Technology	CO1 : Describe the evolution of Technology,
	05	Management	Concepts, basic functions and recent trends
		Management	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
L			ισαριται



III	19JBLS3	Information System for	CO1 : Understand the nature of management
	06	Logistics Management	information systems and their applications in
		g	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
Ш	19JBLS3	Distribution	CO1 : Understand growing importance of
	07	Management	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	International Logistics	CO1 : Examine the components of
	08	Management	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	Materials Management	CO1 : Understand the processes and
	09		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
			i idilotional activitios ili ally digaliization



			CO5 : Enhance decision making capabilities
	10 151 00		in a materials environment
Ш	19JBLS3	Modern Logistics	CO1 : Gain knowledge on the Logistic
	10	Management	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
Ш	19JBLS3	Supply Chain	CO1 : Analyze the subject in depth by
	11	Analytics	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
11.7	18JBS40	Entrepreneurship	CO1 : Examine various types of
IV	1000040		COT. Examine various types of
IV	1	Entrepreneurship	- · ·
IV		Entrepreneurship	entrepreneurs CO2 : Discover various frameworks and tools
IV		Entrepreneursinp	entrepreneurs
IV		Entrepreneursinp	entrepreneurs CO2 : Discover various frameworks and tools
IV		Entrepreneursinp	entrepreneurs CO2: Discover various frameworks and tools involved in generating business ideas CO3: Able to understand the different
IV		Emrepreneursmp	entrepreneurs CO2 : Discover various frameworks and tools involved in generating business ideas
IV		Entrepreneursinp	entrepreneurs CO2: Discover various frameworks and tools involved in generating business ideas CO3: Able to understand the different feasibility variables involved in business venture
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IV		Entrepreneursinp	entrepreneurs CO2: Discover various frameworks and tools involved in generating business ideas CO3: Able to understand the different feasibility variables involved in business venture
IV		Indian Ethos and	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
	1		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
	1 18JBS40	Indian Ethos and	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 CO1: Appreciate the cause and effect
	1 18JBS40	Indian Ethos and	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 CO1: Appreciate the cause and effect relationship of individual actions on a
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IV	18JBS40 2	Indian Ethos and Business Ethics	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 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 CO1: Analyze the main structural features of
IV	18JBS40 2	Indian Ethos and Business Ethics	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 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 CO1: Analyze the main structural features of an industry and develop strategies that
IV	18JBS40 2	Indian Ethos and Business Ethics	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 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 CO1: Analyze the main structural features of an industry and develop strategies that position the firm most favorably in
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			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	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
137	40 IDI 04	Clabal Comply Chain	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	19JBLS4 08	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	
Sem este r	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	



	1		DEEMED-10-BE UNIVERSITY
			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	Managerial	CO1 : Correlate the concepts and theories in
	5	Economics	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
1	10 IDC10	Markatina	different market conditions
I	18JBS10	Marketing	CO1 : Outline and explain core concepts of
	6	Management	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
1	18JBS10	Organizational	CO1 : Identify the challenges and
	7	Behavior	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
-	18JBS10	Business Statistics	
'			CO1 : Introduce basic statistical techniques
	8	and Analytics for	and their applications in managerial decision
		Decision Making	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	Financial Reporting,	CO1 : Appreciate Accounting as a business
	9	Statements and	language
		Analysis	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
П	18JBS20	Indian Financial	CO1 : Recognize the initiatives in
	1	System & Financial	strengthening the financial infrastructure by
		Markets	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
П	18JBS20	Corporate Social	CO1 : Identify contextual social issues and
	2	Responsibility and	problems related to social responsibility and
		Sustainability	sustainability
		_	CO2 : Understand opportunities for social
			entrepreneurship
			CO3 : Define the relationship between CSR
			and corporate sustainability performance
П	18JBS20	Marketing Research	CO1 : Identify the needs of marketing
	3	9	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
П	18JBS20	Corporate Finance	CO1 : Build understanding of the central
	4		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
			manayement



			DEEMED-10-BE UNIVERSITY
			CO5 : Gain ability to take decisions on
			financial, investment, dividend and working
			capital management
II	18JBS20	Indian Economy and	CO1 : Understand various reforms and policy
	5	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
П	18JBS20	Human Resource	CO1 : Define the human resource
	6	Management	management (HRM) and its functions
		Management	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
П	19JBSO2	IT for Managers	CO1 : Describe various IT tools for
''	07	11 for Managers	
	07		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
П	19JBSO2	Operations	CO1 : Familiarize with the concepts of
"	08	Management	operations management systems
	00	Management	
			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	19JBSO2	Production, Planning	CO1 : Understand nature and scope of
"	09	and Control	CO1 : Understand nature and scope of
		i anu Cuntiui	Production



			DEEMED-10-BE UNIVERSITY
			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
П	19JBSO2	Environment	CO1 : Enable the students in to acquire an
	10	Management: Green	understanding of Environment Management
		Operations	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
П	19JBSO2	Droject Management	technologies
"	1938502	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
Ш	18JBS30	Operations	CO1: Understand the concepts and tools of
	1	Management	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	Project Management	CO1 : Analyze the need for project planning
	2		CO2 : Understand the tools of project planning
			CO3 :Describe the processes of risk analysis
			and project scheduling in a project planning
			environment
III	18JBS30	Management Skills	CO1 : Apply and integrate managerial skills
	3	for Effectiveness	for organizational building
			CO2 : Demonstrate applicable knowledge of
			the common skills needed to achieve
			organizational objectives
	I	l	



	1		DEEMED-10-BE UNIVERSITY
			CO3: Ability to handle team building and
			building strong teams with the necessary
			skills
III	18JBS30	Quantitative	CO1: Understand the role of operations
	4	techniques	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
	40 10000	D : A L ::	replacement models and network analysis
III	19JBSO3	Business Analytics	CO1 : Analyze problems integrating concepts
	05		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
1			
III	19.IBSO3	Enterprise Resource	
III	19JBSO3	Enterprise Resource	CO1 : Understand the fundamental
III	19JBSO3 06	Enterprise Resource Planning	CO1 : Understand the fundamental framework for Enterprise Resource Planning
III			CO1 : Understand the fundamental framework for Enterprise Resource Planning (ERP) in an organization
III			CO1 : Understand the fundamental framework for Enterprise Resource Planning (ERP) in an organization CO2 : Identify the various functional modules
III			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
III			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
III			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
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III			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
III			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
III			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
III			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
III			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-
	06	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 Reengineering
III			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-
	06	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 Reengineering
	19JBSO3	Planning Data Driven Decision	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 Reengineering CO1: Understand problems integrating
	19JBSO3	Planning Data Driven Decision	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 Reengineering CO1 : Understand problems integrating different types of data CO2 : Analyze the importance and need for
	19JBSO3	Planning Data Driven Decision	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 Reengineering CO1 : Understand problems integrating different types of data CO2 : Analyze the importance and need for data driven decision making
	19JBSO3	Planning Data Driven Decision	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 Reengineering 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
	19JBSO3	Planning Data Driven Decision	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 Reengineering 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
	19JBSO3	Planning Data Driven Decision	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 Reengineering 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
	19JBSO3	Planning Data Driven Decision	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 Reengineering 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
III	19JBSO3 07	Data Driven Decision Making	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 Reengineering 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
	19JBSO3 07	Data Driven Decision Making Business Intelligence	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 Reengineering 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 CO1 : Gain insights to a fundamental
III	19JBSO3 07	Data Driven Decision Making	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 Reengineering 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



	1		
			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
Ш	19JBSO3	Lean Manufacturing	CO1 : Develop concepts, knowledge and
	09	3	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
Ш	19JBSO3	Inventory	CO1 : Familiarize with various facets of
	10	Management	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
Ш	19JBSO3	Procurement and	CO1 : Familiarize the students with various
	11	Materials	facets of materials management
		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	18JBS40	Entrepreneurship	CO1 : Examine various types of
	1		entrepreneurs
			CO2 : Discover various frameworks and tools
			involved in generating business ideas



			COO. Able to understand the difference
			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	Indian Ethos and	CO1 : Appreciate the cause and effect
	2	Business Ethics	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	Corporate Strategy	CO1 : Analyze the main structural features of
' '	3	Corporate Chategy	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	Total Quality	CO1 : Gain the knowledge of possibilities of
	04	Management	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	Technology and	CO1 : Understand Technology Management
' '	05	Innovation	
	03		and related decision support systems
		Management	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 este	Course Code	Course Name	Course Outcomes (COs)		
r 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 enterprisewide 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		



	10 IDC1	Markating	CO1 : Outline and evaloin core concents of
'	18JBS1 06	Marketing Management	CO1 : Outline and explain core concepts of marketing
		a.iagee.ii	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	Organizational	CO1 : Identify the challenges and opportunities
	07	Behavior	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	Business Statistics	CO1 : Introduce basic statistical techniques and
	08	and Analytics for	their applications in managerial decision making
		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	Financial Reporting,	CO1 : Appreciate Accounting as a business
	09	Statements and	language
		Analysis	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
	40 1500		corporates
II	18JBS2 01	Indian Financial System & Financial	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
	01	Markets	CO2 : Differentiate between role and functions
		IVIAINGIS	of Banks and Financial Institutions
		<u> </u>	or banks and i manda mondulons



	1		DEEMED-10-BE UNIVERSITY
			CO3 : Demonstrates by embodying the skills
			and knowledge of Financial Markets and
			Services
II	18JBS2	Corporate Social	CO1 : Identify contextual social issues and
	02	Responsibility and	problems related to social responsibility and
		Sustainability	sustainability
			CO2 : Understand opportunities for social
			entrepreneurship
			CO3 : Define the relationship between CSR and
			corporate sustainability performance
II	18JBS2	Marketing Research	CO1 : Identify the needs of marketing managers
	03		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
П	18JBS2	Corporate Finance	CO1 : Build understanding of the central ideas
''	04	Corporato i manos	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	Indian Economy and	CO1 : Understand various reforms and policy
''	05	Policy	framework of Indian economy
	00	Tolley	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
П	18JBS2	Human Resource	
"	06		CO1 : Define the human resource management (HRM) and its functions
	00	Management	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
<u> </u>	40 '55 1	D	industrial relations in modern context
II	19JBBA	Programming with R	CO1 : Familiarity with R basics and
	207		programming



	ı		
			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
П	19JBBA	Descriptive Analytics	CO1 : Understand the capabilities of popular
''	208	and Data	statistical software packages
		Visualization	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
П	19JBBA	Tableau	CO1 : Understand importance of data
	209		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
П	19JBBA	Spreadsheet and	CO1 : Apply spreadsheet tools to understand
	210	Modelling using	data manipulation
		Spreadsheet	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
П	19JBBA	Framework of	CO1 : Describe reporting and analysis tools for
	211	Business Analytics	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
	40 1000	Operations	in business process environments
III	18JBS3	Operations	CO1 : Understand the concepts and tools of
	01	Management	operations management CO2 : Develop models and frameworks in
			capacity planning, production planning and
			facility management
		1	LIGORIA HIGHAUGHIGHL



	1		CO2 : Discuss material management and quality
			CO3 : Discuss material management and quality
			management processes in operations
			management
III	18JBS3	Project Management	CO1 : Analyze the need for project planning
	02		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
	03	IOI Effectiveness	organizational building
			CO2 : Demonstrate applicable knowledge of the
			common skills needed to achieve organizational objectives
			CO3: Ability to handle team building and
III	10 IDC2	Quantitative	building strong teams with the necessary skills
'''	18JBS3 04		CO1 : Understand the role of operations
	04	techniques	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	19JBBA	Data Analytics with	CO1 : Understand data handling and
	305	Python	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
Ш	19JBBA	Machine Learning	CO1 : Understand the importance of predictive
	306		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	19JBBA	Text and Image Data	CO1 : Understand representation of text data
	307	Analytics	and image data
			CO2 : Describe text analytics and image data
			analytics
			CO3 : Gain familiarity with R and Python for text
	1		and images data analytics



			CO4 : Application of text data analysis and image data analysis to business processes CO5 : Interpret and analyze sentiment analysis
III	19JBBA 308	SQL using Oracle and Python	and image data analysis using analytics tools CO1 : Familiarity with RDBMS, tables and database
		and ryanon	CO2 : Implementation of DDL, DCDL and DML commands for data management
			CO3 : Understanding basics of PL/SQLblock and Constructs
			CO4 : Attain competence using different applications of PL/SQL CO5 : Execute SQL operations on R and python
III	19JBBA 309	Financial Analytics	CO3 : Execute SQL operations on K and python 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	CO1 : Understand the Basics of Security and investment
		Management	CO2 : Familiarity with Efficient Market and Capital Market Theory
			CO3 : Exposure to Fixed Income Securities and Derivatives
			CO4 : Know Portfolio Theory and Risk
	40 100 4		CO5 : Comprehend Portfolio Analysis and portfolio selection
III	19JBBA 311	Business Process Modeling and	CO1 : Analyze the principles of data management
		Advance Data Management	CO2 : Discuss the role of IT in BPM
		Management	CO3 : Discuss the role of Data Mining
			CO4 : Analyze the role of Business Intelligence life cycle
			CO5 : Apply Data mining in Business
IV	18JBS4	Entrepreneurship	CO1 : Examine various types of entrepreneurs
	01		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	Indian Ethos and	CO1 : Appreciate the cause and effect
	02	Business Ethics	relationship of individual actions on a business CO2 : Critically examine ethical dilemmas and to
			understand the management practices in the context of Indian Management



	1		DEEMED-TO-BE UNIVERSITY
			CO3: Understand contribution of Indian culture
			and ethos to service, leadership and
			management
IV	18JBS4	Corporate Strategy	CO1 : Analyze the main structural features of an
	03		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
1) /	401400	Ole attend	location of production
IV	19MBB	Chatbot	CO1 : Understand environment for creating
	A404	Development	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	Deep Learning and	CO1 : Understand the basics of neural network
	405	Trained Models	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	HR, Marketing,	CO1 : Develop an understanding of the
	406	Retail and Supply	importance and need for marketing, HR, Retail
		Chain Analytics	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)			
	Entrepre	neurship 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 enterprisewide databases CO3 : Understand significance of managing	
I	18JBS10 2	Business Communication	security issues in an organization CO1 : Appreciate the importance of communication in business	
	_	Communication	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	



	40 10040	O	DEEMED-10-BE UNIVERSITY
I	18JBS10	Organization Design	CO1 : Develop an understanding of the
	4		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
1	18JBS10	Managerial	CO1 : Correlate the concepts and theories in
•			•
	5	Economics	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
_	18JBS10	Markating	
1		Marketing	CO1 : Outline and explain core concepts of
	6	Management	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
1	18JBS10	Organizational	
'		Organizational	CO1 : Identify the challenges and opportunities
	7	Behavior	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
I	18JBS10 9	Financial Reporting, Statements and Analysis	CO5 : Describe probability and probability-based distributions 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 finance management	cial
CO5 : Gain ability to take decisions	
financial, investment, dividend and v	working
capital management	
II 18JBS20 Indian Economy CO1 : Understand various reforms a	and policy
5 and Policy framework of Indian economy	
CO2 : Discuss macroeconomic cond	cepts for
managerial decision making	•
CO3 : Describe the framework for e	conomic
policy reform in India	
CO4 : Analyze the economic plannii	na system
in India	ig cycloin
CO5 : Outline macroeconomic indic	ators and
the sectoral composition of the India	an economy
II 18JBS20 Human Resource CO1 : Define the human resource	
6 Management management (HRM) and its function	าร
CO2 : Describe the mechanism of re	ecruitment
and selection process	
CO3 : Demonstrate the role of traini	na
methods in talent management	3
CO4 : Explain the components of er	mplovee
rewards	p.oyoo
CO5 : Analyze the changing scenar	io of
industrial relations in modern contex	
II 19JBEF2 Entrepreneurship CO1 : Understand the theoretical fra	
07 Theory and Practice of entrepreneurship	allieworks
CO2 : Recognize the stages related	to the
	to trie
entrepreneurial process	ration and
CO3 : Explain business model innov	ation and
small business management	
CO4 : Identify the strategies to impr	
performance of new business ventu	
CO5 : Discuss successes, opportun	ities and
risks of entrepreneurship	
II 19JBEF2 Entrepreneurship CO1 : Understand entrepreneurship	
08 Development environment of entrepreneurial deve	elopment
CO2 : Explain the process of entrep	rangurshin
development	Terreursinp
CO3 : Identify the competences nee	aded to
	acu IU
become an entrepreneur	agoo in
CO4 : Recognize the special challer	iges in
starting new ventures	unings
CO5 : Enumerate the steps of the b	usiness
plan preparation process II 19JBEF2 Entrepreneurial CO1 : Understand the theoretical fra	mourarica
in in investe y i entreprenental in 1.000 . Understand the theoretical tra	ameworks
09 Finance of entrepreneurship finance	
09 Finance of entrepreneurship finance CO2 : Describe the types of entrepr	eneurship
09 Finance of entrepreneurship finance CO2 : Describe the types of entrepreneurship finance	·
09 Finance of entrepreneurship finance CO2 : Describe the types of entrepr	·



			DEEMED-TO-BE UNIVERSITY
			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	CO1 : Enumerate the steps involved of launching a new venture
		Enterprise	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	CO1 : Examine the need and scope of project formulation for a new business venture
		Analysis	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
			<u>'</u>
			CO5 : Conduct a feasibility analysis for a new venture
III	18JBS30	Operations	CO1 : Understand the concepts and tools of
	1	Management	operations management
		Management	CO2 : Develop models and frameworks in
			capacity planning, production planning and
			facility management
			CO3 : Discuss material management and
			quality management processes in operations
	40 IDC00	Duningt	management
Ш	18JBS30	Project	CO1 : Analyze the need for project planning
	2	Management	CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis
			and project scheduling in a project planning
III	18JBS30	Managamont Skills	environment CO1 : Apply and integrate managerial skills for
""	3	Management Skills for Effectiveness	organizational building
		101 Ellectivelless	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	Quantitative	CO1 : Understand the role of operations
	4	techniques	research in making the managerial decisions
			CO2 : Solve the product mix problems using
			the LPP model
			CO3 : Discuss waiting behavior and service
			efficiency



			004 - A
			CO4 : Analyze project networks and calculate the project duration time
			CO5 : Describe inventory control and
			replacement models and network analysis
III	19JBEF3	Opportunity Sensing	CO1 : Create, identify, assess, shape, and act
	05	and Preparing for	on opportunities in a variety of contexts and
		Launch	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
<u></u>			starting new ventures
III	19JBEF3	Managing	CO1 : Discuss the innovation imperative in the
	06	Innovation and	context of new businesses
		Technology	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
	40 10550	Desciones Di	business goals
III	19JBEF3	Business Plan and	CO1 : Understand business models and
	07	Project	frameworks in entrepreneurship
		Implementation	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		Corporate	CO1 : Understand the dimensions of
	19JBEF3	Entrepreneurship	entrepreneurship and intraprenuership in
	08	•	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
III	19JBEF3	Developing the	intrapreneurial teams in corporations CO1 : Understand projects and the stages of
""	19JBEF3	Project Report	the project management life cycle
		i roject Neport	CO2 : Explain the process and steps involved
			of project initiation and selection
			CO3 : Examine the role of planning control and
			integration in entrepreneurship
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	1		DEEMED-10-BE UNIVERSITY
			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
Ш	19JBEF3	New Enterprise	CO1 : Understand early-stage enterprise
	10	Financing &	creation
		Appraisal	CO2 : Examine types of financing for new
		F F	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
Ш	19JBEF3	Technology	CO1 : Understand the key concepts and
	11	Commercialization	options in technology commercialization
		& Entrepreneurial	CO2 : Assess technologies for their
		Innovation	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	Entrepreneurship	CO1 : Examine various types of entrepreneurs
	1		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	Indian Ethos and	CO1 : Appreciate the cause and effect
	2	Business Ethics	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	Corporate Strategy	CO1 : Analyze the main structural features of
	3		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



	1		DEEMED-10-BE UNIVERSITY
			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	Family Business	CO1 : Differentiate family business from other
	04	Management	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	Growth Plan and	CO1 : Understand the importance of strategic
	05	Formulation	planning for business growth
	00	Tomidation	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
IV	19JBEF4	Ctrotogio	adapting innovation strategy
IV		Strategic	CO1 : Understand family business planning
	06	Leadership in	approaches
		Family Business	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	Identifying, Starting	CO1 : Discuss the steps involved in the
	07	and Growing a	formation a social venture
		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
1			CO5 : Understand the marketing concepts of
1			social enterprises
IV	19JBEF4	Buying an Existing	CO1 : Identify various opportunities and
	08	Business	challenges in buying an existing business
		24011000	- c. c. igod iii bayiiig air oxiotiiig baoiiiood



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 este r	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		



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l 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
	40 100407	Onne nie e General Dahania	competitive marketing strategies
l 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
	18JBS108	Business Statistics and	CO1 : Introduce basic statistical
'	10303100		
		Analytics for Decision	techniques and their applications in
		Making	managerial decision making
			CO2 : Differentiate the regression and
			correlation concepts and to develop its
			models
			CO3 : Explain the use and applications of
1	i .	Ī	probabilistic methods in statistics



			CO4 : Understand the precedure for
			CO4 : Understand the procedure for
			hypothesis testing is statistics
			CO5 : Describe probability and
			probability-based distributions
I	18JBS109	Financial Reporting, Statements and	CO1 : Appreciate Accounting as a business language
		Analysis	CO2 : Comprehend the accounting cycle
		Allalysis	
			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
	40 100004	Ladian Financial Occion	of corporates
II	18JBS201	Indian Financial System	CO1 : Recognize the initiatives in
		& Financial Markets	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
Ш	18JBS202	Corporate Social	CO1 : Identify contextual social issues
		Responsibility and	and problems related to social
		Sustainability	responsibility and sustainability
			CO2 : Understand opportunities for social
			entrepreneurship
			CO3 : Define the relationship between
			CSR and corporate sustainability
			performance
П	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
П	18JBS204	Corporate Finance	CO1 : Build understanding of the central
''	10000204	Corporate i ilialice	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
1]		financial, investment, dividend and
			working capital management



П	18JBS205	Indian Economy and	CO1 : Understand various reforms and
''	10000200	Policy	policy framework of Indian economy
		1 Olloy	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
П	18JBS206	Human Resource	economy CO1 : Define the human resource
"	10000200	Management	management (HRM) and its functions
		Management	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
П	18AAI201	Management of Airport	CO1: Understand the Fundamentals of
"	IOAAIZOT	Operations	Airport operations
		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
П	18AAI202	Legal and Regulatory	CO1: Identify the various laws pertaining
		Framework in Aviation	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	CO1: Discuss the need for air navigation
		Navigation &	services and its importance
		Metrological Operations	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



II	18AAI204 18JBS301	Management of Multi- National Corporations	CO5: Appraise the physical characteristics of aerodrome and examine the various standards applicable in-flight operations CO1: Defining MNC - Multinational Corporation CO2: Understanding strategic issues for MNCs CO3: Analyzing and evaluating managing business functions CO4: Understand the concept of global
II		•	the various standards applicable in-flight operations CO1: Defining MNC - Multinational Corporation CO2: Understanding strategic issues for MNCs CO3: Analyzing and evaluating managing business functions
II		•	operations CO1: Defining MNC - Multinational Corporation CO2: Understanding strategic issues for MNCs CO3: Analyzing and evaluating managing business functions
II		•	CO1: Defining MNC - Multinational Corporation CO2: Understanding strategic issues for MNCs CO3: Analyzing and evaluating managing business functions
II		•	Corporation CO2: Understanding strategic issues for MNCs CO3: Analyzing and evaluating managing business functions
	10 IDC201	National Corporations	CO2: Understanding strategic issues for MNCs CO3: Analyzing and evaluating managing business functions
	10 IDC201		MNCs CO3: Analyzing and evaluating managing business functions
	10 IDC201		CO3: Analyzing and evaluating managing business functions
	10 IDC201		business functions
	10 IDC201		
	10 IDC201		CO4: Understand the concept of global
	10 IDC201		
	10 IDC201		leadership
	10 IDC201		CO5: Analyze and evaluate Indian MNCs
III	10.10.3.311	Operations	CO1 : Understand the concepts and tools
	10000001	Management	of operations management
		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
111	10000002	r roject Management	planning
			CO2 : Understand the tools of project
			planning
			CO3 : Describe the processes of risk
			analysis and project scheduling in a
	10 10 0000		project planning environment
III	18JBS303	Management Skills for	CO1 : Apply and integrate managerial
		Effectiveness	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
	10 100001		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	CO1: Appreciate the evolution of Air
		Operations	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
		Operations	CO2: Understand the theory of flight and its mechanics



			COA. Evologo verieus Eliale ((
			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	CO1: Grasp the concept of Revenue
		in Aviation	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	CO1: Understand the procedures involved
111	TOAAISUS	handling Operations	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
Ш	18AAI304	Safety, Security &	CO1: Adapt to safety and security norms
		Disaster Management in	in the Aviation industry
		Aviation	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
		, odnom	CO2: Analyze the travel and tourism
			products
		1	products



			OOO Design the consistent to a second a second as
			CO3: Review the various travel agencies
			and public relations CO4: Analyze the hotel operations
			CO5: Evaluate the status of tourism in
	40441007	1	India
III	18AAI307	International Trade	CO1: Develop skills to scan international
		Practice	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
IV	18JBS401	Entrepreneurship	required for international trade CO1 : Examine various types of
' '	10000401	Funchieneniamh	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	CO1 : Appreciate the cause and effect
		Business Ethics	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
IV	18JBS403	Corporate Strategy	and management CO1 : Analyze the main structural
' '	10000400	Corporate Strategy	
			features of an industry and develop
			features of an industry and develop
			strategies that position the firm most
			strategies that position the firm most favorably in relation to competition and
			strategies that position the firm most favorably in relation to competition and influence industry structure to enhance
			strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness
			strategies that position the firm most favorably in relation to competition and influence industry structure to enhance
			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
			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,
			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
			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
			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
			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
			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



			CO5 : Formulate strategies for exploiting
			international business opportunities
			including foreign entry strategies and
			international location of production
IV	18AAI401	Aviation Financial	CO1: Interpret the knowledge of
		Management	management theories and industry
		, and the second	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	CO1: Understand the Fundamentals and
		Management	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
11.7	40 441 400	MDO 0 Comments also also	plan for Airports
IV	18 AAI 403	MRO & Supply chain	CO1: Analyze and discern Supply Chain
		management in	Management of Aviation Industry
		Aviation*	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	CO1: Comprehend the concepts of ERP,
1 V	10/3/31404	Planning & E-Initiatives	its pre-requisites and components
		in Aviation*	CO2: Explain various modules like
		,	Manufacturing, Planning, Quality, HR,
			Finance, etc
		1	i mano, do



			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 Mana	gement 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 enterprisewide databases CO3 : Understand significance of managing	
I	18JBS1 02	Business Communication	security issues in an organization CO1 : Appreciate the importance of communication in business	
	32		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	



			DEEMED-10-BE UNIVERSITY
			CO2 : Provide an overview of the mercantile laws in the Indian context
			CO3 : Analyze economic legislations and their
			impact of development
I	18JBS1	Organization Design	CO1 : Develop an understanding of the
	04		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
			·
	18JBS1	Managerial	CO1 : Correlate the concepts and theories in
	05	Economics	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	Marketing	CO1 : Outline and explain core concepts of
	06	Management	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
1	18JBS1	Organizational	CO1 : Identify the challenges and opportunities
	07	Behavior	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	CO1 : Introduce basic statistical techniques and their applications in managerial decision making
		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	CO1 : Appreciate Accounting as a business language
		Analysis	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	CO1 : Recognize the initiatives in strengthening the financial infrastructure by Regulators
		Markets	CO2 : Differentiate between role and functions of Banks and Financial Institutions
			CO3 : Demonstrates by embodying the skills and knowledge of Financial Markets and
11	18JBS2	Corporate Social	Services CO1 : Identify contextual social issues and
"	02	Responsibility and Sustainability	problems related to social responsibility and sustainability
		,	CO2 : Understand opportunities for social entrepreneurship
			CO3 : Define the relationship between CSR and
II	18JBS2	Marketing Research	corporate sustainability performance CO1 : Identify the needs of marketing managers
"	03	Wantering recognist	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



	1		DEEMED-TO-BE UNIVERSITY
			CO4 : Discuss the practice of financial
			management
			CO5: Gain ability to take decisions on financial,
			investment, dividend and working capital
			management
II	18JBS2	Indian Economy and	CO1 : Understand various reforms and policy
	05	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
	40 IDC0	Human Danauman	
II	18JBS2	Human Resource	CO1 : Define the human resource management
	06	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	Consumer Behavior	CO1: Examine the concept of consumer
	S2E01	& Customer	behavior and its importance in the context of
		Relationship	marketing
		Management	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,
	40 1000	0 (14)	customer portfolio and delivering customer value
II	18JBSS	Sport Merchandising	CO1: Assess and compare various factors
	2E02		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
11	40 1000	On ant Mars are seen	management decision in strategy making
II	18JBSS	Sport Management	CO1: Assess the true weight and impact of
	2E04	& Diplomacy	sports for a country and its population
			CO2: Understand the close relationship between
			sports and diplomacy
			CO3: Focus on the requirements for India to
	10 15 5 5	0 15	host event like Olympic Games
Ш	18JBSS	Sport Financing	CO1: Understand how wealthy are sport
	2E03		organizations and what are the key drivers of
			revenue
1			CO2: Analyse main revenues generated by
			sport team or an event



			DEEMED-10-BE UNIVERSITY
			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	Project Management	CO1 : Analyze the need for project planning
	02		CO2 : Understand the tools of project planning
			CO3 : Describe the processes of risk analysis
			and project scheduling in a project planning environment
III	18JBS3	Management Skills	CO1 : Apply and integrate managerial skills for
	03	for Effectiveness	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	Quantitative	CO1 : Understand the role of operations
	04	techniques	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
	101500		replacement models and network analysis
III	18JBSS	E - Commerce for	CO1: Design and implement e-commerce
	305	Sports	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	Retail Management	CO1: Develop customer specific concepts,
	306	for Sports	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	Integrated	CO1: Critically evaluate and understand the
	307	Marketing	concept of IMC and new media initiatives
		Communications	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 grassroot 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
IV	18JBS4 03	Corporate Strategy	management 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 hypercommercialized 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 hypercommercialized industry



	Course Outcomes (COs)				
	Luxury Management 2019-21 batch				
Seme ster	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		



			COE . Deparibe prising frame served
			CO5 : Describe pricing frameworks and strategic decision using game theory under
			different market conditions
	18JBS1	Marketing	CO1 : Outline and explain core concepts of
'	06	Management	marketing
		Management	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
1	18JBS1	Organizational	CO1 : Identify the challenges and
	07	Behavior	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	Business Statistics	CO1 : Introduce basic statistical techniques
	80	and Analytics for	and their applications in managerial decision
		Decision Making	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
	18JBS1	Financial Reporting,	CO1 : Appreciate Accounting as a business
	09	Statements and	language
		Analysis	CO2 : Comprehend the accounting cycle
			CO3 : Preparation of accounting statements
			CO4 : Ability to read and infer the Balance
			sheet and Profit and loss statement
		1	



			CO5: Ability to analyze the financial health of
II	18JBS2	Indian Financial	corporates CO1 : Recognize the initiatives in
	01	System & Financial Markets	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
	40.1000		management
III	18JBS3	Project Management	CO1 : Analyze the need for project planning
	02		CO2 : Understand the tools of project
			planning
			CO3 : Describe the processes of risk analysis
			and project scheduling in a project planning
			environment
Ш	18JBS3	Management Skills for	CO1 : Apply and integrate managerial skills
	03	Effectiveness	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	Quantitative	CO1 : Understand the role of operations
	04	techniques	research in making the managerial decisions
		tooriiiquoo	
			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	18JBSL	E-Commerce for	CO1. Dayalan an in death knowledge and
'''			CO1: Develop an in-depth knowledge and
	305	Luxury	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
Ш	18JBSL	Brand Management in	CO1: Demonstrate the ability to apply tools,
	306	Luxury	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
Ш	18JBSL	Integrated Marketing	CO1: Critically evaluate and understand the
	307	Communications &	concept of IMC and new media initiatives
		New Media	CO2: Demonstrate marketing communication
			CO2: Demonstrate marketing communication strategies in the niche world of luxury
			Sharegies in the fliche 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 &	CO1: Critically analyze and evaluate the future of luxury products
		Cosmetics, Luxury Hotels, Clock-making	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,



			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	18JBSL 406	Social Media Marketing	CO1: Develop organizational strategies that take cognizance of new media in the business world
			CO2: Research, review and collect information required for social media marketing
			CO3: Communicate and present a feasible business model for luxury businesses
IV	18JBSL 407	Luxury Marketing II	CO1: Apply appropriate measures to generate solutions on luxury e-marketing business trends
			CO2: Gather and evaluate data to support e- marketing mix strategies for luxury companies
			CO3: Demonstrate the ability to apply tools, techniques and practices for market development
IV	18JBSL 408	Buying & Forecasting	CO1: Synthesize the complexity and ambiguity of factors affecting global luxury purchases
			CO2: Critically analyze and evaluate purchase policy in luxury department stores
			CO3: Develop organizational strategies for various luxury franchising opportunities