2.6.1. Programme Outcomes [Pos] and Course Outcomes [Cos] for all programmes offered by the institution.

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Sr. No.	Particulars
1	Program outcomes 2019
2	Course outcomes 2019

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Program Outcomes

1. **Generic and Domain Knowledge** -
   Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues

2. **Problem Solving & Innovation** -
   Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative solving tools and techniques.

3. **Critical Thinking** -
   Ability to conduct investigation of multidimensional business problems using based knowledge and research methods to arrive at data driven decisions

4. **Effective Communication** -
   Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large

5. **Leadership and Team Work** -
   Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders

6. **Global Orientation and Cross-Cultural Appreciation** -
   Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cultural aspects of business and management

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7 **Entrepreneurship** -

Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cultural aspects of business and management

8 **Environment and Sustainability** -

Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects

9 **Social Responsiveness and Ethics** -

Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical act with integrity.

10 **Life Long Learning** –

Ability to operate independently in new environment, acquire new knowledge and skills

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Course Outcomes

Subject Code	Subject Name	Course Type	Course Outcome
SEM 1			
101	Managerial Accounting	Compulsory Generic Core Course	1. Describe the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing 2. Explain in detail, all the theoretical concepts taught through the syllabus. 3. Perform all the necessary calculations through the relevant numerical problems. 4. Analyse the situation and decide the key financial as well as non-financial elements involved in the situation. 5. Evulate the financial impact of the decision.
102	Organizational Behaviour	Compulsory Generic Core Course	1. Describe the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behaviour. 2. Explain the implications of organizational behaviour from the perspectives of employees, managers, leaders and the organization. 3. Make use of the Theories, Models, Principles and Frameworks of organizational behaviour in specific organizational settings. 4. Deconstruct the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large. 5. Formulate approaches to reorient individual, team, managerial and leadership behaviour inorder to achieve organizational goals 6. Elaborate upon the challenges in shaping organizational behaviour, organizational culture and organizational change.

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103	Economic Analysis for Business Decisions	Compulsory Generic Core Course	1. Define the key terms in micro-economics. 2. Explain the key terms in micro-economics, from a managerial perspective. 3. Identify the various issues in an economics context and Demonstrate their significance from the perspective of business decision making. 4. Examine the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles. 5. Develop critical thinking based on principles of micro-economics for informed business decision making. 6. Anticipate how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.
104	Business Research Methods	Compulsory Generic Core Course	1. Define various concepts & terms associated with scientific business research. 2. Explain the terms and concepts used in all aspects of scientific business research. 3. Make use of scientific principles of research to Solve contemporary business research problems. 4. Examine the various facets of a research problem and Illustrate the relevant aspects of the research process from a data driven decision perspective. 5. Judge the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective. 6. Formulate alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems

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105	Basics of Marketing	Compulsory Generic Core Course	1. Recall and Reproduce the various concepts, principles, frameworks and terms related to the function and role of marketing. 2. Demonstrate the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and Illustrate the role that marketing plays in the 'tool kit' of every organizational leader and manager. 3. Apply marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios. 4. Examine and List marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behaviour, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services). 5. Explain the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behaviour, marketing mix and Product Life Cycle with real world examples. 6. Disucss alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behaviour, marketing mix and Product Life Cycle in the context of world marketing offering (commodities, goods, services, e-products/ e-services.).
106	Digital Business	Compulsory Generic Core Course	1. Describe the conceptual framework of e commerce, mobile commerce and social commerce. 2. Summarize the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce. 3. Illustrate value creation & competitive advantage in a digital Business environment. 4. Examine the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world. 5. Elaborate upon the various types of digital business models and Outline their benefits and limitations. 6. Discuss he various applications of Digital Business in the present day world.

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107	Management Fundamentals	Generic Elective – University Level	1. Enumerate various managerial competencies and approaches to management. 2. Explain the role and need of Planning, Organizing, Decision Making and Controlling 3. Make use of the principles of goal setting and planning for simple as well as complex tasks and small projects. 4. Compare and Contrast various organizational structures of variety of business and not-for-profit entities in a real world context 5. Build list of the decisionmaking criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decisionmaking situations and Evaluate and Explain the same. 6. Formulate and Discuss a basic controlling model in a life business, startup and not-for-profit organizational context.
108	Indian Economics	Generic Elective – University Level	1. Describe the present state of Indian Economy and List major economic policy issues in the current context. 2. Explain the economic development strategy since Independence and Discuss the priorities in the current context. 3. Illustrate the economic impact of Monetary policy and Fiscal Policy, Economic Reforms, Demographic Transition in India, Changing profile of GDP, Growth and Inequality and Trade Policy in the Indian context 4. Examine the changing profile of human capital, employment, productivity and Illustrate the linkages with Soft Infrastructure, growth of Start-ups, GDP composition of India. 5. Determine the key priority areas, across various dimensions, for the Indian Economy in the context of current economic environment. CO108. 6 Creating Build a case for co-existence of MNCs, Indian Public Sector, Indian Private Sector, SMEs, MSMEs and Start Ups in the Indian Economy.

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111	Legal Aspects of Business	Generic Elective – University Level	1. Describe the key terms involved in each Act. 2. Summarize the key legal provisions of each Act 3. Illustrate the use of the Acts in common business situations. 4. Outline the various facets of basic case laws of each Act from a legal and managerial perspective. 5. Develop critical thinking by making judgments related to use of various provisions of the Acts in business situations
117	Business System & Procedure	Generic Elective – Institute Level	1. Table the key elements of a typical business system and related work flow procedures. 2. Explain a business system and related procedures. 3. Predict the fail points / bottle necks in a typical business process 4. Break down a business system into simpler components and explain the interrelationships. 5. Develop a process based thinking approach. 6. Create standard operating procedures and flow charts / other visual representations for typical business systems and processes.
114	Enterprise Analysis - Desk Research	Generic Elective – Institute Level	1. Describe the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization. 2. Summarize the regional, national and global footprint of a real world business organization. 3. Demonstrate the use of secondary – offline and online resources to profile a real world business organization. 4. Analyse, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years 5. Compose a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain 6. Imagine the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

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116	MS Excel	Generic Elective – Institute Level	1. Select appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data. 2. Show how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets. 3. Use various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match). 4. Illustrate the use of the most commonly used data-manipulation commands in MS Excel. 5. Derive insights from multiple data sources in MS Excel and work with it to answer relevant business questions. 6. Create standard Excel Templates for routine business data management and analysis activities.
SEM II			
201	Marketing Management II	Compulsory Generic Core Course	1. Describe the key terms associated with the 4 Ps of marketing. 2. Compare and Contrast various approaches to pricing for a world marketing offering (commodities, goods, services, e-products/ e-services.) 3. Demonstrate an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ eservices.) 4. Examine e product line of a world marketing offering (commodities, goods, services, e-products/ e-services.) 5. Explain the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.) 6. Design a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

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202	Financial Management II	Compulsory Generic Core Course	1. Describe the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting. 2. Explain in detail all theoretical concepts throughout the syllabus 3. Perform all the required calculations through relevant numerical problems. 4. Analyze the situation and • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals 5. Evaluate impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm
203	Human Resources Management II	Compulsory Generic Core Course	1. Describe the role of Human Resource Function in an Organization 2. Enumerate the emerging trends and practices in HRM. 3. Illustrate the different methods of HR Acquisition and retention. 4. Demonstrate the use of different appraisal and training methods in an Organization. 5. Outline the compensation strategies of an organization 6. Sample job descriptions and job specifications for contemporary entry level roles in real world organizations.

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204	Operations & Supply Chain Management	Compulsory Generic Core Course	1. Define basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management. 2. Explain the process characteristics and their linkages with process-product matrix in a real world context. 3. Describe the various dimensions of production planning and control and their inter-linkages with forecasting. 4. Calculate inventory levels and order quantities and make use OF various inventory classification methods 5. Outline a typical Supply Chain Model for a product / service and Illustrate the linkages with Customer Issues, Logistic and Business Issues in a real world context. 6. Elaborate upon different operational issues in manufacturing and services organisations where the decision-making element is emphasized.
207	Contemporary Frameworks in Management	Compulsory Generic Core Course	1. Define Emotional Intelligence (EQ), Identify the benefits of emotional intelligence and related the 5 Dimensions of Trait EI Model to the practice of emotional intelligence. 2. Describehow companies achieve transition from being good companies to great companies, and discuss why and how most companies fail to make the transition. 3. Apply the 21 laws that make leadership work successfully to improve your leadership ability and illustrate its positive impact on the whole organization. 4. Examine the fundamental causes of organizational politics and team failure. 5. Explain the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.

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209	Start Up and New Venture Management II	Compulsory Generic Core Course	1. Describe the strategic decisions involved in establishing a startup. 2. Explain the decision making matrix of entrepreneur in establishing a startup. 3. Identify the issues in developing a team to establish and grow a startup 4. Formulate a go to market strategy for a startup. 5. Design a workable funding model for a proposed startup. 6. Develop a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.
211	Business, Government & Society II	Compulsory Generic Core Course	1. Describe the economic roles of government in the Indian context. 2. Explain the macroeconomic crises around the world. 3. Illustrate the interlinkages between economic growth poverty and inequality. 4. Examine the rationale, success and failures of Public Private Partnerships in the Indian context. Assess the forces for and against Globalization and the socio-economic impact of Globalization. Discuss the interplay between technology, business and society.
214	Industry Analysis & Desk Research	Compulsory Generic Core Course	1. Describe the key characteristics of the players in an industry. 2. Summarize the management ethos and philosophy of the players in the industry. 3. Demonstrate an understanding of the regulatory forces acting on the industry. 4. Compare and Contracts, using tables and charts, the market and financial performance of the players in an industry. 5. Assess the impact of recent developments on the industry and its key players. 6. Predict the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).

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MARKETING

205 MKT	Marketing Research II	Compulsory Generic Core Course	1. Identify and Describe the key steps involved in the marketing research process. 2. Compare and Contrast various research designs, data sources, data collection instruments, sampling methods and analytical tools and Summarize their strengths & weaknesses. 3. Demonstrate an understanding of the ethical framework that market research needs to operate within. 4. Analyze quantitative data and draw appropriate Inferences to address a real life marketing issue. 5. Design a market research proposal for a real life marketing research problem and Evaluate a market research proposal. 6. Plan and Undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.
206 MKT	Consumer Behaviour II	Compulsory Generic Core Course	1. Enumerate social and psychological factors and their influence his/her behaviour as a consumer. 2. Explain fundamental concepts associated with consumer and organizational buying behaviour. 3. Apply consumer behaviour concepts to real world strategic marketing management decision making. 4. Analyse the dynamics of human behaviour and the basic factors that influence the consumer's decision process. 5. Explain the consumer and organizational buying behaviour process for a variety of products (goods/services). Discuss the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and Elaborate on the various aspects of the changing Indian Consumer

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217 MKT	Integrated Marketing Communications II	Compulsory Generic Core Course	1. Describe the IMC mix and the IMC planning process. 2. Examine the role of integrated marketing communications in building brand identity, brand equity, and customer franchise. 3. Construct a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan. 4. Analyze and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands. 5. Design a sales promotion campaign and Choose the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product. 6. Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.
219 MKT	Personal Selling Lab II	Compulsory Generic Core Course	1. List the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals 2. Explain the theories and concepts that are central to personal selling 3. Apply the interpersonal and team skills necessary in successful relationship selling. 4. Illustrate the use of various sales techniques needed to achieve a profitable sale in a real world scenario for a real world product/ service / e-product / e-service. 5. Develop a customer plan that identifies all elements of personal selling, essential to creating successful sales in a real world scenario for a real world product/ service / e-product / e-service. 6. Create sales presentation for a real world product/ service / e-product / e-service and for variety of selling situations.

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FINANCE

205 FIN	Financial Markets and Banking Operations II	Compulsory Generic Core Course	1. Recall the structure and components of Indian financial system through banking operations & Financial Markets. 2. Understand the concepts of financial markets, their working and importance 3. Illustrate the working and contribution of Banks and NBFCs to the Indian Economy. 4. Analyze the linkages in the Financial Markets. 5. Explain the various banking and accounting transactions. 6. Develop necessary competencies expected of a finance professional.
206 FIN	Personal Financial Planning II	Compulsory Generic Core Course	1. Understand the need and aspects of personal financial planning 2. Describe the investment options available to an individual 3. Identify types of risk and means of managing it 4. Determine the ways of personal tax planning 5. Explain retirement and estate planning for an individual and design a financial plan. 6. Create a financial plan for a variety of individuals.
217 FIN	Securities Analysis & Portfolio Management II	Compulsory Generic Core Course	1. Remember various concepts taught in the syllabus. 2. Explain various theories of Investment Analysis and Portfolio Management. 3. Calculate risk and return on investment using various concepts covered in the syllabus. 4. Analyse and Discover intrinsic value of a security. 5. DESIGN/ CREATE optimal portfolio.
219 FIN	Direct Taxation II	Compulsory Generic Core Course	1. Understand various basic concepts/ terminologies related Direct taxation 2. Explain how tax planning can be done. 3. Illustrate how online filling of various forms and returns can be done. 4. Calculate Gross Total Income and Income Tax Liability of an individual assesse. 5. Analyse and Discover intrinsic value of a security. 6. Evaluating DESIGN/ DEVELOP / CREATE tax saving plan.

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HUMAN RESOURCE MANAGEMENT

205 HR	Competency Based Human Resource Management II	Compulsory Generic Core Course	1. Define the key terms related to performance management and competency development. 2. Explain various models of competency development. 3. Practice competency mapping. 4. Analyze competencies required for present and potential future job roles at various levels and across variety of organizations. 5. Design and Map their own competency and plan better and appropriate career for themselves. 6. Develop a customized competency model in accordance with the corporate requirements.
206 HR	Employee Relations & Labour Legislation II	Compulsory Generic Core Course	1. Show awareness of important and critical issues in Employee Relations 2. Interpret and relate legislations governing employee relations. 3. Demonstrate an understanding of legislations relating to working environment. 4. Outline the role of government, society and trade union in ER. 5. Explain aspects of collective bargaining and grievance handling. 6. Discuss the relevant provisions of various Labour Legislations.
217 HRM	Labour Welfare II	Compulsory Generic Core Course	1. Enumerate the key concepts of the subject matter. 2. Describe the key aspects of the labour policy regulation in the country. 3. Identify the applicability of various legislations to variety of world organizations. 4. Examine the traditional concept of labour welfare in the industry 5. Explain the conditions of labour and their welfare and social security needs in the country. 6. Elaborate upon the perspective of labour problems and remedial measures in the country.

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218 HRM	Lab in Recruitment and Selection II	Compulsory Generic Core Course	1. Describe the key concepts such as Job Specification, Job description, Recruitment and Selection. 2. Compare and Contrast various methods of Recruitment and Selection. 3. Develop Job Specifications and Job descriptions in a variety of context. 4. Analyze various Personality types. 5. Explain the profiling techniques used to test Personality, Aptitude, Competency. 6. Compile a list of questions for Recruitment and Selection interviews.
OSCM			
205 OSCM	Services Operations Management - I II	Compulsory Generic Core Course	1. Describe the nature and characteristics of services and the services economy. 2. Describe vice design elements of variety of services. 3. Use service blueprinting for mapping variety of real life service processes. 4. Analyse alternative locations and sites for variety of service facilities. 5. Judge and Explain the service orientation at variety of service facilities / organizations. 6. Create flow process layouts for variety of services.
206 OSCM	Supply Chain Management II	Compulsory Generic Core Course	1. Describe the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management. 2. Explain this structure of modern day supply chains. 3. Identify the various flows in real world supply chains. 4. Compare and Contrast push and pull strategies in Supply Chain Management. 5. Explain the key Operational Aspects in Supply Chain Management. 6. Discuss the relationship between Customer Value and Supply Chain Management.

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217 OSCM	Planning & Control of Operations II	Compulsory Generic Core Course	1. Describe the building blocks of Planning & Control of Operations. 2. Explain the need for aggregate planning and the steps in aggregate planning. 3. Make use of the various forecasting approaches in the context of operations planning process. 4. Illustrate how capacity planning is done in organizations and its relationship with MRP. 5. Explain the importance of scheduling in operations management. 6. Create a Bill of Materials.
218 OSCM	Productivity Management II	Compulsory Generic Core Course	1. Define various types of productivity and measures of productivity 2. Demonstrate the linkages between various measures of productivity. 3. Apply Value Analysis and Value Engineering principles to simple situations related to operations management 4. Apply various types of charts and diagrams to carry out work study and method study 5. Determine the Standard Time using Techniques of Work Measurement. 6. Elaborate upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class manufacturing.
BA			
205 BA	Basic Business Analytics using R II	Compulsory Generic Core Course	1. Identify opportunities for creating value using business analytics and Describe the basic concepts in Business Analytics, Data Science and Business Intelligence. 2. Explain the applications of Business Analytics in multiple business domains and scenarios. 3. Develop a thought process to think like a data scientist/business analyst. 4. Analyse data graphically by creating a variety of plots using the appropriate visualization tools 5. Select the right functions of R for the given analytics task. 6. Combine various tools and functions of programming language and use them in live analytical projects in multiple business domains and scenarios.

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206 BA	Data Mining II	Compulsory Generic Core Course	1. Define the key terms associated with Data Mining 2. Explain the various aspects of Data 3. Apply classification models 4. Analyse using clustering models 5. Select appropriate association analysis and anomaly detection tools. 6. Combine various data mining tools and use them in live analytical projects in business scenarios.
217 BA	Marketing Analytics	Compulsory Generic Core Course	1. Describe the use of Voice of the Customer data in making data driven marketing decisions. 2. Demonstrate an understanding of utility theory to measure customer preferences and choices. 3. Identify what customers' value in a product, and assess what they are willing to pay for it. 4. Illustrate the use of various tools and frameworks to solve strategic marketing problems using marketing data. 5. Determine the most effective target markets. 6. Design a study that incorporates the key tools of Marketing Analytics.
220 BA	Tableau	Compulsory Generic Core Course	1. Define Tableau terminology and show how to Connect to your data, Edit and save a data source. 2. Illustrate the use of the Tableau interface to effectively create powerful visualizations and charts. 3. Make use of statistical techniques to analyze your data, parameters and input controls to give users control over certain values. 4. Data sources using data blending and Combine data from multiple tables in the same data source using joins. 5. Create basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations. 6. Build spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding.

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SEM III			
301	Strategic Management III	Compulsory Generic Core Course	1. Describe the basic terms and concepts in Strategic Management. 2. Explain the various facets of Strategic Management in a real world context. 3. Describe the trade-offs within and across strategy formulation, implementation, appraisal. 4. Aspects of various functional areas of management to develop a strategic perspective. 5. Explain the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists. 6. Develop the capability to view the firm in its totality in the context of its environment.
302	Decision Science III	Compulsory Generic Core Course	1. Describe the concepts and models associated with Decision Science. 2. Understand the different decision-making tools required to achieve optimisation in business processes. 3. Apply appropriate decision-making approach and tools to be used in business environment. 4. Analyse real life situation with constraints and examine the problems using different decision-making tools 5. Evaluate the various facets of a business problem and develop problem solving ability 6. Discuss & propose the various applications of decision tools in the present business scenario.
307	International Business Environment III	Generic Elective – University Level	1. Recall and Describe the key concepts of international Business Environment 2. Understand the relevance of Multinational Corporations (MNCs) in global trade 3. Demonstrate the significance of FDI and FPI in respect of developing economy 4. Analyze the issues related to Labor, Environmental and Global Value chain 5. Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.

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310	Corporate Governance III	Generic Elective – University Level	1. Recognise and Remember the scope of Corporate Governance. 2. Understand the role of Board of Directors and Committees in Good Corporate Governance and key mechanism. 3. Application of empirical methods of Corporate Governance and its impact on the Firms. 4. Analyze the legal framework of Corporate Governance and formulate Internal control policies. 5. Evaluate the legal framework and global perspective of Corporate Governance. 6. Formulate and Discuss Cases related to CG (Models), their SUCCESS & FAILURES.
311	Management of Non-Profit Organizations III	Generic Elective – University Level	1. Describe the basic concepts and frameworks in the field of Non-Profit Sector & Non-Profit Organization. 2. Explain the characteristics of Non-Profit organizations, summarizing the factors affecting development of Non-Profit organization. 3. Make use of theoretical concepts, frameworks while registration process of Non-Profit Organization. 4. Examine the role of any public policies which helps NPO in decision making. 5. Evaluate the performance of Non- Profit organizations, the critical financial considerations of the Non - Profit organization.
MARKETING			
304 MKT	Services Marketing III	Subject Core (SC) Course	1. Recall the key concepts in services marketing 2. Explain the role of Extended Marketing Mix in Services 3. Demonstrate the new Paradigm and Perspectives in Marketing of Services 4. Analyse the significance of services marketing in the Indian and global economy 5. Evaluate Segmentation, Targeting & Positioning of Services in dynamic marketing environment 6. Develop marketing mix for various services offering

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305 MKT	Sales & Distribution Management III	Subject Core (SC) Course	1. Describe the theoretical concepts related to Sales Management and Distribution Management Domain 2. Understand the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution. 3. Apply the concepts related to sales and distribution management 4. Analyze the real life scenarios of sales and distribution management. 5. Elevate the existing sales and distribution strategies and approaches. 6. Develop generate and evaluate sales and distribution strategies.
312 MKT	Business to Business Marketing III	Subject Elective (SE) Course	• Define the terms and concepts related to Business to Business marketing • Explain the terms and concepts used in business to business marketing • Identify challenges and opportunities in Business-to-Business Marketing. • Formulate segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing • Design marketing mix elements considering business-to-business sales and service situations. • Develop marketing plan for business-to-business Marketing situations.

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313 MKT	International Marketing III	Subject Elective (SE) Course	1. Enumerate various terms and key concepts associated with international marketing. 2. Explain various key concepts used in all aspects of international marketing. 3. Apply all stages in international marketing management process. 4. Examine various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective 5. Judge suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on Assessment of international marketing environment. 6. Design appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.
314 MKT	Digital Marketing - II III	Subject Elective (SE) Course	1. Define the key terms and concepts related with digital marketing 2. Explain various tools of digital marketing. 3. Make use of various tools of digital marketing. 4. Classify the different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention. 5. Assess the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations. 6. Develop appropriate digital marketing campaign.
FINANCE			
304 FIN	Advanced Financial Management III	Subject Core (SC) Course	1. Describe the basic concepts in financing, investing and profit distribution in a firm 2. Explain theoretical concepts related to raising and use of funds and value of firm 3. Calculate values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm 4. Analyze the options for making the right financial decisions of a firm 5. Assess the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value 6. Design an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

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305 FIN	International Finance III	Subject Core (SC) Course	1. Enumerate the key terms associated with International Finance. 2. Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level. 3. Illustrate the role of international monitory systems & intermediaries in Global financial market. 4. Inspect the various parameters of global financial market and interpret best possible international investment opportunities. 5. Determine the various strategies to start investment or business at the international level by considering various factors of international finance. 6. Formulate the investment plan or business plan by adapting international finance environment.
313 FIN	TAFM III	Subject Elective (SE) Course	1. Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus 2. Understand the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation 3. Make practice use of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities 4. Analyse and forecast the market prices of securities in order to take and execute investment decisions 5. Formulate an ideal portfolio of investments with a combination of wide number of securities
315 FIN	Indirect Taxation III	Subject Elective (SE-IL) Course	1. Remembering the key concepts of Indirect Taxes in India Identifying and enumerating the various terms associated with GST and other indirect taxes. 2. Explain how GST works as an Uniform Tax Structure, Illustrate the GST framework of India, & describe the important concepts such as supply, dual taxation method, registration process, etc. 3. Apply the theories and Principles and perform all calculation through numerical problems on valuation and calculation of taxes. Identify the time value of supply; determine the taxable person and tax levied on goods and services. 4. Illustrate the e filling process of GST Categorize the Goods and Services under GST and amount of tax to be paid using Dual tax concept. 5. Evaluate Input Tax Credit Process, reversal, late filing and New Amendments; appraise various indirect taxes; Interpret the GST framework in India & verify the tax levied on Goods and Services.

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			6. Elaborate all Provisions of GST and can correlate with filing of returns; virtual e filling can be done Estimate the GST, TDS, anticipate goods, services, tax payable person for the business.
316 FIN	Corporate Financial Restructuring III	Subject Elective (SE) Course	1. Describe the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring 2. Explain the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units 3. Perform all the required calculations through relevant numerical problems. 4. Analyze the situation by calculations of exchange ratio, financial returns, valuations and others. 5. Evaluate impact of corporate financial restructuring on all stakeholders
HUMAN MANAGEMENT			
304 HR	Strategic Human Resource Management III-	Subject Core (SC) Course	1. Remember the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context. 2. Ability to Understand and the basic concepts of SHRM and link the HR strategies to the organizational business strategies 3. Ability to Analyze HR as an investment to the company. 4. Ability to Interpret and Evaluate the implementation of the HR strategies. 5. Formulate and provide realistic solutions to the industry by designing innovative strategies and logical decision making.

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305 HR	HR Operations III	Subject Core (SC) Course	1. Describe structure of personnel department, its policies and maintenance of employee files & records 2. Learn drafting of communications for disciplinary actions 3. Demonstrate the knowledge and calculations of bonus, gratuity, PF, ESI etc 4. Experiment to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts 5. Calculate computation of Workmen compensation, Bonus and Gratuity 6. File returns under various labour laws and prepare salary structure
312 sHRM	Talent Management III	Subject Elective (SE) Course	1. Define Talent Management and its significance 2. Understanding performance excellence through Talent Management 3. Apply Talent Management concepts in Human Resource Management 4. Analysing Talent Management practices in employee development and career enhancement 5. Formulate the Talent Management Strategies for any organisation.
313 HRM	PTA III	Subject Elective (SE) Course	1. Know various tools of psychometry designed to measure traits of individuals 2. Understand & Conduct the group simulated exercises for organizational purpose 3. Identify and psychometric tools to respondents 4. Results and counsel the respondent based on the results 5. Create Psychometric Tests for the specific traits as required by the organization
317 HRM	Compensation and Reward Man. III	Subject Elective (SE) Course	1. Describe concept of compensation and cost 2. Understand compensation and reward management process 3. Compare issues related to compensation and survey of wages & salary administration in various industries 4. Calculate various types of monetary and profit sharing incentives 5. Calculate income tax as per the current slabs for the employees under different salary brackets 6. Formulate salary structure incorporating tax saving components.

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OSCM			
304 OSCM	Services Operations Management - II III	Subject Core (SC) Course	1. Define the key concepts in Services Operations Management. 2. Differentiate between various service strategies, service quality dimensions, and customer relationships based on life time value. 3. Identify the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm 4. A service firm according to its stage of competitiveness. 5. Modify the Service strategies of an organization for achieving the strategic service vision. 6. Solve the relevant numerical in the scope of the subject.
305 OSCM	Logistics Management	Subject Core (SC) Course	1. Define basic terms and concepts related to Logistics management. 2. Explain the infrastructure of logistics, its linkage with various types of communication modes. 3. Describe the various dimensions of logistics management and transport, their inter-linkages with different types of freights. 4. Calculate logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts 5. Outline a typical logistic framework and services. Illustrate the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context. 6. Discuss modern real world logistical systems using the various concepts in the syllabus.
312 OSCM	Manufacturing Resource Planning	Subject Elective (SE) Course	1. Define basic terms and concepts related to MRP II. 2. Describe the integrated planning structure and functions incorporated within MRP. 3. Illustrate the importance of MRP as a top-management planning tool 4. Identify the vertical and horizontal cross-functional integration within the MRP II planning hierarchy. 5. Explain how what-if simulation, modelling, and analysis are used to produce feasible plans. 6. Discuss how MRP supports the company's cost, quality, and delivery operating objectives.

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313 OSCM	Sustainable Supply Chains	Subject Elective (SE) Course	1. Enumerate the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management. 2. Describe and Discuss the role and importance of sustainability and sustainable development in different types of supply chains. 3. Identify and Use relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management. 4. Fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems. 5. Determine the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain 6. Compile the managerial challenges, and formulate a structured solution to these, with clear implications for relevant stakeholders.
317 OSCM	Six Sigma for Operations	Subject Elective (SE) Course	1. Describe the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma 2. Summarize the six-sigma philosophy along with understanding of 7 QC Tools. 3. Predict the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings 4. Appreciate use of Six Sigma for services performance improvement and strengthening the Organizational Structures 5. Decide control chart to use for given set of data and ROSS (Return on Six Sigma) 6. Creating a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation
BA			
304 BA	Advanced Statistical Methods using R III	Subject Core (SC) Course	1. Recall all basic statistical concepts and associated values, formulae. 2. Explain the statistical tools and Describe their applications in multiple business domains and scenarios 3. Apply time series analysis in prediction of various trends. 4. Discrimination between various types of probability and probability distributions. 5. Formulate and Test hypothesis using tools of R. 6. Combine various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios

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305 BA	Machine Learning & Cognitive intelligence using Python	Subject Core (SC) Course	1. Define the key terms in Python, Machine Learning and Cognitive Intelligence 2. Explain the applications of Machine Learning in multiple business domains and scenarios 3. Develop a thought process to think like data scientist/business Analyst 4. Analyse data using supervised and unsupervised Learning Techniques 5. Select the right functions, arrays of Python for Machine Learning algorithms. 6. Combine various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.
313 BA	Industrial Internet of Things	Subject Elective (SE) Course	1. Enumerate the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT 2. Discuss the value added by analytics in the operations function 3. Demonstrate the practical applications of data analytics and data science in manufacturing operations. 4. Examine the Industrial Internet of (IIOT) and the role of Big Data Analytics. 5. Explain the applications of analytics in operations. 6. Compile the issues pertaining to the adoption of technologies that will shape industry
314 BA	Supply Chain Analytics	Subject Elective (SE) Course	1. Describe the importance of the basics of Supply Chain Analytics and Optimization 2. Explain the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain 3. Illustrate the basics of Modelling through R Language. 4. Examine the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy. 5. Determine the right tools for addressing various issues in Supply Chain Analytics. 6. Combine the various approaches to Supply Chain Analytics for improvements in the supply chain system

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317 BA	E-commerce Analytics - I	Subject Elective (SE) Course	1. Describe the key concepts in e-commerce analytics. 2. Demonstrate the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle. 3. Solve the unique problems in e-commerce, and transform data into better decisions and customer experiences. 4. Discover high-value insights via dashboards and visualization. 5. Develop analytical approaches to improve ecommerce marketing and advertising, understand customer behaviour, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales. 6. Formulate the right analytics driven strategy for ecommerce businesses.
401 GC 14	Enterprise Performance Management IV	Compulsory Generic Core Course	1. Remembering Enumerate the different parameters & facets of management control of an enterprise. 2. Understanding Illustrate the various techniques of enterprise performance management for varied sectors. 3. Understanding Determine the applicability of various tools and metrics as a performance evaluation & management tools. 4. Applying the key financial & non-financial attributes to evaluate enterprise performance. 5. ANALYSING Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.
402 GC 15	15 Indian Ethos & Business Ethics IV	Compulsory Generic Core Course	1. Remembering explain major theories, concepts, terms, models and framework of Indian ethos and business ethics discover the contemporary Issues in Business Ethics 2. Understanding andkarma, Karma Yoga and discover its relevance in business setting, Illustrate the business ethical decision rationale derived from Indian Heritage Scriptures. 3. Understanding apply Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place. 4. Applying develop and exhibit analytical, problem solving skills, and work ethos by Comprehension and of Indian ethos and value system 5. Analysing Implement and Facilized ethical business behaviour and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.

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405 GE- UL	19 Global Strategic Management IV	Generic Elective – University Level	1. Remembering Define the concept and key terms associated with the global strategic management. 2. Understanding Describe in detail global strategic alliance, merger and acquisitions. 3. Applying Demonstrate various global organisation models in global strategic management context. 4. Analysing Examine various entry and business-level strategies from global strategic management prospective. 5. Evaluating Explain globalization, innovation, and sustainability and challenges to strategic management. 6. Creating Design global strategies and understand their relative merits and demerits.
408 GE- UL	Corporate Social Responsibility & Sustainability IV	Generic Elective – University Level	1. Remembering enumerate the different concepts, legislative provisions, environmental aspects, best practices, complexity, scope, reports, social framework etc. related to CSR, business ethics & sustainability development. 2. Understanding Compare different CSR theories, cases, dimensions of Sustainability and demonstrate a multi stake holder perspective in viewing CSR, Business ethics & Sustainability issues etc. 3. Applying the different models, theories, approaches, cases etc. for implementation & monitoring of CSR activities & Sustainability and its impact on corporate culture & society at large. 4. Analysing the different reports, cases, various legal issues relating to CSR, different sustainability reports and various national and global initiatives related to CSR, Business ethics & Sustainability. 5. Level of commitment of different organizations to CSR, Business ethics in attaining Sustainability development & show its competitive advantages. 6. Creating&implement a CSR policy in attaining Sustainability development and its impact on various stakeholders.
FINANCE			
403 FIN SC	FIN - 05 Financial Laws IV	Subject Core (SC) Course	1. Remembering Define and Describe the basic concepts related to Financial Laws 2. Understanding Illustrate the implications of various laws, Explain concepts and details of various financial laws. 3. Applying Make use of contextual financial laws applicable to organisations. 4. Analysing Infer the application of financial laws to organisations

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			5. Evaluating Appraise and perceive the benefits of applicable laws to the organisations.
404 FIN SC	FIN - 06 Current Trends & Cases in Finance IV	Subject Core (SC) Course	1. Remembering describe the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics 2. Understanding explain in detail, all the theoretical concepts taught through the syllabus 3. Applying the various theories and models of financial management in the case. 4. Analysing the situation and decide the key financial as well as non-financial elements involved in the situation. 5. Evaluating the financial impact of the alternative on the given case.
412 FIN SE – IL	FIN – 24 Strategic Cost Management IV	Subject Elective (SE) Course	1. Remembering the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management 2. Understanding explain in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques. 3. Applying illustrate contemporary management techniques and how they are used in cost management to respond to the contemporary business environment. 4. Analysing the situation and decide the key cost factors / elements involved in the decision making 5. Evaluating formulate new models and techniques for managing the cost strategically in any business organization.
413 FIN SE – IL	FIN – 25 Rural and Micro Finance IV	Subject Elective (SE) Course	1.Remembering define the key concepts of Microfinance and other terms associatedwith it. 2. Understanding explain and understand the relevance of Microfinance and how its work towards rural development & growth. 3. Applying identify Micro Finance Models and their contribution towards, economic growth, poverty elimination women empowerment and gender equality. 4. Analysing the linkage between MFIs and Rural development 5. Evaluating the significance and funding Microfinance Institutions & Self-Help Group. 6. Creating formulate and Discuss Cases related to MF (Models) &Rural development, Women Empowerment and Gender Equality.

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MARKETING

403 MKT SC	MKT- 05 Marketing 4.0 IV	Subject Core (SC) Course	1. Remembering explain the various concepts associated with Marketing 4.0 2. Understanding the importance of 5A's in Marketing 4.0. 3. Applying demonstrate the application of concepts of digital marketing, newproductivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy 4. Analysing difference between traditional and digital marketing practices in given real world context to be the effective marketers. 5. Evaluating assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services. 6. Creating develop strategies to create WOW! Moments with customer engagement
404 MKT SC	MKT- 06 Marketing Strategy IV	Subject Core (SC) Course	1. Remembering develop perspectives of market strategy. 2. Understanding the intricacies of competitive marketing situations and ways to handle each situation. 3. Applying build a market strategy through integrating concepts like product life \cycle, adoption, and segmentation, branding, pricing, distribution, and market communication. 4. Analysing a company's current situation through applying internal and external analyses. 5. Evaluating alternative ways to measure the outcome of market strategies. 6. Creating Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.
409 MKT SE	IL - MKT- Customer Relationship Management	Subject Elective (SE) Course	1. Remembering and describe basic concepts and theories related to CRM. 2. Understanding and explain key concepts and theories associated with CRM. 3. Applying and Illustrate principles theories and models of CRM in B2B and B2C markets. 4. Analysing Customer acquisition and retention strategies and Analyze Customer database in CRM. 5. Evaluating suitability and effectiveness of CRM strategies in specific marketing situation. 6. Creating develop CRM strategies/plans for various B2B and B2C markets.

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412 MKT SE	IL - MKT- 16 Retail Marketing	Subject Elective (SE) Course	1. Remembering define various concepts associated with retail marketing 2. Understanding the terms and concepts used in Retail Marketing 3. Applying illustrate value creation & competitive advantage in Retail Marketing. 4 .Analysing the contemporary issues affecting Retail marketing decisions 5. Evaluating the effectiveness of Retail marketing mix used by different Retail formats 6. Creating formulate effective retail marketing strategy
HUMAN RESOURCE MANAGEMENT			
403 HR SC	Organizational Diagnosis & Development IV	Subject Core (SC) Course	1. Remembering describe the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development. 2. Understanding concept of OD and 'intervention'. 3. Applying use of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings. 4. Analysing the external and internal environment with righttool of diagnosis and review the role of consultant in OD. 5. Evaluating identify and map an intervention to organisational need. 6. Creating design the role of the consultant for an organisational issue
404 HR SC	Current Trends & Cases in Human Resource Management	Subject-Core Course	1. Remembering describe the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics 2. Understanding explain in detail, all the theoretical concepts taught through the syllabus. 3. Applying the various theories and models of financial management in the case. 4. Analysing the situation and decide the key financial as well as non-financial elements involved in the situation. 5. Evaluating the financial impact of the alternative on the given case.

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412 HR SE	IL - HRM - 18 Best Practices in HRM IV	Subject Elective (SE) Course	1 Remembering define dynamic approach towards Human Resource activities and practices. 2. Understanding explain theoretical framework for best practices. 3. Applying identify &classify the practices according to the industry and sub sectors of the industry. 4. Analysing & Evaluating Compare and Determine various skill sets required at Huma Resource Section. 5. Creating Plan a survey of various industry and develop a trend analysis of Human Resource Best Practices.
OSCM			
403 OSCM SC	OSCM - 05 E Supply Chains & Logistics IV	Subject Core (SC) Course	1. Remembering explain the structure of modern days Logistics. 2. Understanding explain the key concepts of Supply Chain Management and the driving forces in contemporary Supply Chain Management. 3. Applying identify the various flows in real world supply chains and Logistics describethe importance of documentations. 4. Analysing compare and Contrast push and pull strategies in Supply Chai Management. Analyse the impact of tracking system linkage in Logistics. 5. Evaluating explain the key Operational Aspects of E Procurement. 6. Creating develop a framework for e-logistics
404 OSCM SC	OSCM - 06 Industry 4.0 IV	Subject Core (SC) Course	1. Remembering industrial revolutions and its different aspects. 2. Understanding the role of technology pillars of Industry 4.0. 3. Applying demonstrate the use of data in effective decision making. 4. Analysing the need of cyber physical system for sustainable competitive advantage. 5. Evaluating the challenges faced by various industries in full fledge implementation of Industry 4.0 6. Creating develop a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB

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410 OSCM SE	IL - OSCM – 15 World Class Manufacturing IV	Subject Elective (SE) Course	1. Remembering the basic terms associated with Manufacturing Excellence and World Class manufacturing 2. Understanding Summarize the features of various frameworks used for World Class Manufacturing 3. Applying identify the challenges to manufacturing industry in the information age 4. Analysing the usage of Information management tools, Material processing and handling tools. 5. Evaluating evaluate the country's preparedness for World Class Manufacturing 6. Creating estimate the performance of manufacturing firms with the measurement system to determine the readiness for World Class manufacturing
415 OSCM SE	IL - OSCM - 20 Strategic Supply Chain Management IV	Subject Elective (SE) Course	1. Remembering define Key configuration components of Strategic Supply Chain Management. 2.Understanding explore Process Architecture and Toolkits of in Strategic Supply Chain Management 3. Applying illustrate the Design Organization for Performance an Organizational Change 4. Analysing the Right Collaborative Model and Drivers of collaboration ofSupply Chain Management 5. Evaluating illustrateuse of Metrics to Drive Business Success and Roadmap to change 6. Creating develop the architecture of a supply chain.
BA			
403 BA	Economics of Network Industries	Subject Core (SC) Course	1. Appreciate the differences in the nature of information goods as opposed to traditional goods and services. 2. Describe the characteristics of the markets for network products. 3. Illustrate the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling 4. Compare and contrast the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility. 5. Evaluate the role of complementary products, compatibility and standards, switching costs and lock-in in network industries. 6. Discuss the economics of Internet advertising, and the business model of zero pricing.

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404 BA	Artificial Intelligence in Business Application	Subject Core (SC) Course	1. Identify knowledge associated and represent it by logical sequence and plan a strategy to solve given problem 2. Understand AI's fundamental concepts and methods. 3. Apply various machine learning algorithms on structured data to develop machine learning models. 4. Acquire advanced Data Analysis skills through algorithm and search processes. 5. Select logical and functional process to develop the model 6. Create solutions for various business problems using AI techniques.
409 BA	E Commerce Analytics-II	Subject Elective (SE) Course	1.Describe the key concepts in e-commerce analytics. 2.Demonstrate the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle. 3.Solve the unique problems in e-commerce, and transform data into better decisions and customer experiences. 4.Discover high-value insights via dashboards and visualization. 5.Develop analytical approaches to improve ecommerce marketing and advertising, understand customer behaviour, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales. 6.Formulate the right analytics driven strategy for ecommerce businesses.
410 BA	Health Care Analytics	Subject Elective (SE) Course	1.Describe the key terms in healthcare data analytics 2 Explain the fundamental concepts in Health Care Analytics. 3.Illustrate the use of specific tools and techniques to design effective ways of handling, retrieving, analysing, and making use of healthcare data 4.Examine the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data 5.Explain the perspectives of healthcare related opportunities for developing new analytical approaches. 6.Adapt healthcare data analytics for improving the health and well-being of people.

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Additional Credit Course			
191	Human Rights	Additional Credit	1)Understand the historical growth idea of human rights 2)Demonstrate an awareness of the international context of human rights
193	Information Security	Additional Credit	1Describe the applications and techniques in Cryptography and the basics of communications systems 2.)Understand the various networking and information concepts 3)Evaluate the various types of attacks in information security , malicious code, etc.
291	Human Rights	Additional Credit	1To understand the importance of the Human Rights Act . 2 To analyse and evaluate various concepts and ideas of Human Rights
293	Information Security	Additional Credit	1.)To understand the concepts of security management concepts 2.)To analyse the various implementation of Security laws and standards. 3.)To describe the procedures and demonstrate the disaster recovery 4.)To formulate the plan in the risk management
393	Information Security	Additional Credit	1.)To understand the overview of identification and authorization 2.)To various computing platforms such as HPC, Cluster and computing grids 3.)To analyse the access control and intrusion detection systems 4.)To develop the server management and firewalls
394	Skill Development	Additional Credit	1.)To understand the various concepts in event management 2.)To learn and analyse the skills and challenges faced in managing the event 3.)To evaluate and implement the concepts in practical world
395	Introduction to Indian Constitution	Additional Credit	1)To introduce the philosophy of Constitution of India to students. 2)To acquaint them with their freedoms and responsibilities.

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493	Information Security	Additional Credit	1.)To understand the elements of CSR and application to the organisation 2.)To analyse the role of ethics, employee management , community investment, stakeholder engagement , environmental responsibility and inclusion strategies in the implementation of CSR
495	Skill Development	Additional Credit	1]Explain the importance of 5A's in Marketing 4.0. 2.)Demonstrate the application of concepts of digital marketing, newproductivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy

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