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

INDEX

Sr. No	Particulars
1.	Program outcomes 2019 {revised pattern}
2.	Program specific outcomes 2019 {revised pattern}
3.	Course outcomes 2019 {revised pattern}

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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 andEthics** -

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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Program Specific Outcomes

1. Students can demonstrate the professional skills.
2. Student can develop the solving attitude.
3. Students can harness ethical and social activities to serve the society.
4. Students can apply the leadership capability.

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Course Outcomes

SEM I			
Code	**Subject Name**	**COGNITIVE ABILITIES**	**COURSE OUTCOMES**
101	Managerial Accounting	REMEMBERING	Describe The Basic Concepts Relatedo Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
		UNDERSTANDING	Explain In Detail, All the Theoretical Concepts Taught Through the Syllabus.
		APPLYING	Perform All the Necessary Calculations Through the Relevant Numerical Problems.
		ANALYSING	Analyse The Situation and Decide the Key Financial as Well as Non-Financial Elements Involved in The Situation.
		EVALUATING	EVALUATING The Financial Impact of The Decision.
		CREATING	Create Financial Statement of Sole Proprietor, Cost Sheet and Budgets
102	Organizational Behaviour	REMEMBERING	Describe The Major Theories, Concepts, Terms, Models, Frameworks And Research Findings in The Field of Organizational behaviour.
		UNDERSTANDING	Explain The Implications of Organizational behaviour From the Perspectives Of Employees, Managers, Leaders and The Organization.
		APPLYING	Make Use of The Theories, Models, Principles and Frameworks Of Organizational Behaviour in Specific Organizational Settings.
		ANALYSING	Deconstruct The Role of Individual, Groups, Managers and Leaders In Influencing How People Behave and In Influencing Organizational Culture At Large.
		EVALUATING	Formulate Approaches to Reorient Individual, Team, Managerial And Leadership Behaviour In To Achieve Organizational Goals.

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		CREATING	Elaborate Upon the Challenges in Shaping Organizational Behaviour, Organizational Culture and Organizational Change.
103	Economic Analysis for Business Decisions	REMEMBERING	Define The Key Terms in Micro-Economics
		UNDERSTANDING	Explain The Key Terms in Micro-Economics, From A Managerial Perspective.
		APPLYING	Identify The Various Issues in An Economics Context and Demonstrate Their Significance from The Perspective of Business Decision Making.
		ANALYSING	Examine The Inter-Relationships Between Various Facets of Micro-Economics From the Perspective of A Consumer, Firm, Industry, Market, Competition And Business Cycles.
		EVALUATING	Develop Critical Thinking Based on Principles Of Micro-Economics For Informed Business Decision Making.
		CREATING	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	REMEMBERING	Define Various Concepts & Terms Associated with Scientific Business Research.
		UNDERSTANDING	Explain The Terms and Concepts Used In All Aspects Of Scientific Business Research.
		APPLYING	Make Use Of Scientific Principles Of Research To Solve Contemporary Business Research Problems.
		ANALYSING	Examine The Various Facets Of A Research Problem And Illustrate The Relevant Aspects Of The Research Process From A Data Driven Decision Perspective.

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		EVALUATING	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.
		CREATING	Formulate Alternative Research Designs, Sampling Designs, Data Collection Instruments, Testable Hypotheses, Data Analysis Strategies And Research Reports To Address Real-Life Business Research Problems.
105	Basicsof Marketing	REMEMBERING	Recall And Reproduce The Various Concepts, Principles, Frameworks And Terms Related To The Function And Role Of Marketing.
		UNDERSTANDING	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.
		APPLYING	Apply Marketing Principles And Theories To The Demands Of Marketing Function And Practice In Contemporary Real World Scenarios.
		ANALYSING	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).
		EVALUATING	Explain The Interrelationships Between Segmentation, Targeting And Positioning, Marketing Environment, Consumer Buying Behaviour, Marketing Mix and Product Life Cycle With Real World Examples.

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		CREATING	Discuss Alternative Approaches To Segmentation, Targeting And Positioning, The Marketing Environment, Consumer Buying Behaviour, Marketing Mix And Product Life Cycle In The Context Of Real World Marketing Offering (Commodities, Goods, Services, E-Products/ E-Services.).
106	Digital Business	REMEMBERING	Describe The Conceptual Framework of E Commerce, Mobile Commerce \And Social Commerce.
		UNDERSTANDING	Summarize The Impact Of Information, Mobile, Social, Digital, And Related Technologies On Society, Markets & Commerce.
		APPLYING	Illustrate Value Creation & Competitive Advantage in A Digital Business Environment.
		ANALYSING	Examine The Changing Role Of Intermediaries, Changing Nature Of Supply \Chain And Payment Systems In The Online And Offline World.
		EVALUATING	Elaborate Upon the Various Types Of Digital Business Models And Outline Their Benefits And Limitations.
		CREATING	Discuss The Various Applications Of Digital Business In The Present Day World.
107	Management Fundamentals	REMEMBERING	Enumerate Various Managerial Competencies and Approaches To Management
		UNDERSTANDING	Explain The Role and Need Of Planning, Organizing, Decision Making And Controlling.
		APPLYING	Make Use Of The Principles Of Goal Setting And Planning For Simple As Well As Complex Tasks And Small Projects
		ANALYSING	Compare And Contact Various organizational Structures Of Variety Of Business And Not-For-Profit Entities In A Real World Context.

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		EVALUATING	Build A List Of The Decision Making Criteria Used By Practicing Managers, Leaders And Entrepreneurs In Routine And Non-Routine Decision Making Situations And EVALUATING And Explain The Same.
		CREATING	Formulate And Discuss A Basic Controlling Model In A Real Life Business, Startup And Not-For-Profit Organizational Context.
110	Essentials of Psychology for Managers	REMEMBERING	Describe The Concepts Of Psychology In Organization Settings To Understand Individual And Group Behaviour
		UNDERSTANDING	Interpret The Influence Of Human Psychology On Individual And Group Performance
		APPLYING	Apply Principles Of Learning And Conditioning To Shape The Individual And Group Behaviour
		ANALYSING	Illustrate The Linkages Between Learning, Memory And Information Processing
		EVALUATING	Assess The Basic Intrapersonal Processes That Influence Social Perception In Organizational Settings.
111	Legal Aspects of Business	REMEMBERING	Describe The Key Terms Involved In Each Act.
		UNDERSTANDING	Summarize The Key Legal Provisions Of Each Act.
		APPLYING	Illustrate The Use Of The Acts In Common Business Situations.
		ANALYSING	Outline The Various Facets Of Basic Case Laws Of Each Act From A Legal And Managerial Perspective
		EVALUATING	Develop Critical Thinking By Making Judgments Related To Use Of Various Provisions Of The Acts In Business Situations

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113	Verbal Communication Lab	REMEMBERING	Recognise The Various Elements Of Communication, Channels Of Communication And Barriers To Effective Communication.
		UNDERSTANDING	Express Themselves Effectively In Routine And Special Real World Business Interactions.
		APPLYING	Demonstrate Appropriate Use Of Body Language.
		ANALYSING	Take Part In Professional Meetings, Group Discussions, Telephonic Calls, Elementary Interviews And Public Speaking Activities.
		EVALUATING	Appraisal The Pros And Cons Of Sample Recorded Verbal Communications In A Business Context.
		CREATING	Create And Deliver Effective Business Presentations, Using Appropriate Technology Tools, For Common Business Situations.
114	Enterprise Analysis - Desk Research	REMEMBERING	Describe The Key Historical, Organizational, Market Related, Financial, Governance, Leadership And Social Responsibility Dimensions Of A Real World Business Organization
		UNDERSTANDING	Summarize The Regional, National And Global Footprint Of A Real World Business Organization.
		APPLYING	Demonstrate The Use Of Secondary – Offline And Online Resources To Profile A Real World Business Organization
		ANALYSING	Analyse, Using Tables And Charts, The Trends In Market Standing And Financial Performance Of A Real World Business Organization Over The Last 5 Years.
		EVALUATING	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.
		CREATING	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	REMEMBERING	Select Appropriate Menus and Functions Of Ms Excel To Create, Format, Import, Merge, Save, Print Spreadsheets & Charts Using Business Data.
		UNDERSTANDING	Show How To Do Basic Troubleshooting And Fix Mistakes Most People Make When Working With Spreadsheets.
		APPLYING	Use Various Functions of Ms Excel, Execute Pivot Table Analysis, Common (And Powerful Functions), And Different Types Of Lookups (VLOOKUP, Hlookup, And Index/Match).
		ANALYSING	Illustrate The Use Of The Most Commonly Used Data-Manipulation Commands In Ms Excel.
		EVALUATING	Derive Insights from Multiple Data Sources In Ms Excel And Work With It To Answer Relevant Business Questions.
		CREATING	Create Standard Excel Templates For Routine Business Data Management And Analysis Activities.
191	Human Rights 1	CO	Understand The Historical Growth Idea Of Human Rights
192	Cyber Security -1	CO1	Describe The Applications and Techniques in Cryptography and The Basics Of Communications Systems
		CO2	Understand The Various Networking And Information Security Concepts
		CO3	Illustrate The Use Of Digital Signatures, Topology And Different Types Of Network
		CO4	EVALUATING The Various Types Of Attacks In Information Security , Malicious Code, Etc.
193	Information Security 1	CO1	Describe The Applications and Techniques In Cryptography And The Basics Of Communications Systems
		CO2	Understand The Various Networking And Information Security Concepts

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		CO3	Illustrate The Use Of Digital Signatures, Topology And Different Types Of Network
		CO4	EVALUATING The Various Types Of Attacks In Information Security , Malicious Code, Etc.
SEM II			
201 GC – 07	Marketing Management II	REMEMBERING	Describe The Key Terms Associated With The 4 Ps Of Marketing.
		UNDERSTANDING	Compare And Contrast Various Approaches To Pricing For A Real World Marketing Offering (Commodities, Goods, Services, E-Products/ E-Services.)
		APPLYING	Demon UNDERSTANDING Of Various Channel Options For A Real World Marketing Offering (Commodities, Goods, Services, E-Products/ E services.)
		ANALYSING	Examine Marketing Issues Pertaining To Marketing Mix And Marketing Plan In The Context Of Real World Marketing Offering (Commodities, ,Services, E-Products/ E-Services
		EVALUATING	Explain The Role Of Various Communication Mix Elements For A Real World Marketing Offering (Commodities, Goods, Services, E-Products/ E-Services.)
		CREATING	Design A Marketing Plan For A Real World Marketing Offering (Commodities, Goods, Services, E-Products/ E-Services.)
202 GC – 08	Financial Management II	REMEMBERING	Describe The Basic Concepts Related To Financial Management, Various Techniques Of Financial Statement Analysis, Working Capital, Capital Structure, Leverages And Capital Budgeting.
		UNDERSTANDING	Explain In Detail All Theoretical Concepts Throughout The Syllabus
		APPLYING	Perform All The Required Calculations Through Relevant Numerical Problems.

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		ANALYSING	Analyze The Situation And · Comment On Financial Position Of The Firm · Estimate Working Capital Required · Decide Ideal Capital Structure · EVALUATING Various Project Proposals
		EVALUATING	EVALUATING Impact Of Business Decisions On Financial Statements, Working Capital, Capital Structure And Capital Budgeting Of The Firm
203 GC – 09	Human Resources Management II	REMEMBERING	Describe The Role Of Human Resource Function In An Organization.
		UNDERSTANDING	Discuss The Emerging Trends And Practices In HRM.
		APPLYING	Illustrate The Different Methods Of Hr Acquisition And Retention.
		ANALYSING	Identify The Use Of Different Appraisal And Training Methods In An Organization
		EVALUATING	The Sample Job Descriptions And Job Specifications For Contemporary Entry Level Roles In Real World Organizations.
		CREATING	Design The Hr Manual And Compensation Policy Of The Organization.
204 GC – 10	Operations & Supply Chain Management II	REMEMBERING	Define Basic Terms And Concepts Related To Production, Operations, Services, Supply Chain And Quality Management
		UNDERSTANDING	Explain The Process CharacteristicsAnd Their Linkages With Process-Product Matrix In A Real World Context.
		APPLYING	Describe The Various Dimensions Of Production Planning And Control And Their Inter-Linkages With Forecasting.
		ANALYSING	Calculate Inventory Levels And Order Quantities And Make Use Of Various Inventory Classification Methods.

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		EVALUATING	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.
		CREATING	Elaborate Upon Different Operational Issues In Manufacturing And Services Organisations Where The Decision-Making Element Is Emphasized.
207 GE - UL – 07	Contemporary Frameworks in Management II	REMEMBERING	Define Emotional Intelligence, Identify The Benefits Of Emotional Intelligence And Relate The 5 Dimensions Of Trait Ei Model To The Practice Of Emotional Intelligence.
		UNDERSTANDING	Describe How Companies Achieve Transition From Being Good Companies To Great Companies, And Discuss Why And How Most Companies Fail To Make The Transition.
		APPLYING	Apply The 21 Laws That Make Leadership Work Successfully To Improve Your Leadership Ability And Illustrate Its Positive Impact On The Whole Organization.
		ANALYSING	Examine The Fundamental Causes of Organizational Politics and Team Failure.
		EVALUATING	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.
		CREATING	Design Individual Assessment With The Help Of Habits And Teams Susceptibility To Five Dysfunction.
209 GE - UL – 09	Start Up and New Venture Management II	REMEMBERING	Describe The Strategic Decisions Involved In Establishing A Startup.
		UNDERSTANDING	Explain The Decision Making Matrix Of Entrepreneur In Establishing A Startup.

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		APPLYING	Identify The Issues In Developing A Team To Establish And Grow A Startup
		ANALYSING	Formulate A Go To Market Strategy For A Startup
		EVALUATING	Design A Workable Funding Model For A Proposed Startup.
		CREATING	Develop A Convincing Business Plan Description To Communicate Value Of The New Venture To Customers, Investors And Other Stakeholders.
211 GE - UL – 11	Business, Government & Society II	REMEMBERING	Describe The Economic Roles Of Government In The Indian Context.
		UNDERSTANDING	Explain The Macroeconomic Crises Around The World.
		APPLYING	Illustrate The Interlinkages Between Economic Growth Poverty And Inequality.
		ANALYSING	Examine The Rationale, Success And Failures Of Public Private Partnerships In The Indian Context
		EVALUATING	Assess The Forces ForAnd Against Globalization And The Socio-Economic Impact Of Globalization.
		CREATING	Discuss the Interplay Between Technology, Business And Society.
214 GE – IL – 09	Industry Analysis & Desk Research	REMEMBERING	Describe The Key CharacteristicsOf The Players In An Industry.
		UNDERSTANDING	Summarize The Management Ethos And Philosophy Of The Players In The Industry.
		APPLYING	Demonstrate An UNDERSTANDING Of The Regulatory Forces Acting On The Industry.
		ANALYSING	Demonstrate An UNDERSTANDING Of The Regulatory Forces Acting On The Industry.
		EVALUATING	Demonstrate An UNDERSTANDING Of The Regulatory Forces Acting On The

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			Industry.
		CREATING	Demonstrate An UNDERSTANDING of The Regulatory Forces Acting on The Industry.
291	Human Rights-I	CO1	To Understandthe Importance of The Human Rights Act
		CO2	To Analyse andEVALUATING Various Concepts and Ideas of Human Rights.
292	Cyber Security -II	CO1	To Understandthe Concepts of Security Management Concepts
		CO3	To Describe the Security Procedures and Demonstrate the Disaster Recovery
		CO4	To Formulate the Planin The Risk Management
293	Information Security -II	CO1	To Understandthe Concepts of Security Management Concepts
		CO2	To Analyse the Various Implementation of Security Laws and Standards.
		CO3	To Describe the Security Procedures and Demonstrate the Disaster Recovery
		CO4	To Formulate the Planin The Risk Management
Marketing			
205 MKT SC –	Marketing Research II	REMEMBERING	Identify And Describe The Key Steps Involved In The Marketing Research Process.
		UNDERSTANDING	Compare And Contrast Various Research Designs, Data Sources, Data Collection Instruments, Sampling Methods And Analytical Tools And Summarize Their Strengths & Weaknesses.
		APPLYING	Demonstrate An UNDERSTANDING Of The Ethical Framework That Market Research Needs To Operate Within.
		ANALYSING	Analyses Quantitative Data And Draw Appropriate Inferences To Address A Real Life Marketing Issue.
		EVALUATING	Design A Market Research Proposal For A Real Life Marketing Research Problem AndEVALUATING A Market Research Proposal.

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		CREATING	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 SC –	Consumer Behaviour II	REMEMBERING	Enumerate Social And Psychological Factors And Their Influence his/her Behaviour As A Consumer.
		UNDERSTANDING	Explain Fundamental Concepts Associated With Consumer And Organizational Buying Behaviour.
		APPLYING	Apply Consumer Behaviour Concepts To Real World Strategic Marketing Management Decision Making.
		ANALYSING	Analyse The Dynamics Of Human BehaviourAnd The Basic Factors That Influence The Consumers Decision Process.
		EVALUATING	Explain The Consumer And Organizational Buying Behaviour Process For A Variety Of Products (Goods/Services).
		CREATING	Discuss The Consumer And Organizational Buying Behaviour Process For A Variety Of Products (Goods/Services).
217 MKT SE – IL -	Integrated Marketing Communications II	REMEMBERING	Describe The Key Concepts & Components Of IMC
		UNDERSTANDING	Translate Simple Letters From English To The Foreign Language And Vice-Versa.
		APPLYING	Examine The Role of Integrated Marketing Communications In Building Brand Identity, Brand Equity, And CustomerFranchise. .
		ANALYSING	Analyze And Critically EVALUATINGThe Communications Effects And Results Of An IMC Campaign To Determine Its Success For A Variety Of Brands.

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		EVALUATING	EVALUATING The IMC Mix, Advertising – Sales Promotion & PR Strategies with Real World Examples Of Products / Services / Eproducts / E-Services
		CREATING	Develop An Integrated Creative Message and Concept To Reach The Target Audience And Deliver The Brand Promise Through An IMC Campaign
218 MKT SE – IL -	Product and Brand Management	REMEMBERING	Define The Key Concepts And Describe The Elements Of A Product & Brand Strategy.
		UNDERSTANDING	Explain the Process And Methods Of Product & Brand Management, Including How To Establish Brand Identity And Build Brand Equity
		APPLYING	Identify The Brand Marketing Strategies For Leaders, Challengers, Followers And Niche Strategies For Real Life Consumer, Business Products And Services Operating In Various Markets And In The Digital Space.
		ANALYSING	Examine The Key Brand Concepts By Articulating The Context OfAnd The Rationale Of Application For Real Life Consumer, Business Products And Services Operating In Various Markets And In The Digital Space
		EVALUATING	Formulate Effective Branding Strategies For Real Life Consumer, Business Products And Services Operating In Various Markets And In The Digital Space
		CREATING	Create Brand Equity Management System' For Real Life Consumer, Business Products and Services As Well As For Reinforcing / Revitalizing / Rejuvenating Failed Brands In Various Markets And In The Digital Spaces.

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Finance			
205 FIN SC –	Financial Markets and Banking Operations II	REMEMBERING	Recall The Structure And Components Of Indian Financial System Through Banking Operations & Financial Markets.
		UNDERSTANDING	Understand The Concepts Of Financial Markets, Their Working And Importance
		APPLYING	Illustrate The Working And Contribution Of Banks And NBFCS To The Indian Economy.
		ANALYSING	Analyze The Linkages In The Financial Markets.
		EVALUATING	Explain The Various Banking And Accounting Transactions.
		CREATING	Develop Necessary Competencies Expected Of A Finance Professional.
206 FIN SC –	Personal Financial Planning II	REMEMBERING	Understand The Need And Aspects Of Personal Financial Planning
		UNDERSTANDING	Explain Fundamental Concepts Associated With Consumer And Organizational Buying Behaviour.
		APPLYING	Describe The Investment Options Available To An Individual
		ANALYSING	Determine The Ways Of Personal Tax Planning
		EVALUATING	Explain Retirement And Estate Planning For An Individual And Design A Financial Plan
		CREATING	Create A Financial Plan For A Variety Of Individuals.
217 FIN SE – IL -	Securities Analysis & Portfolio Management II	REMEMBERING	Remember Various Concepts Of Investments, Bonds.
		UNDERSTANDING	Explain Various Theories Of Investment Analysis And Portfolio Management.
		APPLYING	Calculate Risk And Return On Investment Using Various Concepts Covered In The Syllabus.

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		ANALYSING	Analyze And Discover Intrinsic Value Of A Security
		EVALUATING	Design/ Create Optimal Portfolio.
219 FIN SE – IL -	Direct Taxation II	REMEMBERING	Remember Various Basic Concepts / Terminologies Related Direct Taxation
		UNDERSTANDING	Explain How Tax Planning Can Be Done.
		APPLYING	Calculate Gross Total Income And Income Tax Liability Of An Individual Assess Of All Income Heads
		ANALYSING	Permissible Exemptions And Deductions From Income Under Income Tax Act.
		EVALUATING	EVALUATING The Tax Liability And Benefits Of Possible Exemptions Under Income Tax Act
		CREATING	Design / Develop / Create Tax Saving Plan.
HRM			
205 HR SC –	Competency Based Human Resource Management II	REMEMBERING	Define The Key Terms Related To Performance Management And Competency Development.
		UNDERSTANDING	Explain Various Models Of Competency Development.
		APPLYING	Practice Competency Mapping.
		ANALYSING	Analyze Competencies Required For Present And Potential Future Job Roles At Various Levels And Across Variety Of Organizations.
		EVALUATING	Design And Map Their Own Competency And Plan Better And Appropriate Career For Themselves.
		CREATING	Develop A Customized Competency Model In Accordance With TheCorporate Requirements.
206 HR SC –	Employee Relations & Labour Legislation II	REMEMBERING	Show Awareness Of Important And Critical Issues In EmployeeRelations

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		UNDERSTANDING	Relate Legislations Governing Employee Relations.
		APPLYING	Demonstrate An UNDERSTANDING Of Legislations Relating To Working Environment.
		ANALYSING	Outline The Role Of Government, Society And Trade Union In Er.
		EVALUATING	Explain Aspects Of Collective Bargaining And Grievance Handling.
		CREATING	Discuss The Relevant Provisions Of Various Labour Legislations.
217 HRM SE – IL -	Labour Welfare II	REMEMBERING	Enumerate The Key Concepts Of The Subject Matter.
		UNDERSTANDING	Describe The Key Aspects Of The Labour Policy Regulation In The Country.
		APPLYING	Identify The Applicability Of Various Legislations To Variety Of Real World Organizations.
		ANALYSING	Examine The Traditional Concept Of Labour Welfare In The Industry
		EVALUATING	Explain The Conditions Of Labour And Their Welfare And Social Security Needs In The Country.
		CREATING	Elaborate Upon The Perspective Of Labour Problems And Remedial Measures In The Country
218 HRM SE – IL -	Lab in Recruitment and Selection II	REMEMBERING	Describe The Key Concepts Such As Job Specification, Job Description, Recruitment And Selection
		UNDERSTANDING	Compare And Contrast Various Methods Of Recruitment And Selection
		APPLYING	Develop Job Specifications And Job Descriptions In A Variety Of Context.
		ANALYSING	Analyze Various Personality Types.
		EVALUATING	Explain The Profiling Techniques Used To Test Personality, Aptitude, Competency.
		CREATING	Complain List Of Questions For Recruitment And Selection Interviews

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OSCM			
205 OSCM SC	Services Operations Management - I II	REMEMBERING	Describe The Nature And Characteristics of Services And The Services Economy.
		UNDERSTANDING	Describe The Service Design Elements Of Variety Of Services.
		APPLYING	Use Service Blueprinting For Mapping Variety Of Real Life Service Processes.
		ANALYSING	Analyse Alternative Locations And Sites For Variety Of Service Facilities.
		EVALUATING	Judge And Explain the Service Orientation At Variety Of Service Facilities / Organizations.
		CREATING	Create Flow Process Layouts For Variety Of Services.
206 OSCM SC	Supply Chain Management	REMEMBERING	Describe The Key Concepts Of Supply Chain Management And The – Driving Forces In Contemporary Supply Chain Management.
		UNDERSTANDING	Explain The Structure Of Modern Day Supply Chains.
		APPLYING	Identify The Various Flows In Real World Supply Chains.
		ANALYSING	Compare And Contrast Push And Pull Strategies In Supply Chain Management.
		EVALUATING	Explain The Key Operational Aspects In Supply Chain Management.
		CREATING	Discuss The Relationship Between Customer Value And Supply Chain Management.
217 OSCM SE-IL	Planning & Control of Operations	REMEMBERING	Describe The Building Blocks Of Planning & Control Of Operations.
		UNDERSTANDING	Explain The Need For Aggregate Planning And The Steps In Aggregate Planning.

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		APPLYING	Make Use Of The Various Forecasting Approaches In The Context Of Operations Planning Process.
		ANALYSING	Illustrate How Capacity Planning Is Done In Organizations And Its Relationship With MRP
		EVALUATING	Explain The Importance Of Scheduling In Operations Management.
		CREATING	Create A Bill Of Materials.
219 OSCM SE –IL	Inventory Management	REMEMBERING	Define The Key Terms Associated With Inventory Management.
		UNDERSTANDING	Classify Various Types Of Inventory, and Inventory Costs.
		APPLYING	Calculate Economic Order Quantity And Stock Levels Under Various Conditions.
		ANALYSING	Compare And Contrast Various Methods Of Inventory Control.
		EVALUATING	Assess Various Factors Influencing Make Or Buy Decisions.
		CREATING	Solve Problems Based On ABC Classification Of Inventory.
Business Analytics			
205 BA SC	Basic Business Analytics using R II	REMEMBERING	Identify Opportunities For CREATING Value Using Business Analytics And Describe The Basic Concepts In Business Analytics, Data Science And Business Intelligence.
		UNDERSTANDING	Explain The Applications Of Business Analytics In Multiple Business Domains And Scenarios.
		APPLYING	Develop A Thought Process To Think Like A Data Scientist/Business Analyst.

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		ANALYSING	Analyze Data Graphically By CREATING A Variety Of Plots Using The Appropriate Visualization Tools Of R.
		EVALUATING	Select The Right Functions Of R For The Given Analytics Task.
		CREATING	Combine Various Tools And Functions Of R Programming Language And Use Them In Live Analytical Projects In Multiple Business Domains And Scenarios.
206 HR SC –	Employee Relations & Labour Legislation II	REMEMBERING	Show Awareness Of Important And Critical Issues In Employee Relations
		UNDERSTANDING	Relate Legislations Governing Employee Relations.
		APPLYING	Demonstrate An UNDERSTANDING Of Legislations Relating To Working Environment.
		ANALYSING	Outline The Role Of Government, Society And Trade Union In Er.
		EVALUATING	Explain Aspects Of Collective Bargaining And Grievance Handling.
		CREATING	Discuss The Relevant Provisions Of Various Labour Legislations.
217 HRM SE – IL -	Labour Welfare II	REMEMBERING	Enumerate The Key Concepts Of The Subject Matter.
		UNDERSTANDING	Describe The Key Aspects Of The Labour Policy Regulation In The Country.

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		APPLYING	Identify The Applicability Of Various Legislations To Variety Of Real World Organizations.
		ANALYSING	Examine The Traditional Concept Of Labour Welfare In The Industry
		EVALUATING	Explain The Conditions Of Labour And Their Welfare And Social Security Needs In The Country.
		CREATING	Elaborate Upon The Perspective Of Labour Problems And Remedial Measures In The Country
218 HRM SE – IL -	Lab in Recruitment and Selection II	REMEMBERING	Describe The Key Concepts Such As Job Specification, Job Description, Recruitment And Selection
		UNDERSTANDING	Compare And Contrast Various Methods Of Recruitment And Selection
		APPLYING	Develop Job Specifications And Job Descriptions In A Variety Of Context.
		ANALYSING	Analyze Various Personality Types.
		EVALUATING	Explain The Profiling Techniques Used To Test Personality, Aptitude, Competency.
		CREATING	Complain List Of Questions For Recruitment And Selection Interviews

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OSCM			
205 OSCM SC	Services Operations Management - I II	REMEMBERING	Describe The Nature and Characteristics Of Services And The Services Economy.
		UNDERSTANDING	Describe The Service Design Elements Of Variety Of Services.
		APPLYING	Use Service Blueprinting For Mapping Variety Of Real Life Service Processes.
		ANALYSING	Analyse Alternative Locations And Sites For Variety Of Service Facilities.
		EVALUATING	Judge And Explain the Service Orientation At Variety Of Service Facilities / Organizations.
		CREATING	Create Flow Process Layouts For Variety Of Services.
206 OSCM SC	Supply Chain Management	REMEMBERING	Describe The Key Concepts Of Supply Chain Management And The – Driving Forces In Contemporary Supply Chain Management.
		UNDERSTANDING	Explain The Structure Of Modern Day Supply Chains.
		APPLYING	Identify The Various Flows In Real World Supply Chains.
		ANALYSING	Compare And Contrast Push and Pull Strategies In Supply Chain Management.
		EVALUATING	Explain The Key Operational Aspects In Supply Chain Management.
		CREATING	Discuss The Relationship Between Customer Value and Supply Chain Management.
217 OSCM SE-IL	Planning & Control of Operations	REMEMBERING	Describe The Building Blocks Of Planning & Control Of Operations.
		UNDERSTANDING	Explain The Need For Aggregate Planning And The Steps In Aggregate Planning.

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		APPLYING	Make Use Of The Various Forecasting Approaches In The Context Of Operations Planning Process.
		ANALYSING	Illustrate How Capacity Planning Is Done In Organizations And Its Relationship With MRP
		EVALUATING	Explain The Importance Of Scheduling In Operations Management.
		CREATING	Create A Bill Of Materials.
219 OSCM SE –IL	Inventory Management	REMEMBERING	Define The Key Terms Associated With Inventory Management.
		UNDERSTANDING	Classify Various Types Of Inventory, and Inventory Costs.
		APPLYING	Calculate Economic Order Quantity And Stock Levels Under Various Conditions.
		ANALYSING	Compare And Contrast Various Methods Of Inventory Control.
		EVALUATING	Assess Various Factors Influencing Make Or Buy Decisions.
		CREATING	Solve Problems Based OnAbc Classification Of Inventory.
Business Analytics			
205 BA SC	Basic Business Analytics using R II	REMEMBERING	Identify Opportunities For CREATING Value Using Business Analytics And Describe The Basic Concepts In Business Analytics, Data Science And Business Intelligence.
		UNDERSTANDING	Explain The Applications Of Business Analytics In Multiple Business Domains And Scenarios.
		APPLYING	Develop A Thought Process To Think Like A Data Scientist/Business Analyst.

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		ANALYSING	Analyze Data Graphically By CREATING A Variety Of Plots Using The Appropriate Visualization Tools Of R.
		EVALUATING	Select The Right Functions Of R For The Given Analytics Task.
		CREATING	Combine Various Tools And Functions Of R Programming Language And Use Them In Live Analytical Projects In Multiple Business Domains And Scenarios.
206 BA SC	Data Mining	REMEMBERING	Define The Key Terms Associated With Data Mining
		UNDERSTANDING	Explain The Various Aspects Of Data
		APPLYING	Apply Classification Models
		ANALYSING	Analyse Using Clustering Models
		EVALUATING	Select Appropriate Association Analysis And Anomaly Detection Tools.
		CREATING	Combine Various Data Mining Tools And Use Them In Live Analytical Projects In Business Scenarios.
217 BA SE – IL	Marketing Analytics	REMEMBERING	Describe The Use Of Voice Of The Customer Data In Making Data Driven Marketing Decisions.
		UNDERSTANDING	Demonstrate An UNDERSTANDING Of Utility Theory To Measure Customer Preferences And Choices.
		APPLYING	Identify What Customers' Value In A Product, And Assess What They Are Willing To Pay For It.
		ANALYSING	Illustrate The Use Of Various Tools And Frameworks To Solve Strategic Marketing Problems Using Marketing Data.
		EVALUATING	Determine The Most Effective Target Markets.
		CREATING	Design A Study That Incorporates The Key Tools Of Marketing Analytics.
220 BA SE – IL	Tableau	REMEMBERING	Define Tableau Terminology And Show How To Connect To Your Data, Edit And Save A Data Source.
		UNDERSTANDING	Illustrate The Use Of The Tableau Interface To Effectively Create Powerful Visualizations And Charts.

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		APPLYING	Make Use Of Statistical Techniques To Analyze Your Data, Parameters And Input Controls To Give Users Control Over Certain Values.
		ANALYSING	Data Sources Using Data Blending And Combine Data From Multiple Tables In The Same Data Source Using Joins.
		EVALUATING	Create Basic Calculations Including Basic Arithmetic Calculations, Custom Aggregations And Ratios, Date Math, And Quick Table Calculations.
		CREATING	Build Spatial Visualizations Of Non-Geographic Data By Using Advanced Geographic Mapping Techniques And Custom Images And Geocoding.
SEM III			
301 GC	Strategic Management	REMEMBERING	Describe The Basic Terms And Concepts In Strategic Management.
		UNDERSTANDING	Explain The Various Facets Of Strategic Management In A Real World Context.
		APPLYING	Describe The Trade-Offs Within and Across Strategy Formulation, Implementation, Appraisal.
		ANALYSING	Integrating The Aspects Of Various Functional Areas Of Management To Develop A Strategic Perspective.
		EVALUATING	Explain the Nature Of The Problems And Challenges Confronted By The Top Management Team And The Approaches Required To Function Effectively As Strategists.
		CREATING	Develop The Capability To View The Firm In Its Totality In The Context Of Its Environment.
302 GC	Decision Science	REMEMBERING	Describe The Concepts And Models Associated With Decision Science.
		UNDERSTANDING	Understand The Different Decision-Making Tools Required To Achieve Optimisation In Business Processes.

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		APPLYING	Apply Appropriate Decision-Making Approach And Tools To Be Used In Business Environment.
		ANALYSING	Analyse Real Life Situation With Constraints And Examine The Problems Using Different Decision-Making Tools
		EVALUATING	EVALUATING The Various Facets Of A Business Problem And Develop Problem Solving Ability
		CREATING	Discuss & Propose The Various Applications Of Decision Tools In The Present Business Scenario.
307 GE - UL	International Business Environment	REMMBERING	Recall And Define The Economic Aspects Of International Business.
		UNDERSTANDING	Demonstrate The Outcomes Of Globalising And Liberalising Trade Environment, Trade Policy Frameworks And Macroeconomic Linkages Of The Open Economy.
		APPLYING	Identify The Mechanisms And Working Of The Foreign Exchange Markets.
		ANALYSING	Examine How A Trade Policy Improves Or Diminishes The Prospects Of Survival / Growth Of Business.
		EVALUATING	Measure The Implications Of International Financial Crisis And Its Repercussions On International Trade
		CREATING	Compose A Matrix Of Various Economic Aspects Of International Business And Their Linkages With Indian Economy
310 GE - UL	Corporate Governance	REMEMBERING	Recognize And Remember The Scope Of Corporate Governance.
		UNDERSTANDING	Understand The Role Of Board Of Directors And Committees In Good Corporate Governance And Key Mechanism.
		APPLYING	Application Of Empirical Methods Of Corporate Governance And Its Impact On The Firms.

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		ANALYSING	Analyze The Legal Framework Of Corporate Governance And Formulate Internal Control Policies.
		EVALAUTING	EVALUATING The Legal Framework And Global Perspective Of Corporate Governance.
		CREATING	Formulate And Discuss Cases Related To Cg (Models), Their Success & Failures.
311 GE - UL	Management of Non-Profit Organizations	REMEMBERING	Describe The Basic Concepts And Frameworks In The Field Of Non-Profit Sector & Non-Profit Organization.
		UNDERSTANDING	Explain The Characteristics Of Non-Profit Organizations, Summarizing The Factors Affecting Development Of Non-Profit Organization.
		APPLYING	Make Use Of Theoretical Concepts, Frameworks While Registration Process Of Non-Profit Organization.
		ANALSYING	Examine The Role Of Any Public Policies Which Helps In Decision Making.
		EVALAUTING	EVALUATING The Performance Of Non-Profit Organizations, The Critical Financial Considerations Of The Non - Profit Organization.
392	Cyber Security -III	CO1	To Understand the Overview Of Identification And Authorization
		CO2	To EVALUATING the Various Computing Platforms Such As HPC, Cluster And Computing Grids
		CO3	To Analyse The Access Control And Intrusion Detection Systems
		CO4	To Develop The Server Management And Firewalls
393	Information Security- III	CO1	To Understand the Overview Of Identification And Authorization
		CO2	To EVALUATING the Various Computing Platforms Such As HPC, Cluster And Computing Grids
		CO3	To Analyse The Access Control And Intrusion Detection Systems

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		CO4	To Develop the Server Management And Firewalls
394	Skill Development (EVENT MANAGEMENT)	CO1	To Understand the Various Concepts In Event Management
		CO2	To Learn And Analyse The Skills And Challenges Faced In Managing The Event
		CO3	To EVALUATING and Implement The Concepts In Practical World
395	Introduction to Constitution	CO1	To Introduce the Philosophy Of Constitution Of India To Students.
		CO2	To Acquaint Them with Their Freedoms And Responsibilities.
Marketing			
304 MKT SC	Services Marketing	REMEMBERING	Recall The Key Concepts In Services Marketing
		UNDERSTANDING	Explain The Role Of Extended Marketing Mix In Services
		APPLYING	Demonstrate The New Paradigm And Perspectives In Marketing Of Services
		ANALYSING	Analyse The Significance Of Services Marketing In The Indian And Global Economy
		EVALUATING	EVALUATING Segmentation, Targeting & Positioning Of Services In Dynamic Marketing Environment
		CREATING	Develop Marketing Mix For Various Services Offering
305 MKT SC	Sales & Distribution Management	REMEMBERING	Describe The Theoretical Concepts Related To Sales Management And Distribution Management Domain
		UNDERSTANDING	Understand The Concepts, Techniques And Approaches Required For Effective Decision Making In The Areas Of Sales And Distribution.
		APPLYING	Apply Various Concepts Related To Sales And Distribution Management
		ANALYSING	Analyze The Real Life Scenarios Of Sales And Distribution Management.

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		EVALUTING	EVALUATING Suitability Of Alternative Sales And Distribution Management Strategies Of An Organization.
		CREATING	Design And Implement Sales And Distribution Management Strategies For An Organization.
312 MKT SE – IL	Business to Business Marketing	REMEMBERING	Define The Terms And Concepts Related To Business To Business Marketing
		UNDERSTANDING	Explain The Terms And Concepts Used In Business To Business Marketing
		APPPLYING	Identify Challenges And Opportunities In Business-To-Business Marketing.
		ANALYSING	Formulate Segmentation, Targeting And Positioning, Consumer Buying Behaviour And Marketing Mix In The Context Of Business To Business Marketing
		EVALUATING	Design Marketing Mix Elements Considering Business-To-Business Sales And Service Situations.
		CREATING	Develop Marketing Plan For Business-To-Business Marketing Situations.
313 MKT SE – IL	International Marketing	REMEMBERING	Enumerate Various Terms And Key Concepts Associated With International Marketing.
		UNDERSTANDING	Explain Various Key Concepts Used In All Aspects Of International Marketing.
		APPLYING	Apply All Stages In International Marketing Management Process.
		ANALYSING	Examine Various Facets Of International Marketing Environment And The Relevant Aspects Of International Marketing Management Process From A Data Driven Decision Perspective.

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		EVALUATING	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.
		CREATING	Design Appropriate Market Segmentation, Target Market, Market Entry Strategies, Positioning Strategies And International Marketing Mix Strategies For Business Organizations.
314 MKT SE – IL	Digital Marketing	REMEMBERING	Define The Key Terms And Concepts Related With Digital Marketing
		UNDERSTANDING	Explain The Role Of Facebook, Google Ad Words, You tube, Email Marketing And Other Related Tools In Digital Marketing.
		APPLYING	Make Use Of Facebook, Google Ad Words, Youtube And Email Marketing And Other Related Tools For Carrying Out Digital Marketing For Given Situation.
		ANALYSING	Illustrate The Use Of Facebook, Google Ad Words, Youtube And Email Marketing And Other Related Tools In Given Situation.
		EVALUATING	Design Digital Media Campaign Using Appropriate Mix Of Facebook, Google Ad Words, Youtube And Email Marketing And Other Related Tools.
		CREATING	Create Appropriate Content For A Digital Marketing Campaign.

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Finance			
304 FIN SC	Advanced Financial Management	REMEMBERING	Describe The Basic Concepts In Financing, Investing And Profit Distribution In A Firm
		UNDERSTANDING	Explain Theoretical Concepts Related To Raising And Use Of Funds And Value Of Firm
		APPLYING	Calculate Values For Making Capital Structure, Investment, Liquidity And Dividend Decisions in The Financial Management Of A Firm
		ANALYSING	Analyze The Options For Making The Right Financial Decisions Of A Firm
		EVALUATING	Assess The Role of Financial Planning, Risk Analysis In Investments, Liquidity And Credit Management Policy Of The Firm On Shareholder Value
		CREATING	Design An Appropriate Financial Strategy Using Any One Or Multiple Concepts/ Techniques Learned In This Course.
305 FIN SC	International Finance	REMEMBERING	Recall The Basic Concepts Associated With International Finance
		UNDERSTANDING	Explain The Various the Concepts Related To Foreign Exchange Markets, Transactions On The International Foreign Exchange Market, Taxation Systems, International Receivables And Cash Management.
		APPLYING	Use International Monetary Fund, World Bank, Credit Rating Agencies, Foreign Exchange, Foreign Exchange Transactions, Taxation System, International Receivables And Cash Management In International Financial Market.
		ANALYSING	Analyze The Role Of Exchange Rate And Credit Rating Agencies, Foreign Exchange Transactions, Taxation System, Receivables And Cash Management In International Financial Market

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		EVALUATING	EVALUATING The International Monetary Fund, World Bank, Credit Rating Agencies, Foreign Exchange, Foreign Exchange Transactions, Taxation System, Receivables And Cash Management In International Finance.
		CREATING	Create The Investment/ Business Plan By Adopting Various International Finance Concepts
313 FIN SE – IL	TAFM	REMEMBERING	Remember The Concepts, Terminologies, Frameworks, Tools, Techniques And Theories Of Technical Analysis Taught In The Syllabus.
		UNDERSTANDING	Understand The Applications Of Technical Analysis And The Various Types Of Charts And The Psychology Behind A Pattern And Its Formation
		APPLYING	Make Use Of The Theories, Models, Principles And Frameworks Of Technical Analysis For Estimating Market Prices Of Different Securities
		ANALYSING	Analyse And Forecast The Market Prices Of Securities In Order To Take And Execute Investment Decisions
		EVALUATING	Formulate An Ideal Portfolio Of Investments With A Combination Of Wide Number Of Securities
315 FIN SE – IL	Indirect Taxation	REMEMBERING	REMEMBERING The Key Concepts Of Indirect Taxes In India Identifying And Enumerating The Various Terms Associated With GST And Other Indirect Taxes.
		UNDERSTANDING	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.

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		APPLYING	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.
		ANALYSING	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.
		EVALUATING	EVALUATING 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.
		CREATING	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 SE – IL	Corporate Financial Restructuring	REMEMBERING	Describe The Basic Concepts Related Corporate Restructuring, Mergers & Acquisitions, Valuation Aspects Of Corporate Restructuring And Corporate Governance Aspects Of Restructuring
		UNDERSTANDING	Explain The Motivations, Decision Processes, Transaction Execution, And Valuation Consequences Of Financial, Business, And Organizational Restructuring By Corporate Units.
		APPLYING	Perform All The Required Calculations Through Relevant Numerical Problems.
		ANALYSING	Analyze The Situation By Calculations Of Exchange Ratio, Financial Returns, Valuations And Others.

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		EVALUATING	EVALUATING Impact Of Corporate Financial Restructuring On All Stakeholders
		CREATING	Create An Interface And Model On Various Dimensions Of Corporate Finance And Restructuring Process.
HRM			
304 HR SC	Strategic Human Resource Management	REMEMBERING	Remember The Strategies Adopted by Hr and Their Implementation Issues And Challenges Faced By The Organization In National And International Context.
		UNDERSTANDING	Ability To Understand and Articulate the Basic Concepts Of SHRM And Link the Hr Strategies To The Organizational Business Strategies.
		APPLYING &ANALYSING	Ability To Analyze Hr As An Investment To The Company.
		EVALUATING	Ability To Interpret And EVALUATING The Implementation Of The Hr Strategies.
		CREATING	Formulate And Provide Realistic Solutions To The Industry By Designing Innovative Strategies And Logical Decision Making.
305 HR SC	HR Operations	REMEMBERING	Describe The Functioning Of Personnel Department
		UNDERSTANDING	Understand The Communication Of Hr & Personnel Department
		APPLYING	Apply The Knowledge Of Various Provisions Under Laws Related To Social Security And Labour Welfare
		ANALYSING	Examine Various Compensation Structure And Disciplinary Policies
		EVALUATING	EVALUATING Applicability Of Provisions Of Laws Related To Social Security And Labour Welfare Across Various Sectors

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		CREATING	Design A Salary Structure Incorporating All Components Of Payroll System
312 HRM SE – IL	Talent Management	REMEMBERING	Define Talent Management And Its Significance
		UNDERSTANDING	UNDERSTANDING Performance Excellence Through Talent Management
		APPLYING &ANALYSING	Apply Talent Management Concepts In Human Resource Management
		EVALUATING	ANALYSING Talent Management Practices In Employee Development And Career Enhancement
		CREATING	Formulate The Talent Management Strategies For Any Organisation.
313 HRM SE – IL	PTAS	REMEMBERING	Know Various Tools Of Psychometry Designed To Measure Traits Of Individuals
		UNDERSTANDING	Understand& Conduct The Group Simulated Exercises For Organizational Purpose
		APPLYING &ANALYSING	Identify And Administer Psychometric Tools To Respondents
		EVALUATING	Interpret Results And Counsel The Respondent Based On The Results
		CREATING	Create Psychometric Tests For The Specific Traits As Required By The Organization
316 HRM SE-IL	Mentoring and Coaching	REMEMBERING	Enumerate Various Concepts Of Mentoring And Coaching.
		UNDERSTANDING	Understand Techniques Of Mentoring And Coaching
		APPLYING	Apply Models Of Mentoring And Coaching To Real World Scenarios
		ANALYSING	Analyse Issues In Mentoring And Coaching
		EVALUATING &CREATING	Develop Skills Needed To Become Mentor, Coach
317 HRM SE – IL	Compensation and Reward Management	REMEMBERING	Describe Concept Of Compensation And Cost
		UNDERSTANDING	Understand Compensation And Reward Management Process

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		APPLYING	Compare Issues Related To Compensation And Survey Of Wages& Salary Administration In Various Industries
		ANALYSING	Experiment To Calculate Various Types Of Monetary And Profit Sharing Incentives
		EVALUATING	Calculate Income Tax As Per The Current Slabs For the Employees Under Different Salary Brackets
		CREATING	Formulate Salary Structure Incorporating Tax Saving Components.
319 HRM SE-IL	Management & new technologies in HRM Change	REMEMBERING	Define Change Management And Its Significance
		UNDERSTANDING	UNDERSTANDING Change Management Model And Practices
		APPLYING	Apply Change Management In Context To Digital Transformation
		ANALYSING & EVALUATING	Examine And Determine Various Concepts In Human Resource Information System
		CREATING	Implement Change Management In The Organization.
OSCM			
304 OSCM SC	Services Operations Management - II	REMEMBERING	Define The Key Concepts In Services Operations Management.
		UNDERSTANDING	Differentiate Between Various Service Strategies, Service Quality Dimensions, And Customer Relationships Based On Life Time Value.
		APPLYING	Identify The Sources Of Value In A Service Supply Relationship & Three Factors That Drive Profitability For A Professional Service Firm
		ANALYSING	Categorize A Service Firm According To Its Stage OfCompetitiveness
		EVALUATING	Modify The Service Strategies Of An Organization For Achieving The Strategic Service Vision.
		CREATING	Solve The Relevant Numerical In The Scope Of The Subject.
305 OSCM SC	Logistics Management	REMEMBERING	Define Basic Terms And Concepts Related To Logistics Management.

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		UNDERSTANDING	Explain The Infrastructure Of Logistics, Its Linkage With Various Types Of Communication Modes.
		APPLYING	Describe The Various Dimensions of Logistics Management and Transport, Their Inter-Linkages With Different Types Of Freights.
		ANALYSING	Calculate Logistic Costs And Various Classification Methods Of Reducing The Cost. Involving The Information Technology And Its Impacts.
		EVALUATING	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.
		CREATING	Discuss Modern Real World Logistical Systems Using The Various Concepts In The Syllabus.
312 OSCM SE	Manufacturing Resource Planning	REMEMBERING	Define Basic Terms And Concepts Related To MRP
		UNDERSTANDING	Describe The Integrated Planning Structure And Functions Incorporated Within MRP
		APPLYING	The Importance of MRP As A Top-Management Planning Tool
		ANALYSING	Identify The Vertical And Horizontal Cross-Functional Integration Within The MRP Planning Hierarchy.
		EVALUATING	Explain How What-If Simulation, Modelling, And Analysis Are Used To Produce Feasible Plans.
		CREATING	Discuss How MRP Supports The Company Cost, Quality, And Delivery Operating Objectives.
316 OSCM SE	Operations & Service Strategy	REMEMBERING	Enumerate The Key Components Of Operations Strategy.
		UNDERSTANDING	Explain The Linkages Between Operations Strategy And Competitive Advantage As The Basis Of Competitive Position Through Superior Product Development, Cost, Quality, Features.

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		APPLYING	Illustrate The Broader Context Of Business Strategy & Fit Between Manufacturing And Operations Capabilities And The Business Strategy Frameworks And Theories In Sustainable Logistics and Supply Chain Management.
		ANALYSING	Examine The Concepts Of Competitive Leverage Using Manufacturing And Operations, The Fit Of The Various Elements Of Manufacturing And Operations, The Impact Of The Competitive Environment, And The Structure Of The Value Chain. Design Environmentally Sustainable Supply Chain Systems.
		EVALUATING	Design The Operations And Service Strategy.
		CREATING	Formulate An Operations Strategy (Long-Term Plan) And Link With Operational Decisions.
BA			
304 BA	Advanced Statistical Methods using R	REMEMBERING	Define The Key Terms In Python, Machine Learning And Cognitive Intelligence
		UNDERSTANDING	Explain The Applications Of Machine Learning In Multiple Business Domains And Scenarios
		APPLYING	Develop A Thought Process To Think Like Data Scientist/Business Analyst
		ANALYSING	Analyse Data Using Supervised And Unsupervised Learning Techniques
		EVALUATING	Select The Right Functions, Arrays Of Python For Machine Learning Algorithms.
		CREATING	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.

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305 BA SC	Machine Learning & Cognitive intelligence using Python	REMEMBERING	Enumerate The Key Concepts Of Industry 4.0, Data Science In Manufacturing, Operations Analytics
		UNDERSTANDING	Discuss The Value Added By Analytics In The Operations Function.
		APPLYING	Demonstrate The Practical Applications Of Data Analytics And Data Science In Manufacturing Operations.
		ANALYSING	Examine The Industrial Internet of Ings (IOT) And The Role Of Big Data Analytics.
		EVALUATING	Explain The Applications Of Analytics In Operations.
		CREATING	Compile The Issues Pertaining To The Adoption Of Technologies That Will Shape Industry
313 BA SE	Industrial Internet of Things	REMEMBERING	Tell How And When To Use Visualization
		UNDERSTANDING	Uses Of Crosstabs and Queries
		APPLYING	Build Stunning Dashboards With Cognos Analytics
		ANALYSING	Illustrate The Full-Fledged Report Authoring Tool
		EVALUATING	Explain How A Dashboard Is Different From A Report, And When To Use Both
		CREATING	Develop The Advanced Reporting Solutions Which Allow Users To Perform Complex Analysis Tasks And Interact With Information
315 BA SE	Cognos Analytics	REMEMBERING	Describe The Key Concepts In E-Commerce Analytics.
		UNDERSTANDING	Demonstrate The Use Of Analytics To Drive Profitability Throughout The Organization, And Across The Entire Customer Experience And Lifecycle.
		APPLYING	Solve The Unique Problems In E-Commerce, And Transform Data Into Better Decisions And Customer Experiences.
		ANALYSING	Discover High-Value Insights Via Dashboards And Visualization.

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		EVALUATING	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.
		CREATING	Formulate The Right Analytics Driven Strategy For Ecommerce Businesses.
317 BA SE	E-commerce Analytics - I	REMEMBERING	Describe The Key Concepts In E-Commerce Analytics.
		UNDERSTANDING	Demonstrate The Use Of Analytics To Drive Profitability Throughout The Organization, And Across The Entire Customer Experience And Lifecycle.
		APPLYING	Solve The Unique Problems In E-Commerce, And Transform Data Into Better Decisions And Customer Experiences.
		ANALYSING	Discover High-Value Insights Via Dashboards And Visualization.
		EVALUATING	Develop Analytical Approaches To Improve Ecommerce Marketing And Advertising, Understand Customer Behaviour, Increase Conversion Rates,
		CREATING	Formulate The Right Analytics Driven Strategy For Ecommerce Businesses.
PHCM			
304 PHCM	Fundamental of Pharma and Healthcare Management	REMEMBERING	Describe Concept Of Pharma And Healthcare Management And Find Out The Different Role And Responsibilities Of Managers
		UNDERSTANDING	Understand The Different Managerial Functions Of Managers
		APPLYING	Identify Right The Motivation For Right Stakeholder In The Healthcare Sector For Effective Delivery Of Service.
		ANALYSING	Analyze Modern Pharma And Healthcare Models
		EVALUATING	Explain Government Initiatives To Provide Healthcare Facilities In Each Part Of Country

		CREATING	Construct Model To Provide Effective Service In Healthcare Management
312 PHCM	Strategic Planning & Healthcare Management	REMEMBERING	Define Strategy And Describe Various Types Of Strategic Planning
		UNDERSTANDING	Explain Why Vision Mission Needs To Consider For Strategy Formulation
		APPLYING	Use Strategic Planning To Solve The Management Problem In Healthcare Management
		ANALYSING	Analyse Various Management Problem Where It Is Required To Take Strategic Actions.
		EVALUATING	Compare Various Strategic Formulations And The Select Right Strategy
		CREATING	Understand The Problem And Develop Strategy To Solve It.
SEM IV			
401 GC –	Enterprise Performance Management IV-	REMEMBERING	Enumerate The Different Parameters & Facets Of Management Control Of An Enterprise.
		UNDERSTANDING	Illustrate The Various Techniques Of Enterprise Performance Management For Varied Sectors.
		UNDERSTANDING	Determine The Applicability Of Various Tools And Metrics As A Performance Evaluation & Management Tools.
		APPLYING	Analyse The Key Financial & Non-Financial Attributes To Evaluating Enterprise Performance.
		ANALYSING	Formulate The Various Parameters To Evaluating Enterprise Performance Effectively Through Implementation Of Strategy.
402 GC –	Indian Ethos & Business Ethics IV-	REMEMBERING	Recall And Spell The Human Universal Values of Indian Ethos And Its Applications In Business Ethics
		UNDERSTANDING	Recognize And Demonstrate The Relevance Of Indian Ethos By Taking The Rationale And Ethical Business Decision Derived From Indian Heritage Scriptures.
		APPLYING	Apply The Concepts Of Indian Ethos, Values, And Ethics With Moral Reasoning To Develop Sustainable Solutions To Solve Complex Business Issues

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		ANALYSING	Analyze And Make Inferences To Contemporary Business Practices In Relation To Indian Ethos & Business Ethics
		EVALUATING	Appraising The Importance Of Business Decisions On The Basis Of Ethics And Thus Create A Value Driven Management
		CREATING	Elaborate Ethical Dilemmas In Different Business Areas Of Marketing, HRM And Finance And Adapt Dilemma Resolution Interventions By Referring To Ethical Decision Making.
405 GE - UL -	Global Strategic Management IV-	REMEMBERING	Define The Concept And Key Terms Associated With The Global Strategic Management.
		UNDERSTANDING	Describe In Detail Global Strategic Alliance, Merger And Acquisitions.
		APPLYING	Demonstrate Various Global Organisation Models In Global Strategic Management Context.
		ANALYSING	Examine Various Entry And Business-Level Strategies From Global Strategic Management Prospective.
		EVALUATING	Explain Globalization, Innovation, And Sustainability And Challenges To Strategic Management.
		CREATING	Design Global Strategies And Understand Their Relative Merits And Demerits.
408 GE - UL -	Corporate Social Responsibility & Sustainability IV-	REMEMBERING	Describe What Is CSR, Scope & Complexity, Companies Act 2013,When Was CSR Initiated, Evolution, How CSR Matters, Aims, Objectives, Importance, Benefits Of CSR,CSR In India ,CSR In Global Context, Implementation .
		UNDERSTANDING	Explain The Implications Of CSR From The Perspectives Of Employees, Managers, Leaders, Organization And The Community.
		APPLYING	Make Use Of The Theories And Principles And Frameworks Of CSR In Specific Organizational Settings.
		ANALYSING	Deconstruct The Role Of Companies Towards The Society And Its Impact On The Community
		EVALUATING	Formulate The Companies How They Are Practicing CSR Activities, Auditing The Committees & Board Of Committees, CSR Annual Reports.

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		CREATING	Elaborate Upon The Challenges Of The Companies In Shaping Organizational Culture And Development Of The Society.
493	Information Security- IV	CO1	To Understand The Elements Of CSR And Application To The Organisation
		CO2	To Analyse The Role Of Ethics, Employee Management , Community Investment, Stakeholder Engagement , Environmental Responsibility And Inclusion Strategies In The Implementation Of CSR
		CO3	Describe The Various Concepts Associated With Marketing 4.0
494	Skill Development (CSR)	CO1	Explain The Importance Of 5A'S In Marketing 4.0.
		CO2	Demonstrate The Application Of Concepts Of Digital Marketing, New Productivity Metri CS, Human Centric Marketing, Omni Channel Marketing To The Real World Of Digital Economy
Marketing			
Marketing	Marketing 4.0 IV-	REMEMBERING	Describe The Various Concepts Associated With Marketing 4.0.
		UNDERSTANDING	Explain The Importance Of Various Concepts In Marketing 4.0. Like Prompted Advocacy ,5A'S, Four Major Industry Archetypes, And Content Marketing Leading To Brand Affinity.
		APPLYING	Apply The Concepts Of Digital Marketing By Using Digital Anthropology To Connected Customer which Will Drive Up The Productivity , By Integrating The Best Of Online And Offline Channels In The Digital World.
		ANALYSING	Analyse The Online And Offline Interactions Between The Companies And Customers To Be The Effective Marketers.
		EVALUATING	EVALUATING How Technology & Connectivity Has Changed Human Life And Business In The Context Of Real-World Commodities, Products & Services.
		CREATING	CREATING Wow! Moments With Customer Engagement By Using Marketing

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			4.0.
404 MKT SC –	Marketing Strategy IV-	REMEMBERING	Describe Various Concepts Of Marketing Strategies.
		UNDERSTANDING	Explain Various Marketing Strategies To Handle Marketing Circumstances
		APPLYING	Apply The Concepts Of Marketing Strategy To Solve Real-Life Business Problems
		ANALYSING	Discover The Suitable Competitive Advantage Useful To Design Market Specific And Organization Specific Marketing Strategies.
		EVALUATING	Estimate The Attractiveness Of Segment To Decide Targeting Strategy And Monitor Marketing Performance Using Marketing Matrices
		CREATING	Design Marketing Strategies To Lead The Organization Towards Sustainable Growth
409 MKT SE – IL	Customer Relationship Management-	REMEMBERING	Define Concepts And Components Of B2B, B2C CRM, Customer Acquisition & Retention And CRM Mechanism CS
		UNDERSTANDING	Explain Key Concepts And Theories Associated With CRM.
		APPLYING	Apply And Illustrate Principles, Theories And Models Of CRM In B2B And B2C Markets.
		ANALYSING	Classify Customer Acquisition And Retention Strategies And Analyze Customer Database In CRM.
		EVALUATING	EVALUATING Suitability And Effectiveness Of CRM Strategies In Marketing Situations Of Products, Services & E-Products/ Services Across Various Industries.
		CREATING	Develop CRM Strategies/Plans For Various B2B And B2C Markets.
412 MKT SE – IL -	Retail Marketing-	REMEMBERING	Define And Recall Concepts Associated With Retail Marketing
		UNDERSTANDING	Understand The Various Retail Formats, Merchandise Management And Recent Trends
		APPLYING	Apply The Best Practices For Retail Store Management Along With Use Of Social Media In Retailing

		ANALYSING	Analyse And Compare The Contemporary Issues In Retailing And E-Tailing
		EVALUATING	EVALUATING The Store Location Based On The Determinants And Effectiveness Of Retail Marketing Mix
		CREATING	Design Effective CRM Programs Suitable For Each Retail Format
Finance			
403 FIN SC –	Financial Laws IV	REMEMBERING	Define And Describe The Basic Concepts Related To Financial Laws
		UNDERSTANDING	Illustrate The Implications Of Various Laws, Explain Concepts And Details Of Various Financial Laws.
		APPLYING	Make Use Of Contextual Financial Laws Applicable To Organisations.
		ANALYSING	Infer The Application Of Financial Laws To Organisations
		EVALUATING	Appraise And Perceive The Benefits Of Applicable Laws To The Organisations.
		CREATING	Create Debt Restructuring Portfolio/ Proposal.
404 FIN SC –	Current Trends & Cases in Finance IV	REMEMBERING	Describe The Concepts Related To Emerging Areas Of Microfinance, Small Finance Banks, Payment Banks, Start-Ups, HG And Digitization And Analytics
		UNDERSTANDING	Explain In Detail, All The Theoretical Concepts Taught Through The Syllabus
		APPLYING	Apply The Various Theories And Models Of Financial Management In The Case
		ANALYSING	Analyse The Situation And Decide The Key Financial As Well As Non-Financial Elements Involved In The Situation
		EVALUATING	EVALUATING The Financial Impact Of The Alternative On The Given Case.
		CREATING	Create Financial Models Based On Theories And Concepts Studied
412 FIN SE – IL -	Strategic Cost Management IV	REMEMBERING	Remember The Basic Concepts, Tools And Techniques Of Cost Management In The Contemporary Business Environment And How It Has Influenced Cost Management

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		UNDERSTANDING	Explain In Detail, All The Theoretical Concepts Taught Through The Syllabus; Differentiate Between Various Costing Techniques.
		APPLYING	Illustrate Contemporary Management Techniques And How They Are Used In Cost Management To Respond To The Contemporary Business Environment.
		ANALYSING	Analyse The Situation And Decide The Key Cost Factors / Elements Involved In The Decision Making
		EVALUATING	Formulate New Models And Techniques For Managing The Cost Strategically In Any Business Organization.
		CREATING	Formulate New Models For Managing The Cost Strategically For Business Organization.
413 FIN RM	Rural and Micro Finance IV	REMEMBERING	Define The Key Concepts Of Microfinance And Other Terms Associated With Rural And Micro Finance.
		UNDERSTANDING	Explain The Relevance Of Microfinance And How Its Work Towards Rural Development.
		APPLYING	Use Of Micro Finance, Microfinance Models And Their Contribution Towards, Economic Growth, Poverty Elimination, Women Empowerment And Gender Equality.
		ANALYSING	Analyze The Linkage Between MFIS And Rural Development
		EVALUATING	EVALUATING The Significance Of The Microfinance Institutions & Self-Help Group For Rural Development
		CREATIVITY	Create/Develop Models, Cases And Plans Related To Micro Finance
HRM			
403 HR SC	Organizational Diagnosis & Development IV	REMEMBERING	Describe The Major Theories, Concepts, Terms, Models Tools And Frameworks In The Field Of Organizational Diagnosis & Development.
		UNDERSTANDING	Understand Concept Of Od And 'Intervention

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		APPLYING	Make Use Of The Theories, Models, Principles And Frameworks Of Organizational Diagnosis & Development In Specific Organizational Settings
		ANALYSING	Analyze The External And Internal Environment With Right Tool Of Diagnosis And Review The Role Of Consultant In Od.
		EVALUATING	Identify And Map An Intervention To Organisational Need
		CREATIVE	Design The Role Of The Consultant For An Organisational Issue
404 HR SC	Current Trends & Cases in Human Resource Management	REMEMBERING	Describe The Conceptual Framework Of Digital Disruptions And Its Impact On The Current Hr Trends.
		UNDERSTANDING	Summarize The Impact Of Current Hr Trends On Hr Functions
		APPLYING	Illustrate Value Creation & Competitive Advantage Of Technology On Current Hr Trends
		ANALYSING	Examine The Changing Role Of Hr Priorities
		EVALUATING	Elaborate Upon The Various Types Of Current Hr Trends
		CREATING	Apply The Existing Tech Tools To Real Time HRM Challenges And Offer Solutions.
410 HR SE – IL	Designing HR Policies I-	REMEMBERING	Identify Important Points To Be Incorporated In Hr Manual
		UNDERSTANDING	Understand Policy Requirement For Recruitment & Selection Process
		APPLYING	Prepare Policies On Employee Benefits For An Organization Of Your Choice
		ANALYSING	Illustrate Steps Involved In Better Employee Relations & Grievance Handling
		CREATING	Construct Various Hr Policies For An Organization Of Your Choice
412 HR SE – IL -	Best Practices in HRM IV-	REMEMBERING	Define Dynamic Approach Towards Human Resource Activities And Practices.
		UNDERSTANDING	Explain Theoretical Framework For Best Practices.
		APPLYING	Identify & Classify The Practices According To The Industry And Sub Sectors Of The Industry.

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		ANALYSING & EVALUATING	Compare And Determine Various Skill Sets Required At Human Resource Section.
		CREATING	Plan A Survey Of Various Industry And Develop A Trend Analysis Of Human Resource Best Practices.
OSCM			
403 OPE SC	Supply Chains & Logistics	REMEMBERING	Describe The Structure Of Modern Days Logistics
		UNDERSTANDING	Explain The Key Concepts Of Supply Chain Management And The – Driving Forces In Contemporary Supply Chain Management.
		APPLYING	Identify The Various Flows In Real World Supply Chains And Logistic Describe The Importance Of Documentations.
		ANALYSING	Compare And Contrast Push And Pull Strategies In Supply Chain Management. Analyse The Impact Of Tracking System Linkage In Logistics.
		EVALUATING	Explain The Key Operational Aspects Of E Procurement.
		CREATING	Develop A Framework For E-Logistics
404 OPE SC	Industry 4.0	REMEMBERING	Define Industrial Revolutions And Its Different Aspects.
		UNDERSTANDING	Explain The Role Of Technology Pillars Of Industry 4.0.
		APPLYING	Demonstrate The Use Of Data In Effective Decision Making.
		ANALYSING	Illustrate The Need Of Cyber Physical System For Sustainable Competitive Advantage.
		EVALUATING	Explain The Challenges Faced By Various Industries In Full Fledge Implementation Of Industry 4.0
		CREATING	Develop A Framework For Any Organization Using Base Of Smart Industry Readiness Index Proposed By Singapore
410 OPE SE-IL	World Class Manufacturing IV	REMEMBERING	Define The Basic Terms Associated With Manufacturing Excellence And World Class Manufacturing
		UNDERSTANDING	Summarize The Features Of Various Frameworks Used For World Class Manufacturing
		APPLYING	Identify The Challenges To Manufacturing Industry In The Information Age

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		ANALYSING	Analyze The Usage Of Information Management Tools, Material Processing And Handling Tools.
		EVALUATING	EVALUATING The Country's Preparedness For World Class Manufacturing
		CREATING	Estimate The Performance Of Manufacturing Firms With The Measurement System To Determine The Readiness For World Class Manufacturing
415	Strategic Supply Chain Management IV	REMEMBERING	Define Key Configuration Components Of Strategic Supply Chain Management.
		UNDERSTANDING	Explore Process Architecture And Toolkits Of In Strategic Supply Chain Management
		APPLYING	Illustrate The Design Organization For Performance And Organizational Change
		ANALYSING	Examine The Right Collaborative Model And Drivers Of Collaboration Of Strategic Supply Chain Management
		EVALUATING	Illustrate Use Of Metrics To Drive Business Success And Roadmap To Change
		CREATING	Develop The Architecture Of A Supply Chain.
BA			
403 BA SC	Economicsof Network Industries	REMEMBERING	Appreciate The Differences In The Nature Of Information Goods As Opposed To Traditional Goods And Services.
		UNDERSTANDING	Describe The Characteristics Of The Markets For Network Products.
		APPLYING	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
		ANALYSING	Compare And Contrast The Pros And Cons Of Keeping Products Compatible, And Strategic Aspects Of The Decision Regarding Compatibility.
		EVALUATING	EVALUATING The Role Of Complementary Products, Compatibility And Standards, Switching Costs And Lock-In In Network Industries.

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		CREATING	Discuss The Economics Of Internet Advertising, And The Business Model Of Zero Pricing.
404 BA SC	Artificial Intelligence in Business Applications	REMEMBERING	Identify Knowledge Associated And Represent It By Logical Sequence And Plan A Strategy To Solve Given Problem
		UNDERSTANDING	Understand Ai's Fundamental Concepts And Methods.
		APPLYING	Apply Various Machine Learning Algorithms On Structured Data To Develop Machine Learning Models.
		ANALYSING	Acquire Advanced Data Analysis Skills Through Algorithm And Search Processes.
		EVALUATING	Select Logical And Functional Process To Develop The Model
		CREATING	Create Solutions For Various Business Problems Using Ai Techniques.
409 BA SE-IL	E Commerce Analytics - II IV	REMEMBERING	Describe The Key Concepts In E-Commerce Analytics.
		UNDERSTANDING	Demonstrate The Use Of Analytics To Drive Profitability Throughout The Organization, And Across The Entire Customer Experience And Lifecycle.
		APPLYING	Solve The Unique Problems In E-Commerce, And Transform Data Into Better Decisions And Customer Experiences.
		ANALYSING	Discover High-Value Insights Via Dashboards And Visualization.
		EVALUATING	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.
		CREATING	Formulate The Right Analytics Driven Strategy For Ecommerce Businesses.

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PHCM			
404 PHCM	Pharma and Healthcare regulatory environment in India	REMEMBERING	Identify Various Environmental Factors Affecting On Pharma And Healthcare Industry
		UNDERSTANDING	Understand Various Laws Applicable To Pharma And Healthcare Industry
		APPLYING	Understand The Situation And Identity Right Legal Way To Solve The Problem.
		ANALYSING	Analyse Steps Involved In Intellectual Property Rights Registrations
		EVALUATING	Choose The Right Type of IPR As Per the Content and Work Available to Protect.
		CREATING	Elaborate The Different Laws Developed by Constitutions to Support and Protect Pharma And Healthcare Sector
413 PHCM	Entrepreneurship in Pharma and Healthcare	REMEMBERING	Define The Key Terms, List the Attributes and Characteristics Of Entrepreneurs Feature And Enumerate The Factors Influencing Entrepreneurship Growth.
		UNDERSTANDING	Discuss The Various Theories of Entrepreneurship.
		APPLYIG	Construct A Framework for A Typical EDP For the Pharma Industry
		ANALYSING	Examine The Role of Government and Various Support Organizations In Encouraging And Supporting Entrepreneurship.
		EVALUATING	Compose An Inventory of Possible Entrepreneurial Opportunities In Contemporary Local, Regional And National The Context For Pharma And Healthcare Sector.

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