

Course Outcomes

Semester I

Semester	I - Core		
Specialization	-		
Title of the Course	Perspective Management		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understand the functions of Management, roles and responsibilities of a Manager and Management evolution.
CO2	Applying various approaches related to management to Create budding managers, leaders and better corporate citizens.
CO3	Analyse & Evaluate various approaches to handling crisis, managing change and quality and various business strategies.

Semester	I - Core		
Specialization	-		
Title of the Course	Financial Accounting		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the basic concepts in financial accounting which form basis for preparing of the financial statements.
CO2	To explain the relevance of the accounting standards in financial accounting and their role in preparing the financial statements.
CO3	To discuss the cash flow position, compare the annual reports of the companies based on their financial statements including the cash flow statements.

Semester		I - Core	
Specialization		-	
Title of the Course		Operations Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Define key terms and concepts related to operations management and explain the core principles and theories of operations management.
CO2	Describe the relationship between operations management and other business functions and apply operations management concepts to real world scenarios.
CO3	Assess the data and information to identify areas for improvement in operations and develop innovative solutions to improve operational efficiency in given context.

Semester		I - Core	
Specialization		-	
Title of the Course		Business Statistics	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understanding application of statistical tools in business decision making.
CO2	Able to identify appropriate statistical tool to analyse data.
CO3	Ability to make real time conclusions based on sample findings.



Semester		I - Elective	
Specialization		-	
Title of the Course		Business Ethics	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Analyse and recommend the issues concerning Morals, Values, Ideologies and Ethics in personal, social, and professional life.
CO2	Understand and determine fair transactions, ethical conduct and conscientious decision making.
CO3	The budding managers and entrepreneurs to Build and Develop themselves into better corporate citizens.

Semester		I - Core	
Specialization		-	
Title of the Course		Managerial Economics	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Define and Illustrate concepts and theories of Managerial Economics
CO2	Identify and Analyse how these concepts and theories are used in business decision making
CO3	Evaluate and discuss changing situations and the likely impact of those on businesses

Semester		I - Elective	
Specialization		-	
Title of the Course		Organisational Behaviour	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To define the nature and scope of organizational behavior at individual, group, organizational and societal levels and discuss different aspects of personality and show how perception, attitudes and values impact the behaviour of an individual at all three levels.
CO2	To explain the importance of group dynamics, teamwork and various elements and process of conflict management and how the issues related to power and Politics in the organization can be resolved.
CO3	To define the concept of leadership and show it's impact on organizational culture and structure and develop an insight about strategic interventions that can be applied to achieve the desired organizational results.

Semester		I - Elective	
Specialization		-	
Title of the Course		Effective & Management Communication	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand significance of communication in maintaining human relations in a corporate set up.
CO2	To discover the scope of communication in business management.
CO3	To demonstrate the use of good, correct and appropriate language and communication techniques.

Semester		I - Elective	
Specialization		-	
Title of the Course		Certificate Course in Business Communication & Corporate Etiquettes	
Credits	-	Duration in Hrs.	30

Sr. No.	At the end of the course student will be able to:
CO1	To understand the scope, relevance & key components of effective communication in business
CO2	To learn essentials of soft skills enhancement with special emphasis on grooming etiquettes critical to business world.
CO3	To enhance and practice effective communication skills w.r.t. placement effort

Semester II

Semester		II - Core	
Specialization		-	
Title of the Course		Financial Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understanding the fundamentals of financial management and associated theories.
CO2	To explain various components of the Financial Reports.
CO3	Analysis of practical decisions in Investments, personal finance and treasury operations.

Semester		II - Core	
Specialization		-	
Title of the Course		Marketing Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the relevant functional areas of marketing management and discuss its application.
CO2	To develop the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.
CO3	To identify, analyze & solve many business problems by using a marketing perspective, as a universal concept.

Semester		II - Core	
Specialization		-	
Title of the Course		HRM	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To explain to the students, an importance of the most crucial asset of any business, i.e. Human Resource and to show how different modern concepts, techniques and practices in the management of human resources are important in the organizational set-up.
CO2	To explain to the student the different functions of Human Resource Management which are important for the organizational effectiveness and to develop an awareness among the students about the influence of HRM on the business.
CO3	To equip the students to utilize the latest theoretical concepts and techniques to examine the problems with respect to the human resource in an organizational set-up and solve such problems to build and improve organizational effectiveness.

Semester		II - Core	
Specialization		-	
Title of the Course		Business Research Methods	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understanding of business research design options, methodologies (both qualitative and quantitative) and developing skills in qualitative and quantitative data analysis.
CO2	Constructing and documenting appropriate research design.
CO3	Communicate and Interpret data analysis in the context of the identified business problem.

Semester		II - Core	
Specialization		-	
Title of the Course		Operations Research	

Credits	4	Duration in Hrs.	40
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Sr. No.	At the end of the course student will be able to:
CO1	To understand the mathematical tools that are required to solve Operations Research problems.
CO2	To formulate and solve Linear Programming Problems, Transportation Problems, Assignment problems, etc.
CO3	To apply Operations Research concepts in real-life situations.

Semester	II - Core		
Specialization	-		
Title of the Course	Financial Management		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand key financial terms and fundamentals of financial management.
CO2	To analyse financial statements to assess a company's liquidity, solvency and profitability.
CO3	To build recommendations for a company's capital structure based on financial statement analysis.

Semester	II - Elective		
Specialization	-		
Title of the Course	Ethos in Indian Management		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understanding From Indian Ethos concerning Morals, Values, & Ideologies.
CO2	Applying Indian Traditional Values for Modern Business Problems and propose solutions.
CO3	To Build and Improve Organisation Value systems for sustainable growth and enrichment

Semester		II - Elective	
Specialization		-	
Title of the Course		Business Environment	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Explain and illustrate different types of business environments & identify interconnectivity between those.
CO2	Identify impact of different macroeconomic variables on Business.
CO3	Assess and Analyse changes in business environment & its impact on business.

Semester		II - Elective	
Specialization		-	
Title of the Course		Analysis of financial statements	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To discuss the concept of financial analysis, stakeholders etc.
CO2	To analyse the cash flow statement as a part of financial analysis.
CO3	To calculate financial ratios, analyse the financial performance of companies.

Semester		II - Elective	
Specialization		-	
Title of the Course		Cost and Management Accounting	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand various cost concepts, methods and techniques used for business decision making.
CO2	To develop an ability to allocate costs and apply cost information to make informed managerial decisions.
CO3	To build knowledge of cost structure and their impact on a company's financial health and strategic choices.

Semester		II - Elective	
Specialization		-	
Title of the Course		Legal Aspects of Business and Taxation	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Compute income from various heads, after deduction under VI A and determine the tax payable.
CO2	Understand the concept of Goods and Service Tax.
CO3	Understanding the mechanism of Business Law and Companies Act 2013.

Semester		II - Elective	
Specialization		-	
Title of the Course		Developing Teams & Effective Leadership	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understand key concepts of group behaviour and impact of leadership on group's/team's performance.
CO2	Apply the art of negotiation, and influence in achieving groups/team's goals such that the teams are efficient in managing the timelines of deliverables and enjoy stress free environments.
CO3	Analyse and evaluate various aspects of group dynamics & leading teams in new work setup (work from office, hybrid and work from home).

Semester III

Semester	III - Core		
Specialization	HR		
Title of the Course	Training and Development		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To explain the concept of training and development, training design and training need assessment.
CO2	To explain the importance of preparing training budget, training calendar and the various methods of training.
CO3	To understand the importance of training evaluation, cost benefit analysis and calculation of ROI.

Semester	III - Core		
Specialization	HR		
Title of the Course	HR Planning & Application of Technology in HR		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Define the key concepts and terminology related to HR planning, such as workforce forecasting, succession planning, and talent acquisition.
CO2	Demonstrate an understanding of how technology can streamline HR processes, such as recruitment, performance management, and employee development.
CO3	Analyse real-world case studies and propose innovative HR technology solutions to address HR challenges faced by organizations in various industries.

Semester	III - Core		
Specialization	HR		
Title of the Course	Competency Based HRM and Performance Management		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To explain the concept of competency and point out its relevance while working in the organizations.
CO2	To understand the conceptual frame work of performance management system and its relation with HR practises.
CO3	To explain the importance of assessment centre.

Semester		III - Core	
Specialization		HR	
Title of the Course		Labour Laws and Implications on Industrial Relations	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the nature and importance of labour laws.
CO2	To analyse various legislations with their basic provisions and amendments.
CO3	To evaluate labour laws with their Industrial Relations implications.

Semester		III - Core	
Specialization		HR	
Title of the Course		Compensation & Benefits	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understand the importance of compensation and benefits in an organisation.
CO2	Basic understanding of the use of reward strategy in the organisation.
CO3	To develop conceptual insights & analyse & evaluate key aspects such as social, psychological and other factors that influence consumer behaviour.

Semester		III - Elective	
Specialization		HR	
Title of the Course		Employee Relations, Labour Laws, and Alternate Dispute Resolution	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the nature and importance of Industrial Relations.
CO2	To analyse the conflict prevention and resolution methods under IR.
CO3	To evaluate practical cases, new trends and future trends in IR.

Semester		III-Elective	
Specialization		HR	
Title of the Course		HR Analytics	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understand the importance of HR Analytics and its implication in business strategy value add.
CO2	Analyse the trends in big data and leverage its use for making the HR processes efficient, effective and more relevant from HR business partnership.
CO3	Evaluate the given data set of various HR functions and interpret the incites for HR strategies and action planning.

Semester		III - Core	
Specialization		Finance	
Title of the Course		Corporate Valuation and Mergers & Acquisitions	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To discuss the valuation theories and their application in business decisions.
CO2	To explain the importance and applicability of the Valuations for established businesses and start-ups for long term future.
CO3	To analyse the historic data and various methods in Mergers & Acquisitions to evaluate the probable impact on the Organization as a whole of such decisions.

Semester		III - Core	
Specialization		Finance	
Title of the Course		Derivatives and Risk Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To discuss the concepts, relevant theories, and their market application in Derivatives.
CO2	Developing an ability to comprehend Market Intelligence based on information collected about derivatives.
CO3	To explain different means and ways to manage the business risk in general and financial risk in particular.

Semester		III - Core	
Specialization		Finance	
Title of the Course		Financial Markets and Institutions	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To classify different components of the Indian Financial system and to describe their functions.
CO2	To explain characteristics of various financial instruments and to understand their relevance in equity and debt markets.
CO3	To discuss role of various Financial Institutions in the economy.

Semester		III - Core	
Specialization		Finance	
Title of the Course		Financial Regulations	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand & interpret the relevance of Financial Regulations in efficient conduct of Business.
CO2	To explain the relevant laws and guidelines thereof.
CO3	To discuss the importance of sustainable growth at business with practical application of Financial Regulations.

Semester		III - Core	
Specialization		Finance	
Title of the Course		Security Analysis and Portfolio Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the primary and secondary market as a part of financial market.
CO2	To explain the concept and importance of fundamental and technical analysis with respect to share market and concept of portfolio of investments.
CO3	To discuss risk-return trade off, share and bond value calculation for investment related decision making.

Semester		III - Elective	
Specialization		Finance	
Title of the Course		Wealth Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To discuss the concepts used in wealth management, types of investors and various investment avenues.
CO2	To design wealth portfolio for the investor based on their risk appetite.
CO3	To explain the concept of retirement and importance of tax planning through relevant provisions of direct and indirect taxes.

Semester		III - Core	
Specialization		Marketing	
Title of the Course		Sales Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understanding of Sales, Sales Management and its application.
CO2	Analysing and Evaluating sales techniques, functions and procedures.
CO3	Building Knowledge in domain area of sales through elaborate acumen of leadership and teamwork to maximise revenues for the company and solve Business Problems.

Semester		III - Core	
Specialization		Marketing	
Title of the Course		Consumer Behaviour	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To gain understanding of the pre and post purchase consumer behaviour.
CO2	To establish the relevance of consumer behaviour theories and concepts to marketing decisions
CO3	To develop conceptual insights & analyse & evaluate key aspects such as social, psychological and other factors that influence consumer behaviour.

Semester		III - Core	
Specialization		Marketing	
Title of the Course		Services Marketing	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand concepts and various decision-making processes and models involved in Services Marketing and discuss its application.
CO2	To critically apply, analyse and evaluate course concepts to various industries in service sector.
CO3	To build course concepts into individual performance to become better managers in the service environment.

Semester		III - Core	
Specialization		Marketing	
Title of the Course		Marketing Strategy	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand and predict changes in the macroeconomic environment and its impact on marketing programmes.
CO2	To develop an ability to respond rapidly to changes driven by consumer behaviours / new technologies etc.
CO3	To assess, evaluate, analyse and understand the strategies of B2B marketing

Semester		III - Core	
Specialization		Marketing	
Title of the Course		Product & Brand Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To define, understand application, explain and sensitize the students with the practices of product and brand management.
CO2	To understand, Discuss and Explain the key Models in Product and Brand Management.
CO3	To provide application-based insights into various aspects of product and brand management.

Semester		III - Elective	
Specialization		Marketing	
Title of the Course		Business to Business Marketing	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To define and develop an understanding of key aspects of B2B Marketing.
CO2	To Discuss, explain the models in B2B marketing.
CO3	To enable students discuss, assess, interpret and relate with different strategies and theories in product and brand management.

Semester		III - Elective	
Specialization		Marketing	
Title of the Course		Marketing Research & Analysis	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Identify the scope and managerial importance of market research and its role in the development of marketing strategy.
CO2	Develop a market research design using appropriate research techniques with support from statistical packages.
CO3	Communicate and Interpret data analysis in the context of the identified business problem.

Semester		III - Core	
Specialization		Operations	
Title of the Course		Supply Chain Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understand the fundamentals of logistics (A system concept) , elements, and functions of supply chain, role of drivers and demand forecasting.
CO2	To apply various techniques of inventory management and their practical situations. How various warehousing management systems and transportation can be practised in various industries. How logistics and supply chain strategies can create value generation and utilize information technology(I.T) application.
CO3	Understand various performance measurement tools in supply chain . Examine recent trends in supply chain and analyse how supply chain decision related to ethical issues (including rules and regulation) and facility locationcan be applied to various industries and designing the supply chain networks including global supply chain.

Semester		III - Core	
Specialization		Operations	
Title of the Course		Operations Analytics	
Credits	4	Duration in Hrs.	40



Sr. No.	At the end of the course student will be able to:
CO1	Understanding and analyzing the basic aspects of analytics and evaluation.
CO2	Applying various analytical techniques in complex real life situations.
CO3	Creating a model by carrying the process of operational analytical framework

Semester		III - Core	
Specialization		Operations	
Title of the Course		Materials Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the importance of Materials Management w.r.t. Business and business ethics
CO2	To apply various aspects of Purchase & warehousing & understanding documents control w.r.t. Material movement
CO3	To understand the quantitative models & Financial aspects of Materials Management

Semester		III - Core	
Specialization		Operations	
Title of the Course		Manufacturing Resource Planning & Control	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understand the functions of manufacturing resources planning and control.
CO2	Apply the manufacturing resource planning & control concept for improved performance.
CO3	Develop the practical aspect of quantitative methods as well as various tools of resources planning like MRP1 & MRP2 for decision making in operations.

Semester		III - Core	
Specialization		Operations	
Title of the Course		Services Operations Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understanding various types of Service Industry and Site selection for service location.
CO2	To study the role of Operations for Profitability in Service industry.
CO3	Understanding Inventory management in Service industry and Basics of Outsourcing/Offshoring in Services.

Semester		III - Elective	
Specialization		Operations	
Title of the Course		Technology Management & Manufacturing Strategy	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To Understand how technology can be used in a corporate to gain strategic advantage & Contribution of Technology in New product development.
CO2	To understand the Use of technology in Product design & Application of Technology in a manufacturing company.
CO3	To understand the Application of JIT and other tools to compete in a manufacturing relationship of cost and its value to business.

Semester		III - Elective	
Specialization		Operations	
Title of the Course		International Logistics	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understanding of International Logistics, Exports, International Contracts and various INCOTERMS.
CO2	Understanding various modes of payment, different modes of transport and the importance of Insurance.
CO3	To impart knowledge of logistics infrastructure.

Semester		III - Elective	
Specialization		Operations	
Title of the Course		Total Quality Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the fundamental principles, concepts, and theories of Total Quality Management.
CO2	To apply TQM principles and tools to real-world organizational challenges.
CO3	Assess the effectiveness of TQM implementation in organizations and make informed judgments about its impact.

Semester		III	
Specialization		All	
Title of the Course		Industrial Project/ Summer Internship	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To obtain hands-on practice in application of industry practices and evolution of technology.
CO2	To analyse the complex reality of the real life business practices followed by organizations.
CO3	To develop understanding of how organizations work and how they interact with their commercial, social and physical environment.

Semester		III – Core	
Specialization		All	
Title of the Course		International Business	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the concepts and theories of International business alongwith the various terminologies related to International Business.
CO2	To analyse the current international business environment and exhibit a coherent knowledge on the political, economic, socio-cultural, technological, environmental and legal factors together with their effects at local, national and international levels of business.
CO3	To develop the international business entry strategies for a corporation.

Semester		III - Core	
Specialization		All	
Title of the Course		Strategic Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To develop a mind-set and learn tools/ways to analyse internal and external environment of the organization.
CO2	To explain the process of Strategy Formulation, Implementation & Evaluation.
CO3	To develop students with the skills required to think strategically and make decisions.

Semester		III - Core	
Specialization		Systems	
Title of the Course		Big Data & Business Analytics	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the Introduction to Big Data and Business Analytics and its Applications.
CO2	To think critically in making decisions based on big data and analytics.
CO3	To understand various Analytical Tools & Techniques that facilitate the effective presentation of analysis results.

Semester		III - Core	
Specialization		Systems	
Title of the Course		Knowledge Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the introduction to meaning of data, information, knowledge & framework of Knowledge Management.
CO2	To understand key components of Knowledge Management solutions: infrastructure, mechanisms and technologies, systems and processes.
CO3	Understanding the Knowledge Management Structure, Organization Culture and Role of IT in facilitating the KM implementation.

Semester		III - Core	
Specialization		Systems	
Title of the Course		Software Engineering	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Introduction to Software Development Life Cycle (SDLC), different models of SDLC and the issues and challenges in implementing the models.
CO2	Understanding the different phases and the related documentation in SDLC.
CO3	Familiarizing with Quality Management, and Software Process Improvements.

Semester		III - Core	
Specialization		Systems	
Title of the Course		Database Management System and Data Warehousing	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To recall and understand key DBMS and Data Warehousing concepts.
CO2	To apply DBMS and Data Warehousing concepts and techniques to design and manage databases and data warehouses effectively.
CO3	Analyze, synthesize, and evaluate complex database and data warehousing scenarios, making informed decisions about database design and data warehousing strategies.

Semester		III - Core	
Specialization		Systems	
Title of the Course		Enterprise Management System	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand the role of EMS in streamlining business processes and improving organizational efficiency.
CO2	To apply EMS principles and techniques to analyze, design, and implement integrated business solutions.
CO3	Critically assess the strategic implications of EMS adoption and make informed decisions.



Semester	III - Elective		
Specialization	Systems		
Title of the Course	Data Mining and Business Intelligence		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To be familiarized with key BI and Data Mining terms, and relevance of data to business and its strategy
CO2	Introduction to different BI systems and Use of Data Mining concepts.
CO3	Application of common methods used in BI.



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Semester IV

Semester	IV - Core		
Specialization	all		
Title of the Course	Project Management		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Applying and evaluating success parameters of cost, time and quality in projects and the overall management of a project.
CO2	Evaluate the overall progress of a project by applying various techniques such as CPM / PERT / Earned Value Analysis and projected financial statements.
CO3	Create an idea (as a Project) and evaluate it's feasibility.

Semester	IV - Elective		
Specialization	Marketing		
Title of the Course	Trends in Marketing		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To understand key marketing concepts, such as market segmentation, digital marketing, influencer marketing, content marketing, and data analytics.
CO2	To analyse recent marketing trends to develop marketing strategies and campaigns.
CO3	To evaluate the effectiveness of marketing strategies, identify emerging trends, and propose innovative marketing solutions.

Semester		IV - Elective	
Specialization		Operations	
Title of the Course		Strategic Sourcing and Supply Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understand key concepts and the historical context and evolution of supply chain management practices.
CO2	Explain strategic sourcing principles to real-world procurement scenarios and critically analyse supply chain processes.
CO3	Evaluate the effectiveness of sourcing and supply management strategies and formulate strategic plans for supply chain improvement.

Semester		IV - Elective	
Specialization		HR	
Title of the Course		OD and Change Management	
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	Understand the historical development and significance of OD and Change Management in modern organizations.
CO2	Assess an organization's readiness for change, develop a change management plan, and execute strategies to overcome resistance and facilitate successful change.
CO3	Evaluate the effectiveness of change initiatives and assume leadership roles in driving organizational change.

Semester		IV - Elective	
Specialization		Systems	
Title of the Course		Strategic Information Technology Management	
Credits	4	Duration in Hrs.	40



Sr. No.	At the end of the course student will be able to:
CO1	To define key IT management concepts, such as IT governance, IT strategy development, alignment of IT with business objectives, and IT risk management.
CO2	To make data-driven decisions, align IT strategies with business goals, and address IT-related challenges within organizations.
CO3	To evaluate the organization's existing IT strategies, identify areas for improvement, and propose innovative IT initiatives that support the organization's strategic objectives and foster innovation.

Semester	IV - Elective		
Specialization	Finance		
Title of the Course	Commercial banking		
Credits	4	Duration in Hrs.	40

Sr. No.	At the end of the course student will be able to:
CO1	To discuss the history of Indian banking and role of RBI.
CO2	To compare the types of banks and bank facilities.
CO3	To explain the concept of risk management in banking and role of treasury.



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