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### Course Outcomes (Cos)

SubjectCode:	BA4101	Semester:	I
SubjectName:	STATISTICS FORMANAGEMENT		
CourseOutcome Statement			
C101.1	Tofacilitateobjectivesolutionsinbusinessdecisionmaking.		
C101.2	Tounderstandandsolvebusiness problems		
C101.3	Toapplystatisticaltechniquetodatasets,andcorrectlyinterprettheresults.		
C101.4	To develop skill-set that is in demand in both the research and businessenvironments		
C101.5	Toenablethestudentstoapplythestatisticaltechniques inaworksetting.		

### Course Outcomes (Cos)

<b>Subject Code :</b>	BA4102	<b>Semester :</b>	I
<b>Subject Name :</b>	MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR		
<b>Course Outcome Statement</b>			
<b>C102.1</b>	Understanding of various management concepts and skills required in the business world		
<b>C102.2</b>	In-depth knowledge of various functions of management in a real time management context		
<b>C102.3</b>	Understanding of the complexities associated with management of individual in the organizations		
<b>C102.4</b>	Develop the skillset to have manage group behavior in Organizations		
<b>C102.5</b>	Insights about the current trends in managing organizational behavior		



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### Course Outcomes(Cos)

Subject Code :	BA4103	Semester :	I
Subject Name :	MANAGERIALECONOMICS		
Course Outcome Statement			
C103.1	To introduce the concepts of scarcity and efficiency;		
C103.2	To explain principles of microeconomics relevant to managing an organization		
C103.3	To describe principles of macroeconomics		
C103.4	To have the understanding of economic environment of business.		
C103.5	To study about the policies that regulate economic variables		

### Course Outcomes(Cos)

Subject Code :	BA4104	Semester :	I
Subject Name :	ACCOUNTING FOR DECISION MAKING		
Course Outcome Statement			
C104.1	A thorough grounding of financial accounting concepts		
C104.2	Preparation of financial statement analysis		
C104.3	Understand the management and cost accounting techniques		
C104.4	Apply the management and cost accounting techniques for decision making		
C104.5	Assess the accountancy standards of practices in India		



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### Course Outcomes(Cos)

Subject Code :	BA4105	Semester :	I
Subject Name :	LEGAL ASPECTS OFBUSINESS		
Course Outcome Statement			
C105.1	Understandthefundamentallegalprinciplesindevelopingvariouscontractsandcommerciallawsin the businessworld		
C105.2	IdentifythecommonformsofbusinessassociationsandelementsofCorporateGovernance		
C105.3	Develop insights regarding the laws related to industrial environment		
C105.4	Abilitytounderstand thefundamentalsofcorporatetaxandGST		
C105.5	Understandtheroleofconsumerrightsandcyberlawsinthemodernbusinessenvironment		

### Course Outcomes(Cos)

Subject Code :	BA4111	Semester :	I
Subject Name :	INDIAN ETHOS		
Course Outcome Statement			
C107.1	The learners are able to apply the basic concepts of Indian ethos and value systems at work.		
C107.2	The learners can handle issues of business ethics and offers solutions in ethical perspectives		
C107.3	The learners are professionally efficient and skilful in value systems and culture		
C107.4	The learners are capable in ethically manage business towards well being of the society.		
C107.5	The learners can be socially effective in undertaking business responsibilities		

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### Course Outcomes(Cos)

Subject Code :	BA4112	Semester :	I
Subject Name :	BUSINESS COMMUNICATION (LABORATORY)		
Course Outcome Statement			
C108.1	Develop good managerial communication skills		
C108.2	Ability to excel in different forms of written communication required in a business context		
C108.3	Develop good presentation skills		
C108.4	In-depth understanding of interview skills CO5: Ability to prepare Business reports		
C108.5	Develop good managerial communication skills		

### Course Outcomes(Cos)

Subject Code :		BA4032	Semester :	I
Subject Name :		ENTREPRENEURSHIP DEVELOPMENT		
Course Outcome Statement				
L109.1	The learners will gain entrepreneurial competence to run the business efficiently			
L109.2	The learners are able to undertake businesses in the entrepreneurial environment			
L109.3	The learners are capable of preparing business plans and undertake feasible projects			
L109.4	The learners are efficient in launching and develop their business ventures successfully			
L109.5	The learners shall monitor the business effectively towards growth and development.			



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### Course Outcomes(Cos)

<b>SubjectCode:</b>		BA4201	<b>Semester:</b>	II
<b>SubjectName:</b>		QUANTITATIVE TECHNIQUES FOR DECISION MAKING		
<b>CourseOutcomeStatement</b>				
<b>C201.1</b>	Linear programming in product mix decisions			
<b>C201.2</b>	Transportation and assignment in logistics and job allocation scenarios			
<b>C201.3</b>	Game theory and heuristics of decision making in real time decisions			
<b>C201.4</b>	Inventory management and job sequencing in manufacturing context			
<b>C201.5</b>	Queuing and replacement theories in real time scenario optimisation			

### Course Outcomes(Cos)



Subject Code :	BA4202	Semester :	II
Subject Name :	FINANCIAL MANAGEMENT		
Course Outcome Statement			
C202.1	Identify the concepts of financial decision of an organization		
C202.2	Recognize the time value of money		
C202.3	Learn the capital budgeting and cost of capital techniques		
C202.4	Understand how to decide the decision of capital structure and distribution of dividend		
C202.5	Assess the short-term and long-term sources of finance		

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### Course Outcomes(Cos)

<b>Subject Code :</b>	BA4203	<b>Semester :</b>	II
<b>Subject Name :</b>	HUMAN RESOURCE MANAGEMENT		
<b>Course Outcome Statement</b>			
<b>C203.1</b>	Students would have gained knowledge on the various aspects of HRM		
<b>C203.2</b>	Students will gain knowledge needed for success as a human resources professional.		
<b>C203.3</b>	Students will develop the skills needed for a successful HR manager		
<b>C203.4</b>	Students would be prepared to implement the concepts learned in the workplace.		
<b>C203.5</b>	Students would be aware of the emerging concepts in the field of HRM		



Subject Code :	BA4204	Semester :	II
Subject Name :	OPERATIONS MANAGEMENT		
Course Outcome Statement			
C204.1	Understanding of the evolution of operations management practices and world class manufacturing processes		
C204.2	Knowledge about capacity planning, strategic sourcing and procurement in organizations		
C204.3	Enhances the understanding of product development and design process		
C204.4	Ability to forecast demand and overcome bottlenecks		
C204.5	Provides insight to Quality management tools and practices.		

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<b>Subject Code :</b>	BA4205	<b>Semester :</b>	II
<b>Subject Name :</b>	BUSINESS RESEARCH METHODS		
<b>Course Outcome Statement</b>			
<b>C205.1</b>	Students will understand and appreciate scientific inquiry		
<b>C205.2</b>	Students would know to write research proposals		
<b>C205.3</b>	The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems		
<b>C205.4</b>	Students would be able to analyze data and find solutions to the problems.		
<b>C205.5</b>	Students could prepare research reports		

<b>Subject Code :</b>	BA4206	<b>Semester :</b>	II
<b>Subject Name :</b>	<b>BUSINESS ANALYTICS</b>		
<b>Course Outcome Statement</b>			
<b>C206.1</b>	Ability to understand the role of Business Analytics in decision making		
<b>C206.2</b>	Ability to identify the appropriate tool for the analytics scenario		
<b>C206.3</b>	Ability to apply the descriptive analytics tools and generate solutions		
<b>C206.4</b>	Understanding of Predictive Analytics and applications		
<b>C206.5</b>	Knowledge of Prescriptive Analytics and demonstrating business process improvement		



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<b>Subject Code :</b>	BA4207	<b>Semester :</b>	II
<b>Subject Name :</b>	<b>MARKETING MANAGEMENT</b>		



#### Course Outcome Statement

<b>C207.1</b>	Applied knowledge of contemporary marketing theories to the demands of business and management practice
<b>C207.2</b>	Enhanced knowledge of marketing strategies for consumer and industrial marketing
<b>C207.3</b>	Deep understanding of choice of marketing mix elements and managing integrated marketing channels
<b>C207.4</b>	Ability to analyze the nature of consumer buying behaviour
<b>C207.5</b>	Understanding of the marketing research and new trends in the arena of marketing

<b>Subject Code :</b>	BA4212	<b>Semester :</b>	II
<b>Subject Name :</b>	<b>DATA ANALYSIS AND BUSINESS MODELING (LABORATORY)</b>		

#### Course Outcome Statement

<b>L208.1</b>	Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques
<b>L208.2</b>	Facilitates to identify the relationship between variables using data analytical tools
<b>L208.3</b>	Provides understanding about forecasting in real time business world using analytical tools
<b>L208.4</b>	Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data
<b>L208.5</b>	Enhances knowledge about networking, inventory models and queuing theory using data analytical tools



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<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>III</b>	<b>SUBJECT CODE</b>	BA4301
<b>SUBJECT</b>	<b>INTERNATIONAL BUSINESS MANAGEMENT</b>				

<b>C301</b>	<b>COURSE OUTCOME</b>
<b>C301.1</b>	In Depth knowledge of driving factors of international Business
<b>C301.2</b>	Understanding of theories of trade and investment practiced in the global world
<b>C301.3</b>	Deep Insights in to various market entry strategies followed by Global Organizations
<b>C301.4</b>	Ability identify the various global production and supply chain issues and have an understanding of foreign exchange determination system
<b>C301.5</b>	Enhance the cognitive knowledge of managing business across the cultures

<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>03</b>	<b>SUBJECT CODE</b>	BA4302
<b>SUBJECT</b>	<b>STRATEGIC MANAGEMENT</b>				

<b>C302</b>	<b>COURSE OUTCOME</b>
<b>C302.1</b>	Ability to understand the Strategic management process and social responsibility of business organizations
<b>C302.2</b>	In depth understanding about the need for developing competitive advantage for organizations
<b>C302.3</b>	Provide in sight in to various corporate and business level strategies
<b>C302.4</b>	Facilitates to identify the various control systems required for organizational strategy implementation process
<b>C302.5</b>	Enhances the cognitive knowledge about various strategic issues and development of new business models



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YEAR	II	SEM	III	SUBJECT CODE	BA4001
SUBJECT	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT				

C303	COURSE OUTCOME
C303.1	Understand the concept of investment and identify the investment alternatives to investors
C303.2	Learn the nuances of fundamental analyses and technical analyses
C303.3	Analyze and evaluate the value of securities
C303.4	Explain how to construct efficient portfolio
C303.5	Explore the various methods through which portfolio evaluation could be done

YEAR	II	SEM	03	SUBJECT CODE	BA4003
SUBJECT	BANKING AND FINANCIAL SERVICES				

C304	COURSE OUTCOME
C304.1	Understanding the basic concepts of the finance markets in India
C304.2	Identify the underlying structure and functions of Indian financial markets
C304.3	Familiarize the methods of issuing shares and the role of intermediaries in the primary market
C304.4	Learn about the trading mechanism in stock market
C304.5	Describe the instruments, participants and trading in debt market



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<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>03</b>	<b>SUBJECT CODE</b>	<b>BA4002</b>
<b>SUBJECT</b>	<b>FINANCIAL MARKET</b>				

<b>C305</b>	<b>COURSE OUTCOME</b>
<b>C305.1</b>	Understand the overall structure and functions of Indian Financial System
<b>C305.2</b>	Gain knowledge about regulations governing the Indian Banking system
<b>C305.3</b>	Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks
<b>C305.4</b>	Familiarize the students with the concept of e-banking
<b>C305.5</b>	In-depth understanding of fee-based and fund-based financial services in India

<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>03</b>	<b>SUBJECT CODE</b>	<b>BA4015</b>
<b>SUBJECT</b>	<b>STRATEGIC HUMAN RESOURCE MANAGEMENT</b>				

<b>C306</b>	<b>COURSE OUTCOME</b>
<b>C306.1</b>	Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.
<b>C306.2</b>	Appreciate SHRM in the context of changing forms of organisation and will have a better understanding of the tools and techniques used by organizations to meet current challenges.
<b>C306.3</b>	To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in organizations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks.
<b>C306.4</b>	Providing an overview of the counselling and coaching processes and techniques. Developing alternative approach to dealing with problems situations in organizations.
<b>C306.5</b>	Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers



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<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>03</b>	<b>SUBJECT CODE</b>	<b>BA4016</b>
<b>SUBJECT</b>	<b>INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS</b>				

<b>C307</b>	<b>COURSE OUTCOME</b>
<b>C307.1</b>	Industrial relations system and Trade unions
<b>C307.2</b>	Industrial Disputes and labour welfare measures
<b>C307.3</b>	Labour legislation introduction and legal provisions for factory workers, wages and Bonus
<b>C307.4</b>	Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship
<b>C307.5</b>	Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention

<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>03</b>	<b>SUBJECT CODE</b>	<b>BA4017</b>
<b>SUBJECT</b>	<b>ORGANIZATIONAL DESIGN, CHANGE AND DEVELOPMENT</b>				

<b>C308</b>	<b>COURSE OUTCOME</b>
<b>C308.1</b>	The fundamentals of organizational design and structure
<b>C308.2</b>	Change process, types, and models of change in organizations
<b>C308.3</b>	The fundamentals of organizational development
<b>C308.4</b>	Organizational development Interventions
<b>C307.5</b>	Organizational evolution and sustenance



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YEAR	II	SEM	03	SUBJECT CODE	BA4008
<b>RETAIL MARKETING</b>					

C309	COURSE OUTCOME
C309.1	To provide insights on retail operation
C309.2	To understand effective methods and strategies required for retail management.
C309.3	To understand how to utilize resources and techniques used in retail management.
C309.4	To understand analysis of store location, merchandising, products and pricing
C309.5	To gain knowledge about shopping behavior



YEAR	II	SEM	03	SUBJECT CODE	BA4011
<b>SUBJECT SERVICES MARKETING</b>					

C310	COURSE OUTCOME
C310.1	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities
C310.2	Develop and justify marketing planning and control systems appropriate to service-based activities
C310.3	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty
C310.4	Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence
C310.5	Recognise the challenges faced in services delivery as outlined in the services gap model

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<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>03</b>	<b>SUBJECT CODE</b>	<b>BA4013</b>
<b>SUBJECT</b>	<b>PRODUCT AND BRAND MANAGEMENT</b>				



<b>C311</b>	<b>COURSE OUTCOME</b>
<b>C311.1</b>	On successful completion of the course students will be able to
<b>C311.2</b>	Apply the fundamental concept so product and brand development and management.
<b>C311.3</b>	Use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand
<b>C311.4</b>	Use tools and metrics to analyse competitors and develop positioning strategies.
<b>C311.5</b>	Apply an understanding of the product manager's role in product pricing, sales, and promotion

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<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>03</b>	<b>SUBJECT CODE</b>	<b>BA4029</b>
<b>SUBJECT</b>	<b>SOCIAL MEDIA WEB ANALYTICS</b>				

<b>C312</b>	<b>COURSE OUTCOME</b>
<b>C312.1</b>	The students will be able to enhance the social media skills.
<b>C312.2</b>	The students will be able to develop a mass communication strategy and guide campaigns.
<b>C312.3</b>	To get an idea of social media policies.
<b>C312.4</b>	Understand the fundamentals and concepts of web analytics.
<b>C312.5</b>	How to effectively use the resulting insights to support website design decisions, campaign optimization, search analytics, etc.



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<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>03</b>	<b>SUBJECT CODE</b>	<b>BA4030</b>
<b>SUBJECT</b>	<b>E-BUSINESS</b>				

<b>C313</b>	<b>COURSE OUTCOME</b>
<b>C313.1</b>	Ability to build and manage an e-business.
<b>C313.2</b>	Knowledge about Technology Infrastructure
<b>C313.3</b>	Understanding of customer oriented business applications
<b>C313.4</b>	Knowledge of ebusiness payment protocols and security
<b>C313.5</b>	Understanding of ethical, legal, privacy issues and encryption policies

<b>YEAR</b>	<b>II</b>	<b>SEM</b>	<b>03</b>	<b>SUBJECT CODE</b>	<b>BA4031</b>
<b>SUBJECT</b>	<b>ENTERPRISE RESOURCE PLANNING</b>				

<b>C314</b>	<b>COURSE OUTCOME</b>
<b>C314.1</b>	Knowledge of risk and benefits associated with Enterprise Resource Planning.
<b>C314.2</b>	Knowledge of ERP solutions and functional modules
<b>C314.3</b>	Exposure to the implementation environment
<b>C314.4</b>	Understanding of post implementation impact and maintenance of ERP
<b>C314.5</b>	Knowledge of emerging trends on ERP