

## FYBMS Sem I

|   |             |  |
|---|-------------|--|
| <b>1.1 Introduction to Financial Accounts</b> | <b>CO 1</b> | To discuss the basic concepts and the tools used in Financial Accounting.  |
|   | <b>CO 2</b> | To discuss the principles of Financial Accounting.   |
|   | <b>CO 3</b> | To discuss meaning and scope of Accounting Standards.  |
|   | <b>CO 4</b> | To identify various accounting transactions and recording of transactions in Books of Accounts.  |
|   | <b>CO 5</b> | To acquaint knowledge of Depreciation Accounting.  |
|   | <b>CO 6</b> | To demonstrate preparation of Trial Balance.   |
|   | <b>CO 7</b> | To demonstrate preparation and presentation of Final Accounts.   |
| <b>1.3 Business Statistics</b>                | <b>CO 1</b> | Compute measures of central tendencies and measures of dispersion for given data sets.   |
|   | <b>CO 2</b> | Students will be able to represent and statistically analyze data graphically  |
|   | <b>CO 3</b> | Students will be able to compute probabilities and conditional probabilities in appropriate ways.  |
|   | <b>CO 4</b> | Students will be able to solve word problems using combinatorial analysis.   |
|   | <b>CO 5</b> | Compute and interpret the coefficient of correlation and the "line of best fit" for bivariate data.  |
|   | <b>CO 6</b> | Determine trend in time-series data by using linear regression trend analysis, account for seasonal effects of time-series data by using decomposition and describe smoothing techniques for forecasting models like moving average. |
|   | <b>CO 7</b> | Demonstrate knowledge and understanding of index numbers theory and methods  |
|   | <b>CO 8</b> | Compute Probability distribution, expectation and variance of a random variable.   |
|   | <b>CO 9</b> | Make decision based on situation with and without risk using decision theory.  |
| <b>1.4 Business Communication-I</b>           | <b>CO 1</b> | Distinguish between verbal and non verbal communication.   |
|   | <b>CO 2</b> | Identify various modes of communication.   |
|   | <b>CO 3</b> | Draft effective job letters like cover letter, job acceptance letter and resignation letter.   |
|   | <b>CO 4</b> | Participate in debates and elocution thereby overcoming stage fear.  |
|   | <b>CO 5</b> | Prepare curriculum vitae for self and others.  |
| <b>1.5 Foundation Course -</b>                | <b>CO 1</b> | Discuss multi cultural diversity of Indian society through its demographic composition, population distribution  |

|   |             |   |
|---|-------------|---|
| <b>I</b>                                      |             | according to religion, caste and gender.  |
|   | <b>CO 2</b> | Describe linguistic diversity, regional variation.  |
|   | <b>CO 3</b> | Discuss violence against women and portrayal of women in media.   |
|   | <b>CO 4</b> | Identify inequalities faced by people with physical and mental disabilities.  |
|   | <b>CO 5</b> | Examine inequalities due to Caste system and inter group conflicts.   |
|   | <b>CO 6</b> | Narrate issues on Communalism and Regionalism.  |
|   | <b>CO 7</b> | Discuss philosophy of constitution of India, its structure, Preamble and features.  |
|   | <b>CO 8</b> | Examine the political party system in India.  |
|   | <b>CO 9</b> | Relate importance of women in politics.   |
| <b>1.6<br/>Foundation of<br/>Human Skills</b> | <b>CO 1</b> | Analyse the influence of environment and heredity on human behaviour by studying respective individual behaviours.                                      |
|   | <b>CO 2</b> | Identify the determinants of a personality and the factors affecting it.  |
|   | <b>CO 3</b> | Perform personality tests like MBTI for respective individuals.   |
|   | <b>CO 4</b> | Identify 'Type A' and 'Type B' personalities.   |
|   | <b>CO 5</b> | Apply 'Johari Window' model on self and others.   |
|   | <b>CO 6</b> | Analyse a given situation by applying the concept of 'six thinking hats'.   |
|   | <b>CO 7</b> | Identify the types of formal and informal groups.   |
|   | <b>CO 8</b> | Provide consulting on conflict resolution strategies.   |
| <b>1.7<br/>Business Economics</b>             | <b>CO 1</b> | To learn the working of micro variables of the economy.   |
|   | <b>CO 2</b> | To analyze the working of demand and supply curves, while being able to see the impact of it on the economy.  |
|   | <b>CO 3</b> | To analyze the different types of economies through various pre defined characteristics.  |
|   | <b>CO 4</b> | To analyze the supply patterns and understand the scales of economies and the level of diseconomies in an industry.                                     |
|   | <b>CO 5</b> | To identifying different variable influencing the pricing of a product in a firm; and being able to calculate the price in different working scenarios. |
| <b>Business Law</b>                           | <b>CO 1</b> | Explain the concepts of offer, acceptance, agreement, contract and its various essentials.  |
|   | <b>CO 2</b> | Compare offer and acceptance, agreement and contract.   |
|   | <b>CO 3</b> | Describe each component/essential of a valid contract in detail with illustrations.   |
|   | <b>CO 4</b> | Analyse and infer modes in which a contract may be  |

|  |              |  |
|--|--------------|--|
|  |              | discharged   |
|  | <b>CO 5</b>  | Explain about the rights and duties of consumer under the Consumer Protection Act, 1986.                               |
|  | <b>CO 6</b>  | Identify and illustrate about the principle of Caveat Emptor.  |
|  | <b>CO 7</b>  | Explain about the consumer dispute redressal and consumer protection forums.   |
|  | <b>CO 8</b>  | Recall the definitions of terms as per the provisions of the Companies Act, 2013.                                      |
|  | <b>CO 9</b>  | Explain the various types of companies that can be formed. Differentiate between public and private limited companies. |
|  | <b>CO 10</b> | Describe the procedure for incorporation of companies- public, charitable organisations, etc.                          |
|  | <b>CO 11</b> | Prepare company documents such as the Memorandum & Articles of Association.  |
|  | <b>CO 12</b> | Identify different types of intellectual properties Explain about properties which can be trademarked or patented.     |
|  | <b>CO 13</b> | Dramatize popular landmark cases in a moot court setting.  |

### FYBMS Sem II

|   |             |  |
|---|-------------|--|
| <b>UBMSFS 1.1<br/>Principles of<br/>Marketing</b> | <b>CO 1</b> | Identify functional and application areas of marketing.  |
|   | <b>CO 2</b> | Apply marketing mix (4Ps of marketing) to a given product and extended 3Ps to a service.                   |
|   | <b>CO 3</b> | Distinguish marketing from selling concept.  |
|   | <b>CO 4</b> | Identify micro and macro factors influencing marketing environment.  |
|   | <b>CO 5</b> | Identify the factors affecting consumer behaviour.   |
|   | <b>CO 6</b> | Classify the products based on its dimensions.   |
|   | <b>CO 7</b> | Design strategies on product mix, pricing, distribution and promotion.                                     |
|   | <b>CO 8</b> | Apply segmentation, targeting and positioning strategies for a given market.                               |
| <b>UBMSFS 2.2<br/>Industrial Law</b>              | <b>CO 1</b> | Analyze the provisions related to the Industrial Disputes Act, 1947 (IDA, 1947).                           |
|   | <b>CO 2</b> | Identify the differences in terms of strikes, lockouts, layoffs, closure, retrenchment, etc.               |
|   | <b>CO 3</b> | Examine a given set of case with respect to the laws framed under the IDA, 1947.                           |
|   | <b>CO 4</b> | Apply the provisions of the Trade Unions Act, 1926 (TU Act, 1926) correctly to a certain problem provided. |

|   |              |  |
|---|--------------|--|
|   | <b>CO 5</b>  | Recall the procedure of registration, dissolution etc. of a trade union under the TU Act,1926.   |
|   | <b>CO 6</b>  | List the provisions related to the health, safety & welfare of workers working in a factory under the Factories Act, 1948.   |
|   | <b>CO 7</b>  | Compute the amount of compensation payable to workmen in case of death, disability, etc. under the provisions of the Workmen's Compensation Act, 1923 (WCA, 1923).   |
|   | <b>CO 8</b>  | Infer whether an employer is under a liability to pay compensation to a workman under the WCA, 1923.   |
|   | <b>CO 9</b>  | Explain about the doctrines of assumed risk, contributory negligence, etc.   |
|   | <b>CO 10</b> | Recall & interpret the provisions of the Employee State Insurance Act, 1948; Employees Provident Fund & Miscellaneous Provision Act, 1952.                           |
|   | <b>CO 11</b> | Compute the amount of provident fund payable to an employee on his disassociation from an organisation.  |
|   | <b>CO 12</b> | Interpret the provisions of the Payment of Wages Act, 1948; the Payment of Bonus Act, 1963 and the Payment of Gratuity Act, 1972.                                    |
|   | <b>CO 13</b> | Compute the amounts due towards the gratuity of a workman on disassociation from a company.  |
|   | <b>CO 14</b> | Dramatize popular/landmark cases from the above laws studied.  |
| <b>2.3<br/>Business<br/>Mathematics</b> | <b>CO 1</b>  | Students will be able to set up and solve linear systems/linear inequalities graphically/geometrically and algebraically (using matrices).                           |
|   | <b>CO 2</b>  | Solve discrete mathematics problems that involve: computing permutations and combinations of a set, fundamental enumeration principle.                               |
|   | <b>CO 3</b>  | Demonstrate understanding of numerical solution to problems using the method of interpolation.   |
|   | <b>CO 4</b>  | Compute the expression for the derivative of a function using the rules of differentiation Including the power rule, product rule, and quotient rule and chain rule. |
|   | <b>CO 5</b>  | Identify the extrema of a function on an interval and classify them as minima , maxima or saddles using the first and second derivative test.                        |
|   | <b>CO 6</b>  | Solve simple and compound interest problems.   |
|   | <b>CO 7</b>  | Determine the current worth and future worth of a sum of money or stream of cash flow given a specified rate of return and its applications.                         |

|   |             |   |
|---|-------------|---|
| <b>UBMSFS 2.4<br/>Business<br/>Communication - II</b> | <b>CO 1</b> | Prepare effective power point presentations on assigned topics.   |
|   | <b>CO 2</b> | Give presentations via power point in front of a large (60-70 people) audience.   |
|   | <b>CO 3</b> | Effectively speak in a group discussion by being part of it.  |
|   | <b>CO 4</b> | Face personal interviews with confidence and grace.   |
|   | <b>CO 5</b> | Write business letters like, inquiry, order, complaint/grievance and sales letters.   |
|   | <b>CO 6</b> | Prepare promotional leaflets and flyers to promote the products/services of a business.   |
| <b>UBMSFS 2.5<br/>Foundation Course</b>               | <b>CO 1</b> | Discuss concepts of Liberalization, Privatization and Globalization in Indian economy.  |
|   | <b>CO 2</b> | Discuss growth of information technology and communication.   |
|   | <b>CO 3</b> | Discuss concepts of Human Rights, its origin and adoption of Universal Declaration of human rights.                                   |
|   | <b>CO 4</b> | Discuss about environmental degradation, its causes and importance of sustainable development   |
|   | <b>CO 5</b> | Examine causes of stress and conflict in Indian society.  |
|   | <b>CO 6</b> | Discuss significance of values, ethics and prejudices in developing the individual  |
|   | <b>CO 7</b> | Discuss aggression and violence as public expression of conflict  |
|   | <b>CO 8</b> | Examine types of conflicts and use of coping mechanisms for managing individual stress  |
| <b>UBMSFS 2.6<br/>Business<br/>Environment</b>        | <b>CO 1</b> | To understand the basics of business environment including its meaning, components and significance                                   |
|   | <b>CO 2</b> | To identify and understand the impact of all the components of BE on the business through environmental analysis                      |
|   | <b>CO 3</b> | To study in depth the role played by macro environment components in framing business strategies and plans                            |
|   | <b>CO 4</b> | To understand the legal and political framework of an economy and its influence on business   |
|   | <b>CO 5</b> | To study the dynamic nature of social, cultural and technological environment and how it affects the success or failure of a business |
|   | <b>CO 6</b> | To highlight the role played by international environment in the era of globalization   |
|   | <b>CO 7</b> | To familiarize the students with various international organizations instrumental in ensuring efficient international trade           |
|   | <b>CO 8</b> | To study the challenges and opportunities faced by  |

|  |             |  |
|--|-------------|--|
|  |             | international businesses while doing business in India   |
| <b>UBMSFS 2.7<br/>Principles of<br/>Management</b> | <b>CO 1</b> | Discuss concepts of management and its impact on business  |
|  | <b>CO 2</b> | Describe evolution of management and its applicability in business                                   |
|  | <b>CO 3</b> | Discuss process of management.   |
|  | <b>CO 4</b> | Elaborate Planning and its importance in management  |
|  | <b>CO 5</b> | Discuss concepts of organizing, Staffing, Coordination Directing and Control.                        |
|  | <b>CO 6</b> | Discuss recent trends in management related to Green management and Corporate Social responsibility. |

**SYBMS Sem III**

|   |             |   |
|---|-------------|---|
| <b>Consumer behaviour<br/>(Marketing Electives)</b> | <b>CO 1</b> | Develop an understanding about the consumer decision making process and its application in marketing functions of firms.  |
|   | <b>CO 2</b> | Discuss individual determinants of consumer behaviour with reference to consumer needs and motivation, personality, self concept, consumer perception learning and attitude               |
|   | <b>CO 3</b> | Discuss environmental determinants of consumer behaviour with reference to role of different members in family, social class, group dynamics, and cultural influence in buying behaviour. |
|   | <b>CO 4</b> | Identify different consumer decision making models.   |
|   | <b>CO 5</b> | Discuss diffusion of innovation process.  |
|   | <b>CO 6</b> | Describe E- buying behaviour and influence on E- buying by consumers.   |
| <b>Social Marketing</b>                             | <b>CO 1</b> | Understand the concept of social marketing, compare and contrast marketing in a profit-oriented corporate and a nonprofit social environment.   |
|   | <b>CO 2</b> | Analyze the impact of environment on social marketing & study the various behavior models/frameworks/theories for social change.  |
|   | <b>CO 3</b> | To study the basis of Segmentation, Targeting and Positioning and identify marketing mix of social marketing.   |
|   | <b>CO 4</b> | To provide an overview of the Not for Profit Sector (NPO) and comment on the CSR provision in the companies act of 2013.  |
|   | <b>CO 5</b> | To study overview of social marketing in various key sectors and Identify basic ethical issues in Social marketing and appreciate the careers in Social Marketing                         |
| <b>Equity &amp; Debt<br/>Markets (Finance)</b>      | <b>CO1</b>  | To recall the concept of financial markets and its various components   |
|   | <b>CO2</b>  | To describe the role of merchant bankers, underwriters etc in an Initial Public Offering  |
|   | <b>CO3</b>  | To discuss and trace the evolution and growth of the stock exchanges in India & the world   |
|   | <b>CO4</b>  | To identify variousd players in the debt market   |
|   | <b>CO5</b>  | To analyse the types of bonds existing in the Indian Bond Market  |
|   | <b>CO6</b>  | To evaluate various equity instruments using  |

|  |              |  |
|--|--------------|--|
|  |              | mathematical and financial models  |
|  | <b>CO7</b>   | To evaluate various debt instruments using mathematical and financial models   |
| <b>Introduction to Cost Accounting</b>                               | <b>CO 1</b>  | To discuss the basic concepts and the tools used in Cost Accounting.   |
|  | <b>CO 2</b>  | To discuss the principles and procedure of cost accounting and to apply them to different practical situations.                                |
|  | <b>CO 3</b>  | To identify various elements of Cost Accounting viz. Material , Labour and Overheads costing.  |
|  | <b>CO 4</b>  | To discuss emerging cost concepts viz. Uniform costing, Target costing, Benchmarking, Just in time, Balance Score Card.                        |
|  | <b>CO 5</b>  | To analyse cost projection through preparation of Cost Sheet and Cost Reconciliation.  |
|  | <b>CO 6</b>  | To discuss the procedure of Process costing and Job costing and apply them to different practical situations.                                  |
| <b>Understanding Information Technology in Business Management-I</b> | <b>CO 1</b>  | Draw differences between information, data and knowledge.  |
|  | <b>CO 2</b>  | Describe the Information System pyramid in an organizational hierarchy.  |
|  | <b>CO 3</b>  | Describe various emerging trends in information technology with special contributions to certain IT revolutionized fields.                     |
|  | <b>CO 4</b>  | Explain the concepts of digital economy and digital organization.  |
|  | <b>CO 5</b>  | Describe concepts such as Database, Database Management Systems (DBMS), Open source software, Operating Systems and their relevant importance. |
|  | <b>CO 6</b>  | Illustrate about the aforesaid technologies in various success/failure case studies.   |
|  | <b>CO 7</b>  | Describe the basic functions used in Microsoft applications such as MS-Word, MS-Excel, MS-Powerpoint.  |
|  | <b>CO 8</b>  | Explain the advanced functions of MS-Word, MS-Excel.   |
|  | <b>CO 9</b>  | Execute a self-running presentation successfully.  |
|  | <b>CO 10</b> | Recall the concepts of network, hub, switches, etc.  |
|  | <b>CO 11</b> | Select the most suitable mode for delivery of emails.  |
|  | <b>CO 12</b> | Draw comparisons between various security threats to a computer.   |
|  | <b>CO 13</b> | Identify measures to be put in place to prevent security threats.  |
| <b>Accounting For</b>  | <b>CO 1</b>  | Classify Financial Statements to evaluate firm   |



|   |  |  |
|---|--|--|
| <b>Managerial Decision</b>  |  | performance  |
|   | <b>CO 2</b>  | Calculate ratios based on Financial Statements and income statements   |
|   | <b>CO 3</b>  | Use Financial Statements to obtain Cash Flows for the firm and equity holders.   |
|   | <b>CO 4</b>  | Develop presentation and writing skills  |
|   | <b>CO 5</b>  | Apply appropriate legal and ethical standards.   |
|   | <b>CO 6</b>  | Demonstrate effective project execution and control techniques that result in successful projects.                                       |
|   | <b>CO 7</b>  | Identify the selection and initiation of individual projects and of portfolios of projects in the enterprise.                            |
| <b>Business Planning and Entrepreneurship development (Marketing Electives)</b> | <b>CO 1</b>  | Discuss the concept and need of entrepreneurship development.  |
|   | <b>CO 2</b>  | Describe the qualities of successful entrepreneurs.  |
|   | <b>CO 3</b>  | Explain theories of entrepreneurship   |
|   | <b>CO 4</b>  | Relate problems faced by Women entrepreneurs.  |
|   | <b>CO 5</b>  | Explain the concept of innovation, invention, creativity in business idea generation.  |
|   | <b>CO 6</b>  | Design business plan.  |
|   | <b>CO 7</b>  | Identify various sources of finance for business   |
|   | <b>CO 8</b>  | Discuss marketing assistance available to entrepreneurs.   |
| <b>Environment Management</b>   | <b>CO 9</b>  | Design new trends in entrepreneurship –E Entrepreneurship  |
|   | <b>CO 1</b>  | Discuss Environment and its composition like Lithosphere, Atmosphere, Hydrosphere, Biosphere   |
|   | <b>CO 2</b>  | Perform classification (Renewable & non-renewable) & bring out ways to stop Exploitation of Natural resources in sustainable manner      |
|   | <b>CO 3</b>  | Discuss Biogeochemical cycles, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid   |
|   | <b>CO 4</b>  | Develop disaster management cycle.   |
|   | <b>CO 5</b>  | Examine techniques of solid waste management, anthropogenic waste, e-waste & biomedical waste (proving consumerism as a cause of waste). |
|   | <b>CO 6</b>  | Narrate Environmental clearance for establishing and operating Industries in India.  |
|   | <b>CO 7</b>  | Discuss Water Act, Air Act and Wildlife Protection Act., Carbon bank & Kyoto protocol  |
|   | <b>CO 8</b>  | Examine Innovations in business- an environmental perspective  |
| <b>CO 9</b>   | Relate to Eco-tourism, Green marketing, Organic farming, Eco friendly packaging, Waste management projects for profits ,other business projects for greener future |  |

|                             |             |  |
|-----------------------------|-------------|--|
| <b>Strategic Management</b> | <b>CO 1</b> | Frame business policies across functional areas for an organization.   |
|                             | <b>CO 2</b> | Define vision, mission, goals and objectives for an organization.  |
|                             | <b>CO 3</b> | Write down SWOT (Strengths, Weakness, Opportunities and Threats) analysis by scanning internal and external environment.             |
|                             | <b>CO 4</b> | Effectively apply various strategies at corporate level, business level and functional level by analysing the environmental factors. |
|                             | <b>CO 5</b> | Effectively apply the BCG (Boston Consulting Group) matrix to different products/services of an organization.                        |
|                             | <b>CO 6</b> | Perform an industry analysis by using Porter's Five Forces   |
|                             | <b>CO 7</b> | Effectively apply various control techniques.  |
|                             | <b>CO 8</b> | Evaluate the overall effectiveness of a strategy.  |

#### SYBMS Sem IV

|   |             |   |
|---|-------------|---|
| <b>Integrated Marketing Communication (Marketing Electives)</b> | <b>CO 1</b> | Equip the students with knowledge of planning and execution of an effective Integrated Marketing Communication Programme.                                 |
|   | <b>CO 2</b> | Discuss features and evolution of Integrated Marketing Communication  |
|   | <b>CO 3</b> | Describe promotional tools of Integrated Marketing Communication  |
|   | <b>CO 4</b> | Discuss problems in setting objectives of Integrated Marketing Communication  |
|   | <b>CO 5</b> | Discuss role of Advertising, Personal Selling, Direct marketing, Public relations and publicity and Sales promotion in Integrated Marketing Communication |
|   | <b>CO 6</b> | Relate ethics and marketing communications  |
|   | <b>CO 7</b> | Discuss current trends in Integrated Marketing Communication  |
|   | <b>CO 8</b> | Discuss Evaluation of Integrated Marketing Communication programme.   |
| <b>Finance Auditing</b>   | <b>CO 1</b> | Explain the basics and principles of auditing.  |
|   | <b>CO 2</b> | Differentiate between various types of audits such as balance sheet audit, concurrent audit, interim audit, etc.  |
|   | <b>CO 3</b> | Differentiate between errors & frauds.  |
|   | <b>CO 4</b> | Recall the differences between accounting, auditing and investigation.  |
|   | <b>CO 5</b> | Interpret the terms- audit plan, program, working papers & notebook.  |

|   |              |   |
|---|--------------|---|
|   | <b>CO 6</b>  | Discuss the advantages, disadvantages and scope of audit plan & program.  |
|   | <b>CO 7</b>  | Discuss the advantages, disadvantages and scope of audit working papers & notebook.   |
|   | <b>CO 8</b>  | Explain the approach used for in an audit technique such as- test checking, random sampling internal control., internal audit.  |
|   | <b>CO 9</b>  | Discuss each of the aforesaid terms in CO7 in detail.   |
|   | <b>CO 10</b> | Differentiate between internal check, internal control & test checks.   |
|   | <b>CO 11</b> | Distinguish between internal check, internal audit, test checks.  |
|   | <b>CO 12</b> | Interpret tolerable error, expected error, sampling risks.  |
|   | <b>CO 13</b> | Discuss vouching of incomes, expenditures, assets & liabilities.  |
| <b>Understanding Information Technology In Business Management-II</b> | <b>CO 1</b>  | Recall the functional systems and components of the Management Information Systems (MIS) and Decision Support Systems (DSS) respectively.                                     |
|   | <b>CO 2</b>  | Draw differences between Management Information Systems and Decision Support Systems.   |
|   | <b>CO 3</b>  | Describe various emerging trends in MIS-based technologies such as Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Customer Relationship Management (CRM). |
|   | <b>CO 4</b>  | Explain the ERP & CRM lifecycles for an enterprise.   |
|   | <b>CO 5</b>  | Illustrate about the aforesaid technologies in various success/failure case studies.  |
|   | <b>CO 6</b>  | Describe concepts such as Database Management Systems (DBMS), Data Mining, Data Warehousing and their importance.   |
|   | <b>CO 7</b>  | Differentiate data warehousing from data mining.  |
|   | <b>CO 8</b>  | Explain the business application of data warehousing and data mining.   |
|   | <b>CO 9</b>  | Explain the concept of outsourcing and various types of outsourcing.  |
|   | <b>CO 10</b> | Distinguish business process outsourcing from knowledge process outsourcing.  |
|   | <b>CO 11</b> | Explain about outsourcing through cloud computing.  |
|   | <b>CO 12</b> | Draw comparisons between traditional outsourcing and cloud computing.   |
| <b>Business Research Methods</b>                                      | <b>CO 1</b>  | Distinguish between pure/basic/fundamental or applied research.   |
|   | <b>CO 2</b>  | Identify the research designs to be used: Exploratory,  |

|  |             |   |
|--|-------------|---|
|  |             | Descriptive or causal   |
|  | <b>CO 3</b> | Identify sample(s) and effectively use probability and non probability sampling methods.  |
|  | <b>CO 4</b> | Distinguish between primary and secondary courses of data.  |
|  | <b>CO 5</b> | Design a proper structured questionnaire by using various scaling techniques.   |
|  | <b>CO 6</b> | Framing of precise hypothesis and testing the hypothesis by using statistical tools like chi square, z-test and t-test.   |
|  | <b>CO 7</b> | Effectively process the data by editing, codifying and tabulating the data and thereby analysing and interpreting it.   |
|  | <b>CO 8</b> | Write a final report by using analytical abilities and research skills.   |
| <b>Ethics and Governance</b>             | <b>CO 1</b> | Identify nature of ethics in terms of personal, professional and managerial.  |
|  | <b>CO 2</b> | Overcome myths about business ethics in the practical workplace.  |
|  | <b>CO 3</b> | Identify best ethical practices across functional areas like Marketing, Finance and Human Resource thereby avoiding white collar scams.                         |
|  | <b>CO 4</b> | Identify best corporate practices with reference to corporate governance.   |
|  | <b>CO 5</b> | Organize various CSR activities for the betterment of the society with a triple bottom line approach (people, planet, profit).                                  |
| <b>Production and Quality Management</b> | <b>CO 1</b> | To make the student understand the basics of production management including its definition, importance and types of production systems                         |
|  | <b>CO 2</b> | To familiarize the students with concept of materials management and different inventory control techniques used in the industry                                |
|  | <b>CO 3</b> | To understand the concept of product development and plant location and layout. And how they can be practically applied to meet the requirement of the business |
|  | <b>CO 4</b> | To understand the criticality of how productivity is adopted by various industries to improve their overall functioning and to earn profits                     |
|  | <b>CO 5</b> | To explain the concept of Total Quality Management and its implementation   |
|  | <b>CO 6</b> | To provide an insight on how to measure quality for both tangible (manufacturing) and intangible (services)   |

|                          |             |  |
|--------------------------|-------------|--|
|                          |             | businesses   |
|                          | <b>CO 7</b> | To explain various successful quality improvement strategies adopted by businesses across the globe  |
|                          | <b>CO 8</b> | To highlight the role played by various international bodies and organization to recognize and acknowledge the efforts made by the organizations/ individuals in improving and enhancing quality |
| <b>Tourism Marketing</b> | <b>CO 1</b> | To understand the basic concepts and strategies of Tourism Marketing   |
|                          | <b>CO 2</b> | To impart knowledge to the students about different types of tourism   |
|                          | <b>CO 3</b> | To understand segmentation and marketing mix in the context of Tourism Marketing   |
|                          | <b>CO 4</b> | To familiarize the students with emerging trends and challenges in marketing Tourism   |
|                          | <b>CO 5</b> | To understand the role of various intermediaries and organizations in promoting tourism and protecting interest of the tourist   |
|                          | <b>CO 6</b> | To recognize and understand the key role played by tourism sector in poverty alleviation and economic development of an economy  |
|                          | <b>CO 7</b> | To provide an overview on various tourism activities carried out in various developed and developing countries   |
| <b>Macro Economics</b>   | <b>CO 1</b> | Discuss Macroeconomics with its Meaning, Scope and Importance.   |
|                          | <b>CO 2</b> | Analyze Circular flow of aggregate income and expenditure in an economy.   |
|                          | <b>CO 3</b> | Calculate The Measurement of National Product & Define Green GNP and NNP concepts for National Income and Economic Welfare   |
|                          | <b>CO 4</b> | Develop Trade Cycles with its Phases.  |
|                          | <b>CO 5</b> | Determine the sources of Money Supply & Factors influencing Velocity of Circulation of Money   |
|                          | <b>CO 6</b> | Narrate the Demand for Money by explaining Keynesian approaches to Theory of Employment.   |
|                          | <b>CO 7</b> | Discuss the Quantity theory of money using Fisher's equation of exchange - Cambridge cash balance approach   |
|                          | <b>CO 8</b> | Examine the concept of Public Goods and the role of Government   |
|                          | <b>CO 9</b> | Relate to Sources of Public Revenue, Shifting of tax burden, Economic Effects of taxation, etc.  |

|                          |              |   |
|--------------------------|--------------|---|
|                          | <b>CO 10</b> | Depict an effective role in Fiscal Management and Financial Administration  |
| <b>Strategic Costing</b> | <b>CO 1</b>  | Understand cost drivers   |
|                          | <b>CO 2</b>  | Apply alternative cost accounting methods   |
|                          | <b>CO 3</b>  | Analyze cost and value  |
|                          | <b>CO 4</b>  | Analyze and evaluate cost management strategies   |
|                          | <b>CO 5</b>  | To Apply cost management techniques aimed at providing a competitive advantage for the firm in competitive environment. |

**TYBms Sem V**

|  |             |   |
|--|-------------|---|
| <b>Services Marketing<br/>(Marketing Elective)</b> | <b>CO 1</b> | Relate the basic difference between goods marketing & services marketing  |
|  | <b>CO 2</b> | Describe the concepts of service marketing triangle and purchase process of services.   |
|  | <b>CO 3</b> | Explain 7 P's of marketing of services (product, price place, promotion, process, physical evidence and people)with special emphasize on 3 P's People, Process and physical evidence. |
|  | <b>CO 4</b> | Explain the importance of productivity and quality of services.   |
|  | <b>CO 5</b> | Describe ways to measure and improve productivity and quality of services.  |
|  | <b>CO 6</b> | Identify the demand and supply factor of services and to balance them   |
|  | <b>CO 7</b> | Recognize the international and global strategies in service marketing and how to move from domestic to transnational marketing   |
|  | <b>CO 8</b> | Identify recent trends in marketing of services in Tourism, Hospital, healthcare, Information Technology, Education, Banking & Insurance and entertainment industry                   |
|  | <b>CO 9</b> | Relate the importance of ethical practices in service marketing   |
| <b>Customer Relationship Management</b>            | <b>CO 1</b> | Identify the components of CRM.   |
|  | <b>CO 2</b> | Overcome barriers and challenges to CRM.  |
|  | <b>CO 3</b> | Develop effective CRM strategies.   |
|  | <b>CO 4</b> | Plan and implement effective CRM strategies.  |
|  | <b>CO 5</b> | Automate CRM activities with the help of software apps for customer services.   |
|  | <b>CO 6</b> | Use social networking sites for effective customer services and retention of customers.   |
| <b>Wealth Management</b>                           | <b>CO 1</b> | To provide an overview of various aspects related to wealth management.   |
|  | <b>CO 2</b> | To discuss the relevance and importance of Insurance Planning in wealth management.   |
|  | <b>CO 3</b> | To discuss the relevance and importance of Investment Planning in wealth management.  |
|  | <b>CO 4</b> | To acquaint the learners with issues related to taxation in wealth management.  |
|  | <b>CO 5</b> | To acquaint the learners with issues related to Estate  |

|  |                                       |   |
|--|---------------------------------------|---|
|  |                                       | Planning in wealth management.  |
|  | <b>CO 6</b>                           | To analyse various components of retirement planning  |
| <b>E-Commerce And Digital Marketing</b>                  | <b>CO 1</b>                           | To understand increasing significance of E-Commerce and its applications in Business and Various Sectors  |
|  | <b>CO 2</b>                           | To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business   |
|  | <b>CO 3</b>                           | To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization  |
|  | <b>CO 4</b>                           | To be able to analyze and comprehend the Successful ways of using Social media and digital marketing techniques.  |
|  | <b>CO 5</b>                           | To be able to recognize and practice Real-world application of digital marketing and e-commerce methods.  |
|  | <b>Strategic financial management</b> | <b>CO 1</b>   |
| <b>CO 2</b>  |                                       | Identify analyze and evaluate key strategic frameworks and models.  |
| <b>CO 3</b>  |                                       | Identify current developments in organizations and the markets in which they operate.   |
| <b>CO 4</b>  |                                       | Identify legal issues that impact financial and other risks affecting business.   |
| <b>CO 5</b>  |                                       | Identify a range of business resources to meet organizational objectives  |
| <b>CO 6</b>  |                                       | Apply tools and techniques to the planning and allocating of resources  |
| <b>Elements of logistics and supply chain management</b> | <b>CO 1</b>                           | To Identify basic concept of logistics and supply chain management, its function and global trends.   |
|  | <b>CO 2</b>                           | Demonstrate the ability to communicate effectively both orally and in writing.  |
|  | <b>CO 3</b>                           | Demonstrate knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions.   |
|  | <b>CO 4</b>                           | Demonstrate knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting and Finance, Information Technologies, Management, Marketing, and Quantitative Analysis. |
|  | <b>CO 5</b>                           | Identify the structure of supply chains and the different   |



|   |             |  |
|---|-------------|--|
|   |             | ways through which supply chains can become competitive in the market  |
|   | <b>CO 6</b> | Identify the forces shaping international logistics in a global market   |
|   | <b>CO 7</b> | Identify the risks occurred due to loss of focus on the satisfaction of end-customer demand  |
| <b>Investment analysis and portfolio management</b> | <b>CO 1</b> | Students can identify the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets through measurements of risk and returns through mathematical and statistical models. |
|   | <b>CO 2</b> | Students can identify the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.  |
|   | <b>CO 3</b> | Demonstrate how to apply different valuation models to evaluate fixed income securities such as bonds, equity stocks, and how to construct and evaluate portfolio through various models of evaluation   |
|   | <b>CO 4</b> | To develop analytical abilities to appraise the business entity through tools of fundamental and technical analysis  |
| <b>Sales &amp; Distribution Management</b>          | <b>CO 1</b> | Develop understanding of the sales and distribution process in organization  |
|   | <b>CO 2</b> | Identify interface of sales with other management function   |
|   | <b>CO 3</b> | Explain the role of distribution and role intermediaries   |
|   | <b>CO 4</b> | Analyze process of selling and theories of selling   |
|   | <b>CO 5</b> | Explain Management of distribution channel   |
|   | <b>CO 6</b> | Design channel and channel policy  |

#### TYBms Sem VI

|                            |             |  |
|----------------------------|-------------|--|
| <b>Operations Research</b> | <b>CO 1</b> | Identify and develop operational research models from the verbal description of the real system. |
|                            | <b>CO 2</b> | Understand the mathematical tools that are needed to solve optimization problems.                |
|                            | <b>CO 3</b> | Identify mathematical software to solve the proposed models.                                     |
|                            | <b>CO 4</b> | Develop a report that describes the model and the  |

|                              |             |   |
|------------------------------|-------------|---|
|                              |             | solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management organization.  |
|                              |             | Identify new simple models, like: CPM, MSPT to improve decision –making and develop critical thinking and objective analysis of decision problems.  |
|                              | <b>CO 5</b> | Identify best techniques to solve a specific problem  |
| <b>Project management</b>    | <b>CO 1</b> | Apply appropriate legal and ethical standards in project implementing.  |
|                              | <b>CO 2</b> | Apply project management practices to the launch of new programs, initiatives, products, services, and events relative to the needs of stakeholders.  |
|                              | <b>CO 3</b> | Implement general business concepts, practices, and tools to facilitate project success.  |
|                              | <b>CO 4</b> | Apply appropriate legal and ethical standards.  |
|                              | <b>CO 5</b> | Demonstrate effective project execution and control techniques that result in successful projects.  |
|                              | <b>CO 6</b> | Identify the selection and initiation of individual projects and of portfolios of projects in the enterprise.   |
| <b>International Finance</b> | <b>CO 1</b> | Identify the reasons for international trade.   |
|                              | <b>CO 2</b> | Describe the importance of balance of trade and balance of payments to the development of macroeconomic policy.   |
|                              | <b>CO 3</b> | Discuss the role that international institutions play in the global arena.  |
|                              | <b>CO 4</b> | Judge whether international parity conditions are met   |
|                              | <b>CO 5</b> | Describe the various currency arrangements a country may adopt  |
|                              | <b>CO 6</b> | Identify opportunities for arbitrage and discuss methods to exploit these opportunities.  |
|                              | <b>CO 7</b> | Describe and distinguish among alternative derivative instruments, including the different types of exposures multinational corporations face when using derivative instruments.  |
|                              | <b>CO 8</b> | Evaluate cross-border investment opportunities, and describe a multinational firm’s decision-making process for long-term capital budgeting, short-term cash-flow management, and the management of international taxation. |
| <b>Brand Management</b>      | <b>CO 1</b> | To understand the basics and significance of branding and brand management  |
|                              | <b>CO 2</b> | To explain the criticality of effective brand management in the current business environment  |

|                          |             |  |
|--------------------------|-------------|--|
|                          | <b>CO 3</b> | To make the student walk through the process brand management and help them in identifying factors responsible for success/failure of a brand                          |
|                          | <b>CO 4</b> | To comprehend the process of how to build, sustain and grow brands   |
|                          | <b>CO 5</b> | To understand the importance of brand equity and various factors/sources contributing to raising this equity   |
|                          | <b>CO 6</b> | To learn different ways of measuring brand equity  |
|                          | <b>CO 7</b> | To learn how to make a brand survive / sustain in the global markets   |
| <b>Retail Management</b> | <b>CO 1</b> | To understand the basics concepts of retail industry and different types of retailers  |
|                          | <b>CO 2</b> | To identify and understand various factors influencing the overall functioning and progress of retail industry   |
|                          | <b>CO 3</b> | To acquaint the students with Trends and Technology in Retailing   |
|                          | <b>CO 4</b> | To learn how to receive, present and maintain merchandise  |
|                          | <b>CO 5</b> | To study the basics of store management  |
|                          | <b>CO 6</b> | To acquaint the students with legal and ethical aspects of retail management   |
|                          | <b>CO 7</b> | To present an insight in pursuing a career in retail management  |
|                          | <b>CO 8</b> |  |
| <b>Risk Management</b>   | <b>CO 1</b> | Enabling in identification of key risk areas and formulation of risk processes   |
|                          | <b>CO 2</b> | To describe the meaning and composition of Risk organisation and to appraise various tools of risk measurement with special thrust upon quantitative measurement tools |
|                          | <b>CO 3</b> | To compare and contrast the basic differences between Risk management and Risk measurement and to identify various principles of risk                                  |
|                          | <b>CO 4</b> | To design effective risk hedging mechanism and to develop proper system audit framework to achieve Risk avoidance  |
|                          | <b>CO 5</b> | To develop Enterprise wide risk management and to appraise its processes and broad framework   |
|                          | <b>CO 6</b> | To appraise the Risk governance and to identify the Sources of providing risk assurance so as to achieve the expectations of various stakeholders                      |
|                          | <b>CO 7</b> | To describe the role of IRDAI(Insurance Regulatory Development Authority Of India) in Insurance business   |

|  |             |   |
|--|-------------|---|
|  | <b>CO 8</b> | To identify life and non life insurance businesses with their players and processes with specific thrust upon claim management and disbursements. |
| <b>Media Planning and management (Marketing Elective):</b> | <b>CO 1</b> | Discuss Media planning process  |
|  | <b>CO 2</b> | Describe media research and its sources   |
|  | <b>CO 3</b> | Discuss about different media available like print media, Television, Outdoor, Radio, Online media.   |
|  | <b>CO 4</b> | Develop media strategy in current scenario.   |
|  | <b>CO 5</b> | Design media budget   |
|  | <b>CO 6</b> | Discuss the process of media buying   |
|  | <b>CO 7</b> | Discuss Media Scheduling strategies   |
|  | <b>CO 8</b> | Identify media metrics, benchmarking metrics, Plan metrics  |
| <b>International Marketing</b>                             | <b>CO 1</b> | Identify the need and drivers of international marketing.   |
|  | <b>CO 2</b> | Distinguish between domestic and international marketing.   |
|  | <b>CO 3</b> | Scan and analyse international marketing environmental factors.   |
|  | <b>CO 4</b> | Develop international marketing strategies.   |
|  | <b>CO 5</b> | Plan and design international promotional campaigns.  |
|  | <b>CO 6</b> | Identify and analyse different international modes of market entry.   |
|  | <b>CO 7</b> | Prepare international marketing plan.   |
|  | <b>CO 8</b> | Develop a service culture in an organization.   |