

Semester III

Generic Core (GE) Courses

301: Strategic Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO301.1	REMEMBERING	DESCRIBE the basic terms and concepts in Strategic Management.
CO301.2	UNDERSTANDING	EXPLAIN the various facets of Strategic Management in a real world context.
CO301.3	UNDERSTANDING	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO301.4	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO301.5	ANALYSING	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO301.6	CREATING	DEVELOP the capability to view the firm in its totality in the context of its environment.

302: Decision Science

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO302.1	REMEMBERING	DESCRIBE the concepts and models associated with Decision Science.
CO302.2	UNDERSTANDING	UNDERSTAND the different decision-making tools required to achieve optimization in business processes.
CO302.3	UNDERSTANDING	APPLY appropriate decision-making approach and tools to be used in business environment.
CO302.4	APPLYING	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO302.5	ANALYSING	EVALUATE the various facets of a business problem and develop problem solving ability
CO302.6	CREATING	DISCUSS & propose the various applications of decision tools in the present business scenario.

University Level (UL) Courses

307: International Business Environment

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 307 .1	Remembering	Recall and Describe the key concepts of international Business Environment

CO 307 .2	Understanding	Understand the relevance of Multinational Corporations (MNCs) in global trade
CO 307 .3	Applying	Demonstrate the significance of FDI and FPI in respect of developing economy
CO 307 .4	Analyzing	Analyze the issues related to Labor, Environmental and Global Value chain
CO 307 .5	Evaluating	Formulate and discuss the case related to various Agreements under WTO and contemporary global business environment.

309: Knowledge Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 309 .1	Remembering	DEFINE the key terms and concepts in Knowledge Management.
CO 309 .2	Understanding	DESCRIBE the Knowledge Management cycle
CO 309 .3	Applying	DISCUSS the types of Knowledge and its implications.
CO 309 .4	Analyzing	OUTLINE the importance of capturing knowledge elements and its structures application as a competitive advantage to business
CO 309 .5	Evaluating	EXPLAIN the human and business aspects of knowledge management.

310: Corporate Governance

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO310. 1	REMEMBERING	RECOGNIZE and REMEMBER the scope of Corporate Governance.
CO310. 2	UNDERSTANDING	UNDERSTAND the role of Board of Directors and Committees in Good Corporate Governance and key mechanism.
CO310. 3	APPLYING	APPLICATION of empirical methods of Corporate Governance and its impact on the Firms.
CO310. 4	ANALYSING	Analyze the legal framework of Corporate Governance and formulate Internal control policies.
CO310. 5	EVALUATING	Evaluate the legal framework and global perspective of Corporate Governance.
CO310. 6	CREATING	FORMULATE and DISCUSS Cases related to CG (Models), their SUCCESS & FAILURES.

Marketing Management

304MKT: Services Marketing

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304 MKT.1	REMEMBERING	RECALL the key concepts in services marketing
CO304 MKT.2	UNDERSTANDING	EXPLAIN the role of Extended Marketing Mix in Services
CO304 MKT.3	APPLYING	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
CO304 MKT.4	ANALYSING	ANALYSE the significance of services marketing in the Indian and global economy
CO304 MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
CO304 MKT.6	CREATING	DEVELOP marketing mix for various services offering

305MKT: Sales and Distribution Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305MKT .1	REMEMBERING	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
CO305MKT .2	UNDERSTANDING	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO305MKT .3	APPLYING	APPLY the concepts related to sales and distribution management.
CO305MKT .4	ANALYSING	ANALYZE the real life scenarios of sales and distribution management.
CO305MKT .5	EVALUATING	EVALUATE the existing sales and distribution strategies and approaches.
CO305MKT .6	CREATING	DEVELOP generate and evaluate sales and distribution strategies.

312MKT: Business to Business Marketing

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312MKT. 1	REMEMBERING	DEFINE the terms and concepts related to Business to Businessmarketing
CO312MKT .2	UNDERSTANDING	EXPLAIN the terms and concepts used in business to business marketing
CO312 MKT.3	APPLYING	IDENTIFY challenges and opportunities in Business-to-Business Marketing.

CO312 MKT.4	ANALYSING	FORMULATE segmentation, targeting and positioning, consumer buying behavior and marketing mix in the context of Business to Business marketing
CO312MKT .5	EVALUATING	DESIGN marketing mix elements considering business-to-business sales and service situations.
CO312MKT .6	CREATING	DEVELOP marketing plan for business-to-business Marketing situations.

313MKT: International Marketing

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313MKT .1	REMEMBERING	ENUMERATE various terms and key concepts associated with international marketing.
CO313MKT .2	UNDERSTANDING	EXPLAIN various key concepts used in all aspects of international marketing.
CO313MKT .3	APPLYING	APPLY all stages in international marketing management process.
CO313MKT .4	ANALYSING	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
CO313MKT .5	EVALUATING	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on Assessment of international marketing environment.
CO313MKT .6	CREATING	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.

317MKT: Marketing of High Technology Products

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO317.1	REMEMBERING	DESCRIBE the characteristics of High Technology Products and key concepts associated with Marketing of High-Tech Products.
CO317.2	UNDERSTANDING	EXPLAIN key concepts associated with Marketing of High-Tech Products.
CO317.3	APPLYING	APPLY marketing plans and decisions in specific situations in High-Tech Markets.

CO317.4	ANALYSING	EXAMINE the suitability of Marketing Mix Strategies/Plans in the light of marketing environment for high Tech products.
CO317.5	EVALUATING	EVALUATE alternative Marketing Mix Strategies/Plans for High-Tech Products.
CO317.6	CREATING	DEVELOP Marketing Mix Strategies/Plans for High-Tech Products.

Financial Management

304FIN: Advanced Financial Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 304.1	REMEMBERING	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
CO 304.2	UNDERSTANDING	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
CO 304.3	APPLYING	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
CO 304.4	ANALYSING	ANALYZE the options for making the right financial decisions of a firm
CO 304.5	EVALUATING	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
CO304.6	CREATING	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

305FIN: International Finance

CO#	Cognitive Ability	Course Outcomes
CO305FIN.1	Remembering	Enumerate the key terms associated with International Finance.
CO305FIN.2	Understanding	Summarize the various the concepts related to regulators, financialmarkets, Financial Instruments, tax structures at international level.
CO305FIN.3	Applying	Illustrate the role of international monitory systems & intermediaries inGlobal financial market.
CO305FIN.4	Analyzing	Inspect the various parameters of global financial market and interpretbest possible international investment opportunities.

CO305FIN.5	Evaluating	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
CO305FIN.6	Creating	Formulate the investment plan or business plan by adapting international finance environment.

318FIN: Digital Banking

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO318 Fin.1	REMEMBERING	Remember various concepts and products in Digital Banking
CO318 Fin.2	UNDERSTANDING	Explain and understand the significance and development of Digital Banking
CO318 Fin.3	APPLYING	Compare and contrast the Branchless Banking and Traditional Banking
CO318 Fin.4	ANALYSING	Analyze the payment system of digital banking from consumer's point of view
CO318 Fin.5	EVALUATING	Evaluate Role of digital banking and emerging technologies in economic development

319: Treasury Management

CO#	Cognitive Ability	Course Outcomes
CO315FIN.1	Remembering	Remembering the key concepts of Treasury Management, Treasury markets, cash management, and internal controls.
CO315FIN.2	Understanding	Explain organisation structure and functions of treasury, Illustrate cash flow cycle, relate various types of risks; describe the important concepts such as liquidity, controls, etc.
CO315FIN.3	Applying	Identify the market participants, treasury products, Apply the concepts of ,forex cash management. Use concepts to mitigate financial and operational risks.
CO315FIN.4	Analysing	Outline the responsibilities and functions of Treasury Manager, Classify types of Treasury markets, Illustrate and analyse the risk.

321FIN: Insurance Laws and Regulations

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO321.1	REMEMBERING	RELATE to terminologies used in Insurance Law
CO321.2	UNDERSTANDING	EXPLAIN the role of insurance law in overall development of the country through risk management and insurance coverage.
CO321.3	APPLYING	IDENTIFY risk management plans , strategies and techniques in Life and General Insurance.
CO321.4	ANALYSING	APPRAISE Regulatory Framework of Insurance Business in India & Corporate Governance Practices for Insurance Companies.
CO321.5	EVALUATING	ASSESS the insurance policies in the light of risk valuation.

Human Resource Management

304HR: Strategic Human Resource Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304HRM. 1	REMEMBERING	REMEMBER the strategies adopted by HR an their implementation issues and challenges faced bythe organization in national and international context.
CO304HRM. 2	UNDERSTANDING	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
CO304HRM. 3	APPLYING AND ANALYZING	Ability to ANALYZE HR as an investment to the company.
CO304HRM. 4	EVALUATING	Ability to INTERPRET and EVALUATE the implementation of theHR strategies.
CO304HRM. 5	CREATING	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.

305HR: HR Operations

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO315HRM.1	REMEMBERING	DESCRIBE structure of personnel department, its policies and maintenance of employee files & records
CO315HRM.2	UNDERSTANDING	LEARN drafting of communications for disciplinary actions
CO315HRM.3	APPLYING	DEMONSTRATE the knowledge and calculations of bonus, gratuity, PF, ESI etc.
CO315HRM.4	ANALYSING	EXPERIMENT to calculate the computation of Workmen compensation, Bonus and Gratuity as per relevant acts
CO315HRM.5	EVALUATING	CALCULATE computation of Workmen compensation, Bonus and Gratuity
CO315HRM.6	CREATING	FILE returns under various labour laws and prepare salary structure

317HR: Compensation & Reward Management

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO317HRM.1	REMEMBERING	DESCRIBE concept of compensation and cost
CO317HRM.2	UNDERSTANDING	UNDERSTAND compensation and reward management process
CO317HRM.3	APPLYING	COMPARE issues related to compensation and survey of wages & salary administration in various industries
CO317HRM.4	ANALYSING	EXPERIMENT to calculate various types of monetary and profit sharing incentives
CO317HRM.5	EVALUATING	CALCULATE income tax as per the current slabs for the employees under different salary brackets
CO317HRM.6	CREATING	FORMULATE salary structure incorporating tax saving components.

318HR: Performance Management System

CO #	COGNITIVE ABILITIES	COURSE OUTCOMES
CO HRM.1	REMEMBERING	DESCRIBE key components and applicability of theories of Performance Management System
CO318 HRM.2	UNDERSTANDING	DEMONSTRATE the communication skills required when managing achievement and underachievement.
CO318 HRM.3	APPLYING	IDENTIFY factors affecting Performance Measurement
CO318 HRM.4	ANALYSING	ANALYZE various tools for performance assessment
CO318 HRM.5	EVALUATING	COMPARE various organizational performance management Systems and best practices.
CO318 HRM.6	CREATING	DESIGN a performance management process for an organization.

319HR: Change Mgmt. & New Technologies in HRM

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES (CO'S)
CO.HRM .1	REMEMBERING	DEFINE Change Management and its significance
CO.HRM .2	UNDERSTANDING	UNDERSTANDING change management model and practices
CO.HRM .3	APPLYING	APPLY Change Management in context to digital transformation
CO.HRM .4	ANALYSING EVALUATING	EXAMINE and DETERMINE various concepts in human resource information system
CO.HRM .5	CREATING	IMPLEMENT change management in the organization.

Operations and Supply Chain Management

304OSCM: Services Operation Management-1

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304OSCM .1	REMEMBERING	DEFINE the key concepts in Services Operations Management.
CO304OSCM .2	UNDERSTANDING	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
CO304OSCM .3	APPLYING	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
CO304OSCM .4	ANALYSING	CATEGORIZE a service firm according to its stage of competitiveness.
CO304OSCM .5	EVALUATING	MODIFY the Service strategies of an organization for achieving the strategic service vision.
CO304OSCM .6	CREATING	SOLVE the relevant numerical in the scope of the subject.

305OSCM: Logistics Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305OSCM .1	REMEMBERING	DEFINE basic terms and concepts related to Logistics management.
CO305OSCM .2	UNDERSTANDING	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
CO305OSCM .3	APPLYING	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
CO305OSCM .4	ANALYSING	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
CO305OSCM .5	EVALUATING	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.
CO305OSCM .6	CREATING	DISCUSS modern real world logistical systems using the various concepts in the syllabus.

314OSCM: Business Excellence

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO314OSCM .1	REMEMBERING	REPRODUCE the essential tenets of Business Excellence in organizations with special emphasis on Operations Excellence
CO314OSCM .2	UNDERSTANDING	EXPLAIN the basic principles of various models of Business Excellence.
CO314OSCM .3	APPLYING	MAKE USE OF the concepts, tools and techniques of Business Excellence in the various areas of Operations, Supply Chain and Services
CO314OSCM .4	ANALYSING	ILLUSTRATE the various facets of development, implementation and assessment of business excellence
CO314OSCM .5	EVALUATING	FORMULATE a managerial perspective and DEVELOP an informed decision- making ability for driving Business Excellence in the various areas of Operations, Supply Chain and Services
CO314OSCM .6	CREATING	DISCUSS what makes some organizations best-in-class organizations.

315OSCM: Toyota Production System

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO315OSCM.1	REMEMBERING	DESCRIBE 14 principles of the Toyota Way.
CO315OSCM.2	UNDERSTANDING	RELATE the TPS with other business situations.
CO315OSCM.3	APPLYING	IMPLEMENT TPS principles to a real-life situation.
CO315OSCM.4	ANALYSING	EXAMINE the application of TPS principles in a service or manufacturing unit/ organization.
CO315OSCM.5	EVALUATING	DESIGN a process for executing Improvement Initiatives at workplace.
CO315OSCM.6	CREATING	BUILD an organization culture to foster continuous improvement.

317OSCM: Six Sigma for Operations

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO317OSCM.1	REMEMBERING	DESCRIBE the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma
CO317OSCM.2	UNDERSTANDING	SUMMARIZE the six-sigma philosophy along with understanding of 7 QC Tools.
CO317OSCM.3	APPLYING	PREDICT the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings
CO317OSCM.4	ANALYSING	APPRECIATE use of Six Sigma for services performance improvement and strengthening the Organizational Structures
CO317OSCM.5	EVALUATING	DECIDE control chart to use for given set of data and ROSS (Return on Six Sigma)
CO317OSCM.6	CREATING	CREATING a Case for Business Models in Different Industries/Proposing a Strategy by Studying the cases of Successful Six Sigma Implementation

Business Analytics

304BA: Advanced Statistical Methods Using R

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304BA.1	REMEMBERING	RECALL all basic statistical concepts and associated values, formulae.
CO304BA.2	UNDERSTANDING	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
CO304BA.3	APPLYING	APPLY time series analysis in prediction of various trends.
CO304BA.4	ANALYSING	DISCRIMINATE between various types of probability and probability distributions.
CO304BA.5	EVALUATING	FORMULATE and TEST hypothesis using tools of R.
CO304BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

305BA: Machine Learning & Cognitive intelligence

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305BA.1	REMEMBERING	DEFINE the key terms in Python, Machine Learning and CognitiveIntelligence
CO305BA.2	UNDERSTANDING	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
CO305BA.3	APPLYING	DEVELOP a thought process to think like data scientist/business Analyst
CO305BA.4	ANALYSING	ANALYSE data using supervised and unsupervised Learning Techniques
CO305BA.5	EVALUATING	SELECT the right functions, arrays of Python for Machine Learningalgorithms.
CO305BA.6	CREATING	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.

312BA: Social Media, Web & Text Analytics

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312BA.1	REMEMBERING	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
CO312BA.2	UNDERSTANDING	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
CO312BA.3	APPLYING	DEVELOP a thought process to harness the power of social media analyticsto improve website or business
CO312BA.4	ANALYSING	ANALYSE Social Media Analytics and Web Analytics Tools
CO312BA.5	EVALUATING	SELECT the right metrics for Social Media Analytics and Web Analytics
CO312BA.6	CREATING	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios

313BA: Industrial Internet of Things

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313BA.1	REMEMBERING	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
CO313BA.2	UNDERSTANDING	DISCUSS the value added by analytics in the operations function.
CO313BA.3	APPLYING	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
CO313BA.4	ANALYSING	EXAMINE the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
CO313BA.5	EVALUATING	EXPLAIN the applications of analytics in operations.
CO313BA.6	CREATING	COMPILE the issues pertaining to the adoption of technologies that will shape industry

317BA: E commerce Analytics - I

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO317BA.1	REMEMBERING	DESCRIBE the key concepts in e-commerce analytics.
CO317BA.2	UNDERSTANDING	DEMONSTRATE the use of analytics to drive profitability throughout the Organization, and across the entire customer experience and lifecycle.
CO317BA.3	APPLYING	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO317BA.4	ANALYSING	DISCOVER high-value insights via dashboards and visualization.
CO317BA.5	EVALUATING	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline Transactions, optimize product mix, and accurately attribute sales.
CO317BA.6	CREATING	FORMULATE the right analytics driven strategy for ecommerce businesses.

Minor Specialization
Rural & Agri Business Management
304RABM: Agriculture & Indian Economy

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM01.1	REMEMBERING	DEFINE the key terms in Indian Agriculture/Land Reforms/economic holding.
RABM01.2	UNDERSTANDING	EXPLAIN the key terms in The place of agriculture in the national economy/ The present position of Indian Agriculture with an advanced management perspective.
RABM01.3	APPLYING	IDENTIFY the various issues in the Agriculture Industry in India. DEMONSTRATE their significance from the perspective of Indian farmer & Indian Economy & business decision making.
RABM01.4	ANALYSING	EXAMINE the inter-relationships between various facets of Agriculture & economy from the perspective of a farmer, Labour, firm, industry, market, competition and business cycles.
RABM01.5	EVALUATING	DEVELOP critical thinking based on changing pattern of ownership and operational holdings in India, Farms size, Productivity/ Profitability and farm efficiency
RABM01.6	CREATING	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

RABM-SE-03: Rural Credit and Finance

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
RABM03.1	REMEMBERING	RECALL the Role of Credit in Agriculture & Role of Agriculture in Economic Development
RABM03.2	UNDERSTANDING	UNDERSTAND the concept and special features of co-operative banking, Structure of the co-operative credit system in India
RABM03.3	APPLYING	Apply the theories of Agricultural finance with concept of credit
RABM03.4	ANALYSING	ANALYZE Players and Approaches in Microfinance & Rural

4		Finance.
RABM03.5	EVALUATING	EXPLAIN the triangle of microfinance and the role of BDS in rural finance.
RABM03.6	CREATING	Develop a plan to create awareness about different rural finance schemes

Pharma & Healthcare Management

304PHM: Fundamentals of Pharma & Healthcare Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
PHCM01.1	REMEMBERING	DESCRIBE concept of Pharma and healthcare management and FIND out the different role and responsibilities of managers.
PHCM01.2	UNDERSTANDING	UNDERSTAND the different managerial functions of managers
PHCM01.3	APPLYING	IDENTIFY right the motivation for right stakeholder in the healthcare sector for effective delivery of service.
PHCM01.4	ANALYSING	ANALYZE modern Pharma and Healthcare models
PHCM01.5	EVALUATING	EXPLAIN government initiatives to provide healthcare facilities in each part of country
PHCM01.6	CREATING	CONSTRUCT model to provide effective service in healthcare management

PHM-SE-03: Strategic Planning & Healthcare Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
PHCM03.1	REMEMBERING	DEFINE strategy and DESCRIBE various types of Strategic planning
PHCM03.2	UNDERSTANDING	EXPLAIN why Vision Mission needs to consider for strategy formulation
PHCM03.3	APPLYING	USE strategic planning to solve the management problem in healthcare management
PHCM03.4	ANALYSING	ANALYSE various management problem where it is required to take strategic actions.
PHCM03.5	EVALUATING	COMPARE various strategic formulations and the select right strategy
PHCM03.6	CREATING	Understand the problem and DEVELOP strategy to solve it.

Tourism & Hospitality Management

304THM: Fundamentals of Hospitality Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM01.1	REMEMBERING	DESCRIBE different types of hotels & travel agents
THM01.2	UNDERSTANDING	UNDERSTAND the basic functioning of star hotels, major operational, Departments, government rules & regulations
THM01.3	APPLYING	USE of flow charts & diagrams of various Hospitality Sectors to know the hierarchy of the organization
THM01.4	ANALYSING	EXAMINE current changes taking place in the Hotel & Tourism Industry
THM01.5	EVALUATING	EVALUATE the changes required to improve traditional methods to suit the current market trends.
THM01.6	CREATING	DEVELOP Smart techniques adaptable to the present market scenario for better customersatisfaction

THM-SE-03: Event Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
THM03.1	REMEMBERING	DESCRIBE the fundamentals of event management & different types of Events
THM03.2	UNDERSTANDING	EXPLAIN the concepts of Events & guest requirements to plan an event
THM03.3	APPLYING	DESIGN & Budget an event from various perspectives
THM03.4	ANALYSING	EXAMINE possible shortfalls on an event & create necessary backup systems to avoidfailures
THM03.5	EVALUATING	COMPARE Success of an event in comparison to the set objectives
THM03.6	CREATING	COMPOSE New concepts of the event with innovative ideas to leave a lastingimpression in the guest's mind along with achieving organizational growth.

International Business Management

304IBM: Import and Export Documentation and Procedures

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304IB.1	REMEMBERING	DESCRIBE THE PROCESS OF IMPORT AND EXPORT IN THE CONTEXT OF BUSINESS
CO304IB.2	UNDERSTANDING	EXPLAIN THE IMPORT AND EXPORT TRANSACTIONS, CLASSIFICATION AND VARIOUS PAYMENT TERMS
CO304IB.3	APPLYING	IDENTIFY VARIOUS TYPES OF DOCUMENTS REQUIRED FOR THE PROCEDURES INVOLVED IN IMPORT AND EXPORT
CO304IB.4	ANALYSING	EXAMINE VARIOUS DOCUMENTATION FORMATS FOR THE IMPORT AND EXPORT PROCESSES
CO304IB.5	EVALUATING	EXPLAIN PRE AND POST ACTIVITIES OF IMPORT AND EXPORT PROCESS
CO304IB.6	CREATING	DISCUSS ON VARIOUS ASPECTS OF TRADES, DOCUMENTATION AND PROCEDURES FOR IMPORT AND EXPORT

312IB: Cross Cultural Management and Global Leadership

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312IB.1	REMEMBERING	DESCRIBE THE CONCEPT OF CULTURE AND SIGNIFICANCE OF CROSS-CULTURAL MANAGEMENT
CO312IB.2	UNDERSTANDING	OUTLINE THE CULTURAL VALUES AND DIFFERENCES WITH DIMENSIONS OF CULTURAL NORMS AND BEHAVIORS
CO312IB.3	APPLYING	IDENTIFY VARIOUS FACTORS AFFECTING CULTURE AND DECISION-MAKING MODELS ACROSS CULTURES
CO312IB.4	ANALYSING	EXAMINE THEORIES OF LEADERSHIP WITH LEADERSHIP ACROSS CULTURES
CO312IB.5	EVALUATING	EXPLAIN CULTURALLY INTELLIGENT LEADERSHIP IN INTERNATIONAL TRADE
CO312IB.6	CREATING	DISCUSS ON LEADING AND MANAGING MULTICULTURAL TEAMS IN INTERNATIONAL CONTEXT

