

Faculty of Commerce and Management

B.COM

Program Outcomes (POs):

PO1	Business knowledge: Gain familiarity and apply the knowledge of functional areas of accounting to the complex business decision making.
PO2	Problem analysis: Recognize and unearth pertaining business decision making through analysis.
PO3	Design/development of solutions: Plan and formulate solutions to the business accounting by considering the constraints and analysing the business environment.
PO4	Conduct investigations of complex problems: Apply the concepts of accounting and fundamental knowledge of domain areas like tax, insurance for designing appropriate business administration framework required for scientific enquiry.
PO5	Modern tool usage: Develop proficiency in understanding the different software for accounts decision making and apply them for arriving at the right solution.
PO6	The manager and society: Evolve as effective account managers equipped with reasoned action based on prudence and sense of ethical judgment for acting ethically and professionally with people various aspects acquiring skills for Accounting Manager, Bank Manager, over all Administration abilities of the Company.
PO7	Environment and sustainability: Develop cognizance in understand the impact of the Account decision making on environment as a Company Secretary, Stock Agents, Government jobs etc.,
PO8	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the organizational practice.
PO9	Individual and team work: Value interpersonal relations and function effectively as an account expert or leader in diverse business settings.
PO10	Communication: Communicate effectively in different business contexts and situations so as to be able to receive and give clear instructions, comprehend, write reports, prepare documentation and make effective presentations for Framework of Management Accounting and business decision making.
PO11	Project management and finance: Analyse the different sources of Tax, banking finance, accounts implications in project completion and managing the project.
PO12	Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of dynamic business accounting.

Program Specific Outcomes (PSOs):

PSO1	After completion of the program a student will be able to demonstrate comprehensive understanding of foundational courses in business accounts
PSO2	The holistic approach of this course will develop among students a sense of ethical consciousness and imbibe value based scientific skills & knowledge about Accounts
PSO3	Choice based specializations and company oriented curriculum will enable the students to face contemporary challenges of the global world in recent dynamics changes

COURSE OUTCOMES OF B.COM

Principles of Management:

- CO1: Define core management concepts such as planning, organizing, leading & controlling.
- CO2: Describe how effective communication, motivation, and leadership contribute to organizational success.
- CO3: Apply management principles to develop practical solutions to organizational challenges.
- CO4: Evaluate the effectiveness of different management styles in a given organizational context.
- CO5: Evaluate the impact of management decisions on organizational performance & growth.
- CO6: Develop comprehensive management strategies for organizational growth and sustainability.

Financial Accounting:

- CO1: Define key financial accounting concepts, principles, and conventions
- CO2: Describe the importance of financial statements in decision-making for businesses and investors.
- CO3: Prepare journal entries for various financial transactions using the double-entry system.
- CO4: Examine financial statements to identify trends, risks, and areas for improvement.
- CO5: Evaluate the impact of accounting policies and estimates on financial reporting.
- CO6: Design an accounting system that ensures transparency, accuracy, and compliance with regulations.

Indian Diversity and Business:

- CO1: Define the concept of diversity and its significance in the Indian business context.
- CO 2: Describe the role of caste, religion, and socio-economic diversity in shaping business operations.
- CO 3: Apply diversity management strategies to real-world business scenarios in India.
- CO 4: Examine the impact of socio-cultural diversity on business decision-making in India.
- CO 5: Evaluate the effectiveness of diversity and inclusion policies in Indian businesses.
- CO 6: Design business strategies that promote diversity and inclusion in Indian workplaces.

General English:

- CO1: Identify basic grammatical structures and vocabulary used in English communication.
- CO2: Describe the main ideas and supporting details in a given text.
- CO3: Use correct grammar and sentence structures in spoken and written communication.
- CO4: Analyze characters, themes, and plot development in literary works.
- CO5: Evaluate one's own writing and speaking skills for improvement.
- CO6: Compose original pieces of writing, such as stories, poems, essays, and reports.

Yoga:

- CO1: Define the fundamental concepts of yoga, including its origins, philosophy & principles.
- CO2: Explain the role of yoga in holistic health and stress management.
- CO3: Perform basic to advanced yoga asanas with proper alignment & breathing techniques.
- CO4: Compare different yoga styles and their suitability for individuals with varying needs.
- CO5: Evaluate the benefits of different yoga practices based on individual health conditions.
- CO6: Design personalized yoga routines for different age groups and health conditions.

Business Statistics:

- CO1: List different types of data (nominal, ordinal, interval, ratio) and their characteristics.
- CO2: Explain the role of statistics in business decision-making and market analysis.
- CO3: Apply probability concepts to assess business risks and uncertainties.
- CO4: Examine business datasets to identify patterns, correlations, and trends.
- CO5: Evaluate business strategies based on statistical findings and data-driven insights.
- CO6: Develop data-driven business strategies using statistical models.

Fundamentals of Office Management:

- CO1: List different types of office layouts, equipment & technologies used in modern offices.
- CO2: Explain the importance of office management in business efficiency and productivity.
- CO3: Apply organizational and communication skills in handling office tasks efficiently.
- CO4: Examine office workflow processes to identify areas for efficiency improvement.
- CO5: Assess the effectiveness of office layouts, equipment, and work environments.
- CO6: Design an optimized office workflow for improved efficiency and effectiveness.

Business Law:

- CO1: Recall important legal terms, principles, and landmark cases in business law.
- CO2: Describe the process of contract formation, enforceability, and breach consequences.
- CO3: Use business law knowledge to solve common workplace legal disputes.
- CO4: Analyze contract breaches and propose legal remedies.
- CO5: Assess the ethical and legal implications of corporate decisions.
- CO6: Design ethical policies for corporate governance and regulatory adherence.

Principles of Marketing:

- CO1: Recall key marketing theories, principles, and historical developments in marketing.
- CO2: Illustrate how different marketing channels impact consumer reach and engagement.
- CO3: Apply marketing mix strategies to real-world business scenarios.
- CO4: Compare traditional & digital marketing methods in terms of cost, reach, & engagement.
- CO5: Critique marketing strategies of global brands & their impact on consumer perception.
- CO6: Create new product concepts and branding strategies for business growth.

Business Mathematics and Statistics:

- CO1: List different types of business-related mathematical techniques
- CO2: Explain the role of mathematics and statistics in business decision-making and risk analysis.
- CO3: Implement probability concepts to assess business risks and uncertainties.
- CO4: Examine business datasets to identify patterns, trends, and correlations.
- CO5: Justify the selection of specific statistical tools for data-driven decision-making.
- CO6: Implement new data visualization techniques to present business data effectively.

Environmental Studies:

- CO1: List different types of natural resources and their importance in human life.
- CO2: Illustrate the importance of renewable energy sources and sustainable development.
- CO3: Implement eco-friendly practices in daily life, workplaces, and communities.
- CO4: Analyze case studies of successful environmental protection initiatives worldwide.
- CO5: Assess the impact of corporate social responsibility on sustainable business practices.
- CO6: Design eco-friendly business models and policies for sustainable development.

Investment of Stock Market:

- CO1: Identify different types of investment instruments and their risk-return profiles.
- CO2: Explain how stock markets operate & the role of SEBI, brokers & financial institutions.
- CO3: Use stock market data to track and analyze stock performance over time.
- CO4: Analyze historical stock market trends to forecast future price movements.
- CO5: Assess stock market risks such as systematic risk, credit risk, and market volatility.
- CO6: Design new stock screening techniques using AI, machine learning, or data analytics.

Human Values and Professional Ethics:

- CO1: Define key concepts related to human values, ethics, integrity and professional conduct.
- CO2: Explain the importance of ethical behaviour in personal, social, and professional life.
- CO3: Use ethical reasoning to resolve conflicts in professional and personal life.
- CO4: Examine ethical dilemmas and their implications in real-world professional contexts.
- CO5: Evaluate ethical standards and codes of conduct in various professions and industries.
- CO6: Develop strategies for promoting ethical behaviour in organizations.

Business report writing:

- CO1: Define key concepts related to business reports, technical writing and formal documentation.
- CO2: Discuss the ethical considerations and plagiarism concerns in business writing.
- CO3: Implement visual elements (charts, graphs, tables) to enhance the clarity of reports.
- CO4: Analyze the impact of effective vs. ineffective communication in business reports.
- CO5: Evaluate business reports based on clarity, coherence, organization, and effectiveness.
- CO6: Design innovative report templates and structures to enhance corporate communication.

Micro Economics:

- CO1: Identify the laws of demand and supply and their determinants.
- CO2: Explain how market forces of demand and supply determine prices.
- CO3: Use economic models and graphs to represent demand and supply curves.
- CO4: Compare different market structures to assess their advantages and disadvantages.
- CO5: Evaluate business pricing strategies using elasticity and cost analysis.
- CO6: Design pricing and marketing strategies based on economic principles.

Company Law:

- CO1: List different types of companies (e.g., private, public, listed, unlisted).
- CO1: Explain the legal procedures for company formation, registration, and dissolution.
- CO1: Apply Company Law provisions to resolve corporate disputes and legal conflicts.
- CO1: Analyze the impact of corporate governance policies on business operations.
- CO1: Assess the effectiveness of corporate governance frameworks and risk management strategies.
- CO1: Design policies for corporate social responsibility (CSR) and ethical business practices.

Cost Accounting:

- CO1: Identify various cost components, including material, labour, and overhead costs.
- CO2: Describe the differences between financial accounting and cost accounting.
- CO3: Apply marginal costing and break-even analysis to business decision-making.
- CO4: Assess the impact of cost control measures on overall financial performance.
- CO5: Assess cost accounting data to recommend pricing strategies and cost-saving measures.
- CO6: Design budgeting and forecasting models to optimize cost planning.

Environmental Studies:

- CO1: Identify different types of pollution (air, water, soil, noise) and their sources.
- CO1: Explain the relationship between human activities and environmental degradation.
- CO1: Use environmental concepts to promote sustainable practices in daily life.
- CO1: Examine the effects of climate change, global warming, and habitat destruction.
- CO1: Justify the importance of environmental education and awareness campaigns.
- CO1: Create awareness programs, campaigns, or policies for environmental sustainability.

Intellectual Property Right:

- CO1: List different types of intellectual property (IP) and their legal protections.
- CO2: Explain the significance of IPR in business, innovation, and economic development.
- CO3: implement copyright and trademark strategies for brand protection.
- CO4: Compare different IPR laws across countries and industries to identify legal variations.
- CO5: Justify legal arguments in IP litigation and dispute resolution.
- CO6: Design an IP portfolio for an organization, ensuring strategic protection of assets.

Business Environment:

- CO1: Identify major government policies and regulations affecting businesses.
- CO2: Discuss the significance of globalization, liberalization and privatization in economic growth.
- CO3: Apply PESTLE and SWOT analysis to evaluate business risks and opportunities.
- CO4: Examine the impact of economic reforms, taxation policies, and industrial policies on businesses.
- CO5: Evaluate the effectiveness of government policies and regulations in fostering business growth.
- CO6: Design policies for corporate social responsibility and ethical business conduct.

Macro Economics:

- CO1: Identify major macroeconomic indicators used to measure economic performance.
- CO2: Explain the relationship between national income, savings, and investments.
- CO3: Use macroeconomic models to interpret real-world economic scenarios.
- CO4: Compare different economic policies used by developed and developing nations.
- CO5: Evaluate the effectiveness of government interventions in stabilizing the economy.
- CO6: Design strategies to enhance economic stability and mitigate financial crises.

Fundamentals of Entrepreneurship:

- CO1: Define key entrepreneurship concepts such as start-up, innovation, business model, risk-taking, and venture capital.
- CO2: Explain the importance of entrepreneurship in economic development and job creation.
- CO3: Apply techniques for idea generation, feasibility analysis, and opportunity recognition.
- CO4: Examine the impact of government policies, taxation, and regulations on start-ups.
- CO5: Evaluate different entrepreneurial strategies for launching and scaling a business.
- CO6: Develop a comprehensive business plan for a new entrepreneurial venture.

Human Resource Management:

- CO1: Define key concepts, principles, and functions of HRM.
- CO2: Describe the processes of recruitment, selection, training, and performance appraisal.
- CO3: Apply HRM techniques in workforce planning and talent management.
- CO4: Examine employee relations issues and conflict resolution techniques.
- CO5: Critically evaluate HR policies and strategies for their effectiveness.
- CO6: Design a strategic HR plan aligned with organizational goals.

Banking Law and Practice in India:

- CO1: Define key banking terms, concepts, and legal frameworks governing banking operations in India.
- CO2: Describe the rights and obligations of bankers and customers.
- CO3: Implement regulatory guidelines in compliance and risk assessment in banking operations.
- CO4: Examine legal disputes related to banking transactions and customer rights.
- CO5: Justify decisions related to banking ethics, governance, and corporate responsibility.
- CO6: Develop strategies for handling customer grievances and dispute resolution in banking.

Constitution of India:

- CO1: Define the fundamental concepts, principles, and features of the Indian Constitution.
- CO2: Describe the structure and functions of the Union and State Governments.
- CO3: Apply constitutional provisions to real-life legal and governance issues.
- CO4: Examine the doctrine of separation of powers and its role in governance.
- CO5: Justify the need for constitutional amendments and their effects on society.
- CO6: Develop legal arguments to advocate for constitutional reforms.

Marketing Management:

- CO1: Define key concepts, principles, and functions of marketing management.
- CO2: Explain the importance of market research, segmentation, targeting, and positioning.
- CO3: Apply marketing concepts to develop a marketing plan for a product or service.
- CO4: Compare different marketing strategies (B2B, B2C, digital, and traditional marketing).
- CO5: Justify the selection of marketing strategies based on ethical, legal, social responsibility considerations.
- CO6: Design an integrated marketing strategy that aligns with business objectives.

E-Commerce:

- CO1: List various E-Commerce platforms, payment gateways, and security protocols.
- CO1: Explain the working of E-Commerce frameworks, online marketplaces, and supply chain integration.
- CO1: Use analytics tools to track customer behaviour, conversion rates and business performance.
- CO1: Compare different E-Commerce business models (B2B, B2C, C2C, C2B, etc.).
- CO1: Critically evaluate E-Commerce strategies for business growth and customer retention.
- CO1: Design an E-Commerce business plan, including platform selection, digital marketing, and financial strategy.

Business Ethics:

- CO1: List various ethical theories, frameworks, and business codes of conduct.
- CO2: Explain the importance of ethical decision-making in business practices.
- CO3: Use ethical decision-making models to handle real-world business scenarios.
- CO4: Compare different ethical frameworks and their implications on business policies and practices.
- CO5: Critically evaluate business decisions from an ethical, legal, and social perspective.
- CO: Design an ethical business policy that aligns with corporate values and legal standards.

Leadership Development:

- CO1: Define key concepts, theories, and styles of leadership.
- CO2: Explain the role of leadership in organizational success and team performance.
- CO3: Use self-assessment tools to evaluate personal leadership strengths and areas for improvement.
- CO4: Compare different leadership styles and their effectiveness in various organizational settings.
- CO5: Recommend leadership development programs for enhancing skills and succession planning.
- CO6: Design a personal leadership development plan based on self-assessment and feedback.

Product and Brand Management:

- CO1: Define key concepts of product management, brand equity, and brand positioning.
- CO2: Explain the importance of product strategy and brand management in business success.
- CO3: Apply product management principles to develop and launch a new product.
- CO4: Assess the effectiveness of product differentiation, positioning and brand extension strategies.
- CO5: Justify branding decisions based on market trends, consumer behaviour and business goals.
- CO6: Design a brand strategy, including positioning, messaging, and visual identity.

Human Resource Development:

- CO1: List various HRD functions, such as training, career planning, and performance management.
- CO2: Illustrate the role of HRD in fostering a learning culture and organizational change management.
- CO3: Apply HRD models and training methodologies to design employee training programs.
- CO4: Compare different HRD approaches in public and private sector organizations.
- CO5: Justify the role of HR analytics in measuring training effectiveness and employee performance.
- CO6: Develop innovative employee engagement and talent development strategies.

Marketing of Services:

- CO1: Define key concepts of service marketing, service quality, and customer relationship management
- CO2: Explain the differences between product marketing and service marketing.
- CO3: Use customer feedback and market research to enhance service delivery and satisfaction.
- CO4: Compare different service marketing strategies used by B2B and B2C service providers.
- CO5: Justify the selection of pricing models, promotional tactics, and distribution channels for services.
- CO6: Design a comprehensive service marketing plan tailored to a specific industry.

Corporate Accounting:

- CO1: Define key concepts of corporate accounting, financial statements, and accounting standards.
- CO2: Explain the accounting treatment for share capital, debentures & corporate restructuring.
- CO3: Apply accounting principles to prepare and analyze corporate financial statements.
- CO4: Compare different methods of share valuation, depreciation, and profit distribution.
- CO5: Justify the application of accounting standards and legal compliance in financial reporting.
- CO6: Develop strategies for financial restructuring, mergers, and acquisitions.

Income tax:

- CO1: Define key concepts of income tax, taxable income, and tax deductions.
- CO2: Explain the principles of income tax computation and tax planning strategies.
- CO3: Use various exemptions and deductions to minimize tax liability legally.
- CO4: Compare different tax slabs, exemptions, and deductions available for individuals and corporate.
- CO5: Critically evaluate tax planning strategies for maximizing tax benefits and compliance.
- CO6: Design a tax computation plan considering income, deductions, and exemptions.

International Accounting:

- CO1: List various accounting standards, frameworks, and global financial reporting practices.
- CO2: Explain the role of harmonization of accounting standards in global financial markets.
- CO3: Use foreign currency translation methods for multinational companies.
- CO4: Examine the impact of globalization, international taxation, and foreign exchange risk on financial reporting.
- CO5: Critically evaluate the effectiveness of IFRS adoption in different countries.
- CO6: Design a financial reporting framework that aligns with international accounting standards.

Security Analysis and Portfolio Management:

- CO1: Define key concepts of security analysis, investment risk, and portfolio management.
- CO2: Describe the role of risk-return trade-off and diversification in portfolio management.
- CO3: Use financial models to calculate expected returns, beta values, and risk-adjusted performance.
- CO4: Examine the impact of monetary policy, inflation, and interest rates on security prices.
- CO5: Critically evaluate investment strategies and asset allocation methods.
- CO6: Design a personalized investment portfolio based on market research and financial goals.

Money and Financial System:

- CO1: Define concepts related to money, banking, financial institutions & financial markets.
- CO2: Illustrate the relationship between monetary policy, fiscal policy, and financial stability.
- CO3: Apply concepts of money supply, demand, and inflation control mechanisms in economic analysis.
- CO4: Assess the role of financial markets in mobilizing savings, allocating resources, and managing risk.
- CO5: Recommend strategies for enhancing financial inclusion and improving banking sector efficiency.
- CO6: Design a framework for analyzing financial market trends and their impact on economic growth.

Development Economics:

CO1: Define key concepts of economic development, poverty, income inequality, and human development.

CO2: Explain the differences between economic growth and economic development.

CO3: Apply development theories to analyze real-world economic situations in developing countries.

CO4: Compare different economic models and policies adopted by developing and developed nations.

CO5: Justify the role of sustainable development, environmental policies, and social welfare programs.

CO6: Design a development model focusing on economic, social, and environmental sustainability.

Bank Management:

CO1: List different types of banks, banking products, and services.

CO2: Explain the functions of commercial banks, central banks, and non-banking financial institutions

CO3: Apply principles of risk assessment and loan evaluation in banking operations.

CO4: Compare different banking models, risk management techniques, and loan portfolio strategies.

CO5: Critically evaluate bank performance using key financial ratios and risk analysis frameworks.

CO6: Formulate policies for banking sector reforms, financial stability & economic growth.

Economic Environment in India:

CO1: List various sectors of the Indian economy, including agriculture, industry, and services.

CO2: Describe the role of monetary and fiscal policies in economic stability and growth.

CO3: Use macroeconomic indicators to assess economic performance and policy effectiveness.

CO4: Compare the pre- and post-economic reform periods in India.

CO5: Critically evaluate the success of government schemes such as Make in India, Digital India and Atmanirbhar Bharat.

CO6: Design an economic policy framework that addresses key challenges in India's development.

Financial Management:

CO1: Identify different sources of finance and their characteristics.

CO2: Explain the role of financial management in decision-making for businesses.

CO3: Apply financial formulas and techniques to analyze financial statements.

CO4: Analyze financial data to assess the financial health of an organization.

CO5: Assess the risk-return trade off in investment and financing decisions.

CO6: Design financial models for business forecasting and valuation.

International Business:

- CO1: Define key concepts related to international business, such as globalization, trade theories, foreign direct investment (FDI), and international market entry strategies.
- CO2: Describe different trade policies, tariffs, and non-tariff barriers affecting global trade.
- CO3: Apply trade theories to analyze global market trends and opportunities.
- CO4: Analyze the impact of exchange rate fluctuations on global trade and multinational corporations.
- CO5: Evaluate the risks and benefits of foreign direct investment (FDI) in different economies.
- CO6: Develop a strategic plan for a company's expansion into an international market.

Project Management:

- CO1: Define key project management concepts, methodologies, and frameworks.
- CO2: Explain the importance of project management in organizations.
- CO3: Develop a project plan, including scope, schedule, and budget.
- CO4: Compare different project management approaches and determine their suitability.
- CO5: Critique the effectiveness of a project management plan.
- CO6: Develop a stakeholder communication and engagement strategy.

Training and Development:

- CO1: Define key concepts related to training and development.
- CO2: Explain the importance of training and development in organizational growth.
- CO3: Conduct a training needs assessment for a specific organization or job role.
- CO4: Assess the impact of organizational culture on training success.
- CO5: Justify the selection of a training method based on organizational needs.
- CO6: Design a comprehensive training and development strategy for an organization.

Digital Marketing:

- CO1: Identify emerging trends in digital marketing.
- CO2: Explain the role of digital marketing in business growth and brand awareness.
- CO3: Develop a basic digital marketing plan for a product or service.
- CO4: Compare the effectiveness of different digital marketing strategies.
- CO5: Evaluate the return on investment (ROI) of digital marketing campaigns.
- CO6: Develop engaging content tailored to different platforms and audience segments.

Personal Selling:

- CO1: Define key concepts, principles, and terminology related to personal selling.
- CO2: Describe the role of a salesperson in customer relationship management.
- CO3: Demonstrate effective sales communication, active listening, and persuasion skills.
- CO4: Analyze customer needs, preferences, and behaviours to customize sales approaches.
- CO5: Justify the choice of specific selling techniques for different customer segments.
- CO6: Design a customer relationship-building strategy to enhance brand loyalty.

Industrial Relation and Labour Laws:

- CO1: Define key concepts of industrial relations, trade unions, and labour laws.
- CO2: Explain the importance of industrial relations in maintaining workplace harmony.
- CO3: Apply legal provisions to resolve workplace disputes and conflicts.
- CO4: Examine the causes and consequences of industrial disputes.
- CO5: Evaluate the impact of trade unions on industrial peace and economic growth.
- CO6: Design policies to improve industrial relations and reduce conflicts in the workplace.

Management Accounting:

- CO1: Define key concepts and principles of management accounting.
- CO2: Explain the role of management accounting in business decision-making.
- CO3: Prepare cost analysis reports for managerial decision-making.
- CO4: Compare traditional costing with activity-based costing (ABC).
- CO5: Assess the financial health of an organization using ratio analysis.
- CO6: Design a strategic cost management plan to enhance profitability.

Auditing:

- CO1: Define key concepts, principles, and objectives of auditing.
- CO2: Explain the importance of auditing in ensuring financial transparency & accountability.
- CO3: Apply auditing techniques to examine financial records and transactions.
- CO4: Compare different auditing approaches.
- CO5: Assess the impact of audit findings on business decision-making.
- CO6: Design an effective audit plan for an organization.

Government Accounting:

- CO1: Define key concepts and principles of government accounting.
- CO2: Describe the differences between government and commercial accounting.
- CO3: Use budgetary and fund accounting techniques for financial planning and control.
- CO4: Analyze public expenditure reports to assess financial performance.
- CO5: Assess the effectiveness of financial controls and auditing mechanisms in the public sector.
- CO6: Design an accounting framework for effective financial management in government institutions.

Computerized Accounting:

- CO1: Define key concepts related to computerized accounting.
- CO2: Describe the components of an accounting information system (AIS)
- CO3: Use accounting software to record and process financial transactions.
- CO4: Examine the impact of automation on financial accuracy and efficiency.
- CO5: Assess the effectiveness of accounting software in managing business finances.
- CO6: Design a digital accounting system for a small or medium-sized business.

Rural Banking & Microfinance:

- CO1: Define key concepts related to rural banking and microfinance.
- CO2: Explain the role of rural banking and microfinance in economic development.
- CO3: Apply financial inclusion strategies to expand rural banking services.
- CO4: Compare different microfinance models and their effectiveness in poverty alleviation.
- CO5: Justify the use of specific microfinance approaches for different rural economies.
- CO6: Design a sustainable microfinance model for rural entrepreneurship.

Indian Banking System:

CO1: Define the basic concepts of the Indian banking system, including types of banks, their functions, and regulatory framework.

CO2: Describe the role of the Reserve Bank of India (RBI) in monetary policy, financial stability, and banking regulation.

CO3: Apply risk management techniques in credit assessment and loan processing.

CO4: Compare different types of banking institutions in India based on their functions, ownership, and customer base.

CO5: Assess the effectiveness of monetary policies in controlling inflation, liquidity, and economic stability.

CO6: Design a model for enhancing customer service and fraud prevention in Indian banks.

Economic Law:

CO1: Define key concepts and principles of economic law.

CO2: Explain the significance of economic laws in business and trade.

CO3: Apply economic laws to real-world business scenarios and legal cases.

CO4: Compare different economic laws and their effects on business environments.

CO5: Evaluate the effectiveness of economic laws in promoting fair trade & market stability.

CO6: Design policies for corporate compliance with economic laws.

Economic Analysis:

CO1: Define key economic concepts such as demand, supply, market equilibrium & elasticity.

CO2: Describe the impact of government policies on economic performance.

CO3: Use statistical tools and data to interpret economic trends.

CO4: Analyze the impact of fiscal and monetary policies on national and global economies.

CO5: Assess market failures & justify the role of government intervention in correcting them.

CO6: Design economic models to predict business or policy outcomes.

Research Methodology:

CO1: Define key concepts and principles of research methodology.

CO2: Explain the significance of research in decision-making and problem-solving.

CO3: Formulate research questions and hypotheses for a given study.

CO4: Analyze research findings to identify patterns, trends, and relationships.

CO5: Evaluate the reliability and validity of research instruments and findings.

CO6: Develop innovative research frameworks for solving real-world problems.

Customer Relationship Management:

CO1: Define key concepts, principles, and objectives of CRM.

CO2: Explain the role of CRM in enhancing customer satisfaction and loyalty.

CO3: Use CRM tools to manage customer interactions and improve service delivery.

CO4: Compare different CRM software solutions and their applications in various industries.

CO5: Evaluate customer feedback to improve CRM strategies and service quality.

CO6: Design a comprehensive CRM strategy for an organization.

Ethics in Accounting:

- CO1: Identify ethical issues and challenges in financial reporting and auditing.
- CO2: Describe the role of regulatory bodies in enforcing ethical accounting practices.
- CO3: Apply ethical principles to resolve real-world accounting dilemmas.
- CO5: Compare ethical and unethical accounting practices and their consequences.
- CO5: Assess the effectiveness of current ethical standards in preventing accounting fraud.
- CO6: Design an ethical framework for corporate financial reporting.

Credit Management:

- CO1: Define key concepts and principles of credit management.
- CO2: Explain the role of credit management in financial institutions and businesses.
- CO3: Use financial ratios to evaluate credit risk.
- CO4: Compare different credit management strategies and their effectiveness.
- CO5: Assess the effectiveness of credit policies in risk mitigation.
- CO6: Develop innovative credit scoring models for better risk assessment.

Consumer Behaviour:

- CO1: Define key concepts and theories of consumer behaviour.
- CO2: Describe how consumer behaviour differs in B2B and B2C markets.
- CO3: Use market research techniques to analyze consumer preferences and trends.
- CO4: Analyze consumer data to identify buying patterns and brand loyalty trends.
- CO5: Evaluate ethical considerations in consumer behavior research and marketing practices.
- CO6: Design a consumer-focused marketing plan for a product or service.

Compensation Management:

- CO1: List different types of compensation plans, such as direct, indirect, and performance-based pay.
- CO2: Explain the role of compensation management in employee motivation and retention.
- CO3: Apply compensation theories to develop fair and competitive salary structures.
- CO4: Compare different compensation strategies used in various industries.
- CO5: Evaluate compensation trends and their implications for workforce planning.
- CO6: Develop innovative incentive programs to boost employee performance.

Advertising Management:

- CO1: List various types of advertising, including print, television, digital, and social media.
- CO2: Explain the role of advertising in integrated marketing communication (IMC).
- CO3: Develop advertising strategies for different target audiences.
- CO4: Compare various advertising media based on effectiveness, cost, and audience reach.
- CO5: Assess the success of advertising campaigns using key performance indicators (KPIs).
- CO6: Design a comprehensive advertising campaign, including media selection and budget planning.

Financial Derivatives:

- CO1: List different types of derivative instruments and their uses in financial markets.
- CO2: Explain the role of financial derivatives in risk management and speculation.
- CO3: Apply hedging strategies using derivatives to manage financial risk.
- CO4: Compare different derivative instruments based on their risk-return characteristics.
- CO5: Assess the effectiveness of derivatives in hedging financial risks.
- CO6: Design customized derivative strategies for financial institutions and investors.

Accounting for Public Enterprises:

- CO1: Define key accounting concepts related to public enterprises.
- CO2: Explain the differences between public and private sector accounting.
- CO3: Prepare financial statements for public enterprises following relevant accounting standards.
- CO4: Differentiate between various public sector accounting methods.
- CO5: Critically evaluate financial policies and regulations affecting public sector org.
- CO6: Develop a financial reporting framework for a public enterprise.

International Financial Management:

- CO1: List the various types of foreign exchange risk.
- CO2: Describe different methods of managing foreign exchange risk.
- CO3: Apply exchange rate forecasting techniques in decision-making.
- CO4: Compare and contrast different foreign exchange risk management strategies.
- CO5: Assess the impact of interest rate and inflation differentials on currency valuation.
- CO6: Formulate global investment and financing strategies for an MNC.

Public Finance:

- CO1: Identify different forms of taxation and their classifications.
- CO2: Describe the principles of taxation and public debt management.
- CO3: Compute the effects of fiscal deficits and surpluses on the economy.
- CO4: Compare different tax structures and their economic implications.
- CO5: Assess the efficiency and equity of taxation policies.
- CO6: Develop a fiscal policy framework for promoting economic growth.

International Trade and Finance:

- CO1: Identify major international financial institutions like the IMF, WTO, and World Bank.
- CO2: Explain the role of comparative and absolute advantage in international trade.
- CO3: Apply trade theories to analyze global trade patterns and trends.
- CO4: Compare different trade policies and their economic implications.
- CO5: Assess the effectiveness of trade liberalization and protectionist policies.
- CO6: Develop a policy framework for enhancing a country's trade competitiveness.

Industrial Economics:

- CO1: Define key concepts in industrial economics, including market structure, firm behavior, and industrial policy.
- CO2: Explain the role of economies of scale and scope in industrial organization.
- CO3: Use cost and production functions to evaluate industrial performance.
- CO4: Compare different market structures and their effects on pricing, output and innovation.
- CO5: Critically evaluate government interventions in industrial markets.
- CO6: Develop an industrial policy framework for enhancing sectoral growth.

International Business Environment:

- CO1: Define concepts related to the international business environment, such as globalization, trade policies, and international markets.
- CO2: Describe the impact of political and economic policies on global trade and investment.
- CO3: Apply trade theories and business strategies to analyze international markets.
- CO4: Analyze trade agreements, tariffs, and global regulatory policies.
- CO5: Critically evaluate the effectiveness of international trade agreements and policies.
- CO6: Formulate policies for ethical and sustainable international business practices.

Retail Marketing:

- CO1: Define concepts in retail marketing, such as merchandising, store layout, and consumer behaviour.
- CO2: Explain the role of retailing in the marketing mix and supply chain.
- CO3: Apply retail segmentation and targeting strategies to attract customers.
- CO4: Analyze the impact of pricing, promotions, and customer service on retail sales.
- CO5: Critically evaluate Omni channel marketing strategies for retail businesses.
- CO6: Develop a comprehensive retail marketing strategy for a specific business.

Rural marketing:

- CO1: Identify major challenges and opportunities in rural marketing.
- CO2: Explain the role of rural marketing in economic development.
- CO3: Apply marketing mix strategies (4Ps) to rural markets.
- CO4: Compare different distribution models for reaching rural consumers.
- CO5: Critically evaluate case studies of successful rural marketing campaigns.
- CO6: Formulate sustainable business models for rural market penetration.

Organization Development and Change Management:

- CO1: Define key concepts in organization development (OD) and change management.
- CO2: Explain the role of organizational culture in driving or resisting change.
- CO3: Apply OD models to assess organizational readiness for change.
- CO4: Compare different approaches to organizational development and change.
- CO5: Critically evaluate OD interventions and their alignment with business goals.
- CO6: Develop a comprehensive change management strategy for an organization.

Performance Management:

- CO1: Identify the role of performance management in organizational success.
- CO2: Discuss the legal and ethical aspects of performance evaluation.
- CO3: Apply performance measurement tools to assess employee productivity.
- CO4: Compare different performance management systems and their effectiveness.
- CO5: Critically evaluate performance appraisal methods and suggest improvements.
- CO6: Develop a performance management framework tailored to an organization's goals.

Financial Market Operations:

- CO1: List different financial instruments such as stocks, bonds, futures, and options.
- CO2: Explain the structure and functioning of financial markets.
- CO3: Use trading strategies in securities markets, including arbitrage and hedging.
- CO4: Analyze trends in stock market indices and economic indicators.
- CO5: Assess the effectiveness of financial regulations in ensuring market stability.
- CO6: Formulate financial market policies to enhance efficiency and transparency.

International Financial Reporting Standards:

- CO1: Define key concepts in International Financial Reporting Standards (IFRS).
- CO2: Describe the impact of IFRS on financial statements and business decision-making.
- CO3: Apply IFRS principles to the preparation and presentation of financial statements.
- CO4: Analyze the effects of IFRS adoption on multinational corporations.
- CO5: Critically evaluate complex accounting transactions and their compliance with IFRS.
- CO6: Formulate strategies for effective IFRS implementation in multinational corporations.

Project and Micro Finance:

- CO1: Define the fundamental concepts of project management and microfinance.
- CO2: Explain the role of microfinance in economic development and poverty alleviation.
- CO3: Apply project appraisal techniques to evaluate the feasibility of microfinance projects.
- CO4: Examine the impact of microfinance on small businesses and rural development
- CO5: Assess the sustainability and scalability of microfinance projects.
- CO6: Design a microfinance project proposal addressing financial inclusion.

Behavioural Finance:

- CO1: Define key concepts, theories, and biases in behavioural finance.
- CO2: Explain how cognitive biases influence investor behaviour and market anomalies.
- CO3: Apply behavioural finance theories to analyze real-world financial decisions.
- CO4: Examine the role of emotions, heuristics, and biases in financial decision-making.
- CO5: Evaluate the impact of behavioural biases on asset pricing and market efficiency.
- CO6: Design a research-based framework for applying behavioural finance principles to portfolio management.

Economic Administration:

- CO1: Define key concepts, principles, and functions of economic administration.
- CO2: Explain the relationship between public administration and economic development.
- CO3: Apply economic theories to assess government policies and administrative strategies.
- CO4: Examine the role of regulatory frameworks in economic administration.
- CO5: Evaluate the impact of globalization on economic administration and governance.
- CO6: Design strategic frameworks for enhancing economic governance and regulatory efficiency.

Economic Growth & Development:

- CO1: Define key concepts related to economic growth and development.
- CO2: Explain the differences between economic growth and economic development.
- CO3: Use economic indicators to assess the progress of different economies.
- CO4: Examine the impact of globalization, trade, and technology on economic growth.
- CO5: Assess the role of government policies in promoting sustainable economic growth.
- CO6: Design strategies for achieving long-term sustainable development in emerging economies.

EXIM Documentation:

CO1: Define key terms, concepts, and regulations related to export-import documentation.

CO2: Describe the roles of different stakeholders in export and import procedures.

CO3: Use trade regulations and compliance guidelines to ensure smooth export-import transactions.

CO4: Examine the impact of international trade laws and agreements on documentation processes.

CO5: Assess the effectiveness of various EXIM documentation procedures in reducing trade risks.

CO6: Develop a complete set of export or import documents for a hypothetical trade transaction.

Principles and Practice of Insurance:

CO1: Define key concepts, terminologies, and principles of insurance.

CO2: Explain the role and significance of insurance in risk management.

CO3: Apply insurance principles to analyze different types of insurance contracts.

CO4: Examine the impact of insurance on financial stability and economic growth.

CO5: Evaluate the role of ethical and legal considerations in insurance practices.

CO6: Develop strategies for improving customer awareness and engagement in insurance services.

Program Outcomes (POs):

PO1	Business knowledge: Gain familiarity and apply the knowledge of functional areas of management to the complex business problems.
PO2	Problem analysis: Recognize and unearth pertaining business problems through analysis.
PO3	Design/development of solutions: Plan and formulate solutions to the business problems by considering the constraints and analysing the micro and macro environment.
PO4	Conduct investigations of complex problems: Apply the concepts of research methodology and fundamental knowledge of domain areas for designing appropriate research framework required for scientific enquiry.
PO5	Modern tool usage: Develop proficiency in understanding the different software for managerial decision making and apply them for arriving at the right solution.
PO6	The manager and society: Evolve as effective managers equipped with reasoned action based on prudence and sense of ethical judgment for acting ethically and professionally with people of diverse cultural, gender backgrounds.
PO7	Environment and sustainability: Develop cognizance in understand the impact of the business decision making on environment, society and economy.
PO8	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the organizational practice.
PO9	Individual and team work: Value interpersonal relations and function effectively as an individual or leader in diverse business settings.
PO10	Communication: Communicate effectively in different business contexts and situations so as to be able to receive and give clear instructions, comprehend, write reports, prepare documentation and make effective presentations
PO11	Project management and finance: Analyze the different sources of finance, implications in project completion and managing the project.
PO12	Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of dynamic environment.

Program Specific Outcomes (PSOs):

PSO1	After completion of three BBA program a student will be able to demonstrate comprehensive understanding of foundational courses in business management
PSO2	The holistic approach of this course will develop a sense of ethical consciousness and imbibe value based leadership skills.
PSO3	Choice based specializations and industry oriented curriculum will enable the students to face contemporary challenges of the global world.

COURSE OUTCOMES OF BBA

Principles of Management:

- CO1: Define the fundamental concepts of management, including planning, organizing, leading, and controlling.
- CO2: Describe various management approaches, such as classical, behavioral, and modern perspectives.
- CO3: Demonstrate the use of management principles in real-world business scenarios.
- CO4: Compare different organizational structures and management styles.
- CO5: Assess the impact of various management strategies on organizational success.
- CO6: Develop strategic management plans for business scenarios.

Financial Accounting:

- CO1: Define key accounting concepts, principles, and conventions.
- CO2: Explain the purpose and significance of financial accounting in business decision-making.
- CO3: Apply double-entry bookkeeping principles to record business transactions.
- CO4: Differentiate between various accounting methods (e.g., cash vs. accrual accounting).
- CO5: Evaluate financial data to support business decision-making and investment strategies.
- CO6: Design internal control mechanisms to enhance financial accuracy and fraud prevention.

Indian Diversity and Business:

- CO1: Define the concept of diversity and its significance in the Indian business context.
- CO 2: Describe the role of caste, religion, and socio-economic diversity in shaping business operations.
- CO 3: Apply diversity management strategies to real-world business scenarios in India.
- CO 4: Examine the impact of socio-cultural diversity on business decision-making in India.
- CO 5: Evaluate the effectiveness of diversity and inclusion policies in Indian businesses.
- CO 6: Design business strategies that promote diversity and inclusion in Indian workplaces.

General English:

- CO1: Identify basic grammatical structures and vocabulary used in English communication.
- CO2: Describe the main ideas and supporting details in a given text.
- CO3: Use correct grammar & sentence structures in spoken & written communication.
- CO4: Analyze characters, themes, and plot development in literary works.
- CO5: Evaluate one's own writing and speaking skills for improvement.
- CO6: Compose original pieces of writing, such as stories, poems, essays, and reports.

Yoga:

CO1: Define the fundamental concepts of yoga, including its origins, philosophy & principles.

CO2: Explain the role of yoga in holistic health and stress management.

CO3: Perform basic to advanced yoga asanas

with proper alignment & breathing techniques.

CO4: Compare different yoga styles and their suitability for individuals with varying needs.

CO5: Evaluate the benefits of different yoga practices based on individual health conditions.

CO6: Design personalized yoga routines for different age groups and health conditions.

Business Statistics:

CO1: List different types of data (nominal, ordinal, interval, ratio) and their characteristics.

CO2: Explain the role of statistics in business decision-making and market analysis.

CO3: Apply probability concepts to assess business risks and uncertainties.

CO4: Examine business datasets to identify patterns, correlations, and trends.

CO5: Evaluate business strategies based on statistical findings and data-driven insights.

CO6: Develop data-driven business strategies using statistical models.

Fundamentals of Office Management:

CO1: List different types of office layouts, equipment & technologies used in modern offices.

CO2: Explain the importance of office management in business efficiency and productivity.

CO3: Apply organizational and communication skills in handling office tasks efficiently.

CO4: Examine office workflow processes to identify areas for efficiency improvement.

CO5: Assess the effectiveness of office layouts, equipment, and work environments.

CO6: Design an optimized office workflow for improved efficiency and effectiveness.

Micro Economics:

- CO1: Identify the **laws of demand and supply** and their determinants.
- CO2: Explain how **market forces of demand and supply** determine prices.
- CO3: Use **economic models and graphs** to represent demand and supply curves.
- CO4: Compare different **market structures** to assess their advantages and disadvantages.
- CO5: Evaluate business pricing strategies using **elasticity and cost analysis**.
- CO6: Design pricing and marketing strategies based on **economic principles**.

Corporate Accounting:

- CO1: Define key concepts of corporate accounting, financial statements & accounting standards.
- CO2: Explain the accounting treatment for share capital, debentures, and corporate restructuring.
- CO3: Apply accounting principles to prepare & analyze corporate financial statements.
- CO4: Compare different methods of share valuation, depreciation and profit distribution.
- CO5: Justify the application of accounting standards and legal compliance in financial reporting.
- CO6: Develop strategies for financial restructuring, mergers, and acquisitions.

Organizational Behaviour:

- CO1: Recall theories of personality, perception, and decision-making in organizations.
- CO2: Explain how individual behavior affects organizational performance.
- CO3: Use conflict resolution techniques to address workplace issues.
- CO4: Examine the factors influencing team dynamics and performance.
- CO5: Critique different management approaches in handling organizational change.
- CO6: Develop strategies for enhancing employee motivation, engagement & leadership effectiveness.

Environmental Studies-I:

- CO1: List different types of natural resources and their importance in human life.
- CO2: Illustrate the importance of renewable energy sources and sustainable development.

- CO3: Implement eco-friendly practices in daily life, workplaces, and communities.
- CO4: Analyze case studies of successful environmental protection initiatives worldwide.
- CO5: Assess the impact of corporate social responsibility on sustainable business practices.
- CO6: Design eco-friendly business models and policies for sustainable development.

Investment of stock market:

- CO1: Identify different types of investment instruments and their risk-return profiles.*
- CO2: Explain how stock markets operate & the role of SEBI, brokers & financial institutions.*
- CO3: Use stock market data to track and analyze stock performance over time.*
- CO4: Analyze historical stock market trends to forecast future price movements.*
- CO5: Assess stock market risks such as systematic risk, credit risk.*
- CO6: Design new stock screening techniques using AI, machine learning, or data analytics.*

Human Values and Professional Ethics:

- CO1: Define key concepts related to **human values, ethics, integrity and professional conduct.**
- CO2: Explain the importance of **ethical behavior in personal, social, and professional life.**
- CO3: Use ethical reasoning to **resolve conflicts in professional and personal life.**
- CO4: Examine ethical dilemmas and their implications in **real-world professional contexts.**
- CO5: Evaluate ethical standards and codes of conduct in **various professions and industries.**
- CO6: Develop strategies for promoting **ethical behavior in organizations.**

Business report writing:

- CO1: Define key concepts related to **business reports, technical writing and formal documentation.**
- CO2: Discuss the ethical considerations and **plagiarism concerns in business writing.**
- CO3: Implement **visual elements (charts, graphs, tables)** to enhance the clarity of reports.
- CO4: Analyze the impact of **effective vs. ineffective communication** in business reports.
- CO5: Evaluate business reports based on **clarity, coherence, organization, and effectiveness.**
- CO6: Design innovative report templates and structures to enhance **corporate communication.**

Cost Accounting:

- CO1: Identify various **cost components**, including **material, labour, and overhead costs.**
- CO2: Describe the differences between **financial accounting and cost accounting.**
- CO3: Apply **marginal costing and break-even analysis** to business decision-making.
- CO4: Assess the impact of **cost control measures on overall financial performance.**
- CO5: Assess cost accounting data to recommend **pricing strategies and cost-saving measures.**
- CO6: Design **budgeting and forecasting models** to optimize cost planning.

Principles of Marketing:

- CO1: Recall key marketing theories, principles, and historical developments in marketing.
- CO2: Illustrate how different marketing channels impact **consumer reach and engagement.**
- CO3: Apply marketing mix strategies to real-world business scenarios.

- CO4: Compare traditional & digital marketing methods in terms of cost, reach, & engagement.
- CO5: Critique marketing strategies of global brands & their impact on consumer perception.
- CO6: Create new product concepts and branding strategies for business growth.

Legal Dimensions of Business:

- CO1: Identify key legal concepts, terminologies, and principles related to business law.
- CO2: Explain the legal environment in which businesses operate.
- CO3: Apply legal principles to real-world business scenarios.
- CO4: Examine case laws and legal disputes to identify key legal issues and their impact on businesses.
- CO5: Critically assess business decisions in light of legal risks and ethical considerations.
- CO6: Develop legal strategies to minimize business risks.

Environmental Studies:

- CO1: Identify key environmental concepts, terminologies, and principles.
- CO2: Interpret ecological cycles and sustainability principles.
- CO3: Demonstrate sustainable practices in daily life and business activities.
- CO4: Examine case studies on environmental issues and solutions.
- CO5: Assess the impact of human activities on the environment.
- CO6: Design innovative solutions for environmental conservation and sustainability.

Intellectual property right:

- CO1: Identify key concepts, types, and principles of Intellectual Property Rights (IPR).
- CO2: Explain the significance of IPR in business, research, and innovation.
- CO3: Apply IP laws and procedures for filing patents, trademarks, and copyrights.
- CO4: Compare and contrast different types of intellectual property protections.
- CO5: Assess the role of IPR in promoting creativity, innovation, and economic growth.
- CO6: Formulate IP policies for startups, businesses, or research institutions.

Business Environment:

- CO1: Recall fundamental theories, models & frameworks related to the business environment.
- CO2: Explain the interrelationship between businesses and external environmental factors.
- CO3: Use economic indicators and policy frameworks to evaluate business decision-making.
- CO4: Examine the influence of macroeconomic and microeconomic factors on business performance.
- CO5: Critically evaluate the role of ethical and social responsibility in business operations.
- CO6: Develop strategic business responses to environmental changes and market trends.

Macro Economics:

- CO1: List the major components of national income and expenditure.
- CO2: Describe the relationship between inflation, unemployment, and economic growth.
- CO3: Use macroeconomic models to analyze real-world economic issues.
- CO4: Examine how changes in macroeconomic indicators affect businesses and individuals.
- CO5: Evaluate economic data to determine trends in economic growth and development.

CO6: Formulate policy recommendations for stabilizing and growing an economy.

Financial Management:

CO1: Identify various sources of finance and financial instruments used in business.

CO2: Explain the role and importance of financial management in decision-making.

CO3: Use financial statements to assess a company's financial health and performance.

CO4: Compare different financing options and evaluate their impact on business sustainability.

CO5: Critically evaluate financial risk and its impact on business decisions.

CO6: Design risk management strategies to mitigate financial uncertainties.

Human Resource Management:

CO1: Identify the roles and functions of HRM in an organization.

CO2: Explain the importance of HRM in achieving organizational goals.

CO3: Use workforce planning strategies to align HR functions with business objectives.

CO4: Compare different HR strategies & their impact on employee motivation & productivity.

CO5: Evaluate the impact of HR decisions on organizational success and sustainability.

CO6: Develop HR strategies for talent acquisition, employee retention, and organizational development.

Introduction to Research:

CO1: Identify different types of research (qualitative, quantitative, and mixed methods).

CO2: Explain the importance of research in academic and professional fields.

CO3: Apply research methodologies to formulate a research problem and hypothesis.

CO4: Examine the reliability, validity, and ethical considerations in research.

CO5: Assess the credibility and relevance of research sources and findings.

CO6: Design & conduct a small-scale research study, interpreting and presenting the findings.

Constitution of India:

CO1: Identify the structure, features, and significance of the Indian Constitution.

CO2: Explain the historical background and evolution of the Indian Constitution.

CO3: Apply constitutional provisions to analyze legal and political issues in India.

CO4: Compare the Indian Constitution with other constitutions worldwide.

CO5: Assess the effectiveness of constitutional provisions in ensuring democracy, justice, and equality.

CO6: Develop proposals for constitutional reforms to address current issues in governance and public policy.

Introduction to Business Analytics:

CO1: Identify various data sources and types used in business analytics.

CO2: Describe different analytical tools and techniques used in business analysis.

CO3: Use basic data analysis techniques to interpret business data.

CO4: Examine real-world business scenarios to identify trends and patterns in data.

CO5: Assess the accuracy and reliability of analytical models and data-driven decisions.

CO6: Develop simple business analytics solutions to improve decision-making.

Business Ethics:

CO1: List various **ethical theories, frameworks, and business codes of conduct.**

CO2: Explain the importance of **ethical decision-making in business practices.**

CO3: Use ethical decision-making models to handle **real-world business scenarios.**

CO4: Compare different ethical frameworks and their implications on **business policies and practices.**

CO5: Critically evaluate business decisions from an **ethical, legal, and social perspective.**

CO6: Design an **ethical business policy** that aligns with corporate values and legal standards.

Human Resource Planning:

CO1: Define key concepts of human resource planning, including workforce planning, talent management, and succession planning.

CO2: Explain the importance of HR planning in organizational success.

CO3: Use job analysis techniques to assess skills gaps and training needs.

CO4: Compare different HR forecasting techniques and workforce planning strategies.

CO5: Critically evaluate the role of HR planning in managing talent and reducing turnover.

CO6: Develop a strategic HR plan to align human resources with organizational goals.

Training & Development:

CO1: Define key concepts related to training and development.

CO2: Explain the importance of training and development in organizational growth.

CO3: Conduct a training needs assessment for a specific organization or job role.

CO4: Assess the impact of organizational culture on training success.

CO5: Justify the selection of a training method based on organizational needs.

CO6: Design a comprehensive training and development strategy for an organization.

Leadership Development:

CO1: Define key concepts, theories, and styles of **leadership.**

CO2: Explain the role of **leadership in organizational success and team performance.**

CO3: Use self-assessment tools to evaluate **personal leadership strengths and areas for improvement.**

CO4: Compare different leadership styles and their effectiveness in **various organizational settings.**

CO5: Recommend leadership development programs for **enhancing skills and succession planning.**

CO6: Design a **personal leadership development plan** based on self-assessment and feedback.

Security Analysis and Portfolio Management:

- CO1: Define key concepts of **security analysis, investment risk, and portfolio management**.
- CO2: Describe the role of **risk-return trade-off and diversification** in portfolio management.
- CO3: Use financial models to calculate **expected returns, beta values, and risk-adjusted performance**.
- CO4: Examine the impact of **monetary policy, inflation, and interest rates** on security prices.
- CO5: Critically evaluate **investment strategies and asset allocation methods**.
- CO6: Design a **personalized investment portfolio** based on market research and financial goals.

International Financial Management:

- CO1: List the various types of foreign exchange risk.
- CO2: Describe different methods of managing foreign exchange risk.
- CO3: Apply exchange rate forecasting techniques in decision-making.
- CO4: Compare and contrast different foreign exchange risk management strategies.
- CO5: Assess the impact of interest rate and inflation differentials on currency valuation.
- CO6: Formulate global investment and financing strategies for an MNC.

Income tax:

- CO1: Define key concepts of **income tax, taxable income, and tax deductions**.
- CO2: Explain the **principles of income tax computation and tax planning strategies**.
- CO3: Use various exemptions and deductions to **minimize tax liability legally**.
- CO4: Compare different **tax slabs, exemptions, and deductions available for individuals and corporate**.
- CO5: Critically evaluate tax planning strategies for **maximizing tax benefits and compliance**.
- CO6: Design a **tax computation plan** considering income, deductions, and exemptions.

Product and Brand Management:

- CO1: Define key concepts of **product management, brand equity, and brand positioning**.
- CO2: Explain the **importance of product strategy and brand management** in business success.
- CO3: Apply product management principles to **develop and launch a new product**.
- CO4: Assess the effectiveness of **product differentiation, positioning and brand extension strategies**.
- CO5: Justify branding decisions based on **market trends, consumer behavior & business goals**.
- CO6: Design a **brand strategy, including positioning, messaging & visual identity**.

Advertising Management:

- CO1: List various types of advertising, including print, television, digital, and social media.
- CO2: Explain the role of advertising in integrated marketing communication (IMC).

CO3: Develop advertising strategies for different target audiences.

CO4: Compare various advertising media based on effectiveness, cost, and audience reach.

CO5: Assess the success of advertising campaigns using key performance indicators (KPIs).

CO6: Design a comprehensive advertising campaign, including media selection and budget planning.

Consumer Behaviour:

CO1: Identify various internal and external factors influencing consumer behaviour.

CO2: Describe different consumer decision-making models and buying patterns.

CO3: Use market research tools to interpret consumer preferences and trends.

CO4: Differentiate between individual and group buying behaviour.

CO5: Critically evaluate consumer satisfaction and brand loyalty based on buying behaviour.

CO6: Design marketing campaigns that address customer needs and enhance customer experience.

International Business:

CO1: Define key concepts of international business, including globalization, trade theories, and foreign direct investment.

CO2: Describe the impact of cultural, economic, and political factors on international business operations.

CO3: Apply international business strategies to expand into global markets.

CO4: Examine the risks and challenges of doing business in different international markets.

CO5: Critically evaluate ethical, legal, and social responsibility issues in international business.

CO6: Develop international market entry strategies for business expansion.

Entrepreneurship Development:

CO1: Identify different types of entrepreneurs and entrepreneurial ventures.

CO2: Explain the role of entrepreneurship in economic development and job creation.

CO3: Use financial and operational planning techniques to develop a business model.

CO4: Compare various business models and strategies for entrepreneurial success.

CO5: Assess the viability and scalability of new business ideas using feasibility analysis.

CO6: Develop a comprehensive business plan, including marketing, financial, and operational strategies.

Operations Research:

CO1: Define key concepts of operations research, including linear programming, decision analysis, and queuing theory.

CO2: Describe various mathematical models and techniques used for optimization.

CO3: Use simulation and queuing models to analyze real-world operational issues.

CO4: Examine complex business situations to determine optimal resource allocation strategies.

CO5: Critically evaluate decision-making models in uncertain and risk-prone environments.

CO6: Develop customized operations research models to optimize business operations.

Performance Management:

CO1: Identify the role of performance management in organizational success.

CO2: Discuss the legal and ethical aspects of performance evaluation.

CO3: Apply performance measurement tools to assess employee productivity.

CO4: Compare different performance management systems and their effectiveness.

CO5: Critically evaluate performance appraisal methods and suggest improvements.

CO6: Develop a performance management framework tailored to an organization's goals.

Compensation Management:

CO1: List different types of compensation plans, such as direct, indirect, and performance-based pay.

CO2: Explain the role of compensation management in employee motivation and retention.

CO3: Apply compensation theories to develop fair and competitive salary structures.

CO4: Compare different compensation strategies used in various industries.

CO5: Evaluate compensation trends and their implications for workforce planning.

CO6: Develop innovative incentive programs to boost employee performance.

Organization Development and Change Management:

CO1: Define key concepts in organization development (OD) and change management.

CO2: Explain the role of organizational culture in driving or resisting change.

CO3: Apply OD models to assess organizational readiness for change.

CO4: Compare different approaches to organizational development and change.

CO5: Critically evaluate OD interventions and their alignment with business goals.

CO6: Develop a comprehensive change management strategy for an organization.

Corporate Restructuring:

CO1: Identify different types and strategies of corporate restructuring.

CO2: Explain the financial, legal, and strategic implications of corporate restructuring.

CO3: Use restructuring strategies to address corporate financial distress & improve efficiency.

CO4: Examine case studies of successful and failed corporate restructuring efforts.

CO5: Assess the risks and benefits associated with corporate restructuring decisions.

CO6: Develop strategic recommendations for companies considering restructuring.

Financial Derivatives:

- CO1: List different types of derivative instruments and their uses in financial markets.
- CO2: Explain the role of financial derivatives in risk management and speculation.
- CO3: Apply hedging strategies using derivatives to manage financial risk.
- CO4: Compare different derivative instruments based on their risk-return characteristics.
- CO5: Assess the effectiveness of derivatives in hedging financial risks.
- CO6: Design customized derivative strategies for financial institutions and investors.

Project and Micro Finance:

- CO1: Define the fundamental concepts of project management and microfinance.
- CO2: Explain the role of microfinance in economic development and poverty alleviation.
- CO3: Apply project appraisal techniques to evaluate the feasibility of microfinance projects.
- CO4: Examine the impact of microfinance on small businesses and rural development
- CO5: Assess the sustainability and scalability of microfinance projects.
- CO6: Design a microfinance project proposal addressing financial inclusion.

Retail Management:

- CO1: Identify different types of retail stores, consumer buying behavior, and retail marketing strategies.
- CO2: Explain the role of retailing in the economy and its impact on consumer behavior.
- CO3: Use retail analytics to assess store performance and customer preferences.
- CO4: Compare different retail business models and their effectiveness in various markets.
- CO5: Assess the effectiveness of retail pricing, promotion, and branding strategies.
- CO6: Design innovative retail solutions to enhance customer loyalty and business growth.

Logistics and Supply Chain Management:

- CO1: Identify the different components and functions of a supply chain.
- CO2: Explain the role of logistics and supply chain management in business efficiency and customer satisfaction.
- CO3: Apply inventory management techniques to optimize stock levels and reduce costs.
- CO4: Examine real-world supply chain challenges, such as demand fluctuations and global sourcing risks.
- CO5: Critically evaluate the role of sustainability and technology in modern supply chains.
- CO6: Design an optimized logistics and distribution system for a business.

Digital Marketing:

- CO1: Identify emerging trends in digital marketing.
- CO2: Explain the role of digital marketing in business growth and brand awareness.
- CO3: Develop a basic digital marketing plan for a product or service.
- CO4: Compare the effectiveness of different digital marketing strategies.
- CO5: Evaluate the return on investment (ROI) of digital marketing campaigns.
- CO6: Develop engaging content tailored to different platforms and audience segments.

Research Methodology:

CO1: Define key concepts and principles of research methodology.

CO2: Explain the significance of research in decision-making and problem-solving.

CO3: Formulate research questions and hypotheses for a given study.

CO4: Analyze research findings to identify patterns, trends, and relationships.

CO5: Evaluate the reliability and validity of research instruments and findings.

CO6: Develop innovative research frameworks for solving real-world problems.

Cross Cultural Human Resource Management (Human Resource):

CO1: Define key concepts of cross-cultural HRM, including cultural dimensions, diversity management, and global HR practices.

CO2: Describe different cultural frameworks, such as Hofstadter's cultural dimensions and Trompenaars' model.

CO3: Use cultural intelligence (CQ) to develop HR policies for multinational organizations.

CO4: Examine the challenges and opportunities of managing expatriates and diverse teams.

CO5: Critically evaluate global HR strategies in multinational companies.

CO6: Design a cross-cultural leadership and communication strategy for global organizations.

Strategic Financial Management (Finance):

CO1: Define key concepts of strategic financial management, including capital budgeting, financial risk management, and valuation techniques.

CO2: Explain the role of financial strategy in achieving long-term business goals.

CO3: Use financial forecasting methods to predict future cash flows and business performance.

CO4: Examine financial statements to evaluate an organization's financial health and risk exposure.

CO5: Critically evaluate mergers, acquisitions, and restructuring decisions from a financial perspective.

CO6: Develop strategic financial plans to optimize capital allocation and maximize returns.

Business to Business Marketing (Marketing):

CO1: Identify differences between B2B and B2C marketing strategies.

CO2: Explain the role of relationship management, trust, and value creation in B2B marketing.

CO3: Use digital and traditional marketing tools to enhance business relationships and brand positioning.

CO4: Examine real-world B2B marketing case studies to identify success factors and challenges.

CO5: Assess the effectiveness of B2B marketing campaigns and customer relationship management (CRM) strategies.

CO6: Develop a B2B marketing plan that includes pricing, distribution, and promotional strategies.

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Program Outcomes (POs):

PO1	To have successful career either as an entrepreneur or in public/private organization in the field of Accounting, Taxation, Banking and Finance and other related fields.
PO2	To achieve professional growth by applying analytical and research skills in order to Identify and resolve problems in complex situations.
PO3	Critically analyze the different profession related scenarios and situations with clear understanding of the factors contributing to the same
PO4	Plan and develop the start-ups and entrepreneurial ventures independently through skills developed during the tenure of degree.
PO5	Demonstrate leadership qualities required to lead the diverse teams and small groups to achieve the common goals of the organization.
PO6	To serve in a responsible leadership role by collaborating with diverse people across domains and demonstrating a commitment to ethics, inclusivity and human dignity.
PO7	To become a lifelong learner by applying the knowledge acquired from the program to develop new approaches or create new knowledge.
PO8	To develop a roadmap for personal growth and accomplishment while simultaneously pursuing socially responsible just outcomes in personal and professional life
PO9	Pursue higher education and advance research in the field of commerce, business and finance with the clear understanding of basic concepts required for the same
PO10	Display practical skills, required to work as tax consultant, audit assistant and other financial supporting services and will be able to become a successful.
PO11	Display skills in ethical analysis and decision making with empathy and respect for core human values.
PO12	Appreciate wider societal concerns through engagement/extending the professional knowledge to community service/ projects.

Program Specific Outcomes (PSOs):

PSO1	Develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities.
PSO2	Develop skills for analysing of the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, finance, business strategy and human resources etc.
PSO3	Comprehensive knowledge on diverse facets of Commerce and a strong conceptual foundation in their Area of specialization i.e. Business Administration or Advanced Accounting and Taxation.
PSO4	Demonstrate the critical thinking mindset and the ability to identify and formulate research problems, Research literatures, design tools, analyze and interpret data, and synthesize the information to provide Valid conclusions and contextual approaches across a variety of subjects.

COURSE OUTCOMES OF M.COM

Organisation Behaviour:

CO1: Define key concepts and terminologies related to organizational behaviour

(E.g. motivation, leadership, organizational culture, and team dynamics).

CO2: Explain the impact of individual and group behaviour on organizational effectiveness.

CO3: Apply theories of motivation, leadership, and team management to real-world business scenarios.

CO4: Examine the impact of organizational culture, change, and diversity on employee performance.

CO5: Critically evaluate the role of emotional intelligence and ethics in decision-making.

CO6: Develop strategies for improving organizational effectiveness by integrating organizational behaviour principles.

Management Accounting:

CO1: Recall different cost accounting methods and their applications in managerial decision-making.

CO2: Explain the role of management accounting in decision-making, planning, and control.

CO3: Prepare budgets, financial statements, and cost reports to assist managerial decision-making.

CO4: Analyze financial statements using ratio analysis to assess a company's financial health.

CO5: Assess investment decisions using capital budgeting techniques like NPV and IRR.

CO6: Develop financial strategies to enhance business performance and cost efficiency.

Business Environment:

CO1: Identify various types of business environments, such as internal and external environments.

CO2: Explain the impact of macro and microeconomic factors on business operations.

CO3: Demonstrate the role of globalization and technological advancements in shaping business strategies.

CO4: Examine the effects of competition, market structures, and international trade on business decision-making.

CO5: Evaluate the ethical, environmental, and social responsibilities of businesses in different economic systems.

CO6: Develop strategic business responses to changes in the external environment.

Training and Development:

CO1: Define key concepts and principles related to training and development.

CO2: Describe the process of training needs assessment, program design, implementation, and evaluation.

CO3: Utilize training evaluation techniques to measure the effectiveness of training initiatives.

CO4: Examine the role of technology in modern training methods, such as e-learning and virtual training.

CO5: Evaluate the effectiveness of different training methodologies and learning strategies.

CO6: Design and develop a comprehensive training and development program tailored to specific organizational needs.

Human Resource Planning:

- CO1: Define key concepts of human resource planning, including workforce planning, talent management, and succession planning.
- CO2: Explain the importance of HR planning in organizational success.
- CO3: Use job analysis techniques to assess skills gaps and training needs.
- CO4: Compare different HR forecasting techniques and workforce planning strategies.
- CO5: Critically evaluate the role of HR planning in managing talent and reducing turnover.
- CO6: Develop a strategic HR plan to align human resources with organizational goals.

Advertising:

- CO1: Define key concepts, principles, and terminologies in advertising.
- CO2: Explain the role of advertising in marketing and consumer behaviour.
- CO3: Use media planning and scheduling strategies to optimize ad reach and impact.
- CO4: Examine consumer psychology and behavioural responses to advertising messages.
- CO5: Evaluate the ethical, legal, and social implications of advertising practices.
- CO6: Develop creative advertising content and campaigns for various media platforms.

Cost Accounting:

- CO1: Identify various cost components, including material, labour, and overhead costs.
- CO2: Describe the differences between financial accounting and cost accounting.
- CO3: Apply marginal costing and break-even analysis to business decision-making.
- CO4: Assess the impact of cost control measures on overall financial performance.
- CO5: Assess cost accounting data to recommend pricing strategies and cost-saving measures.
- CO6: Design budgeting and forecasting models to optimize cost planning.

Corporate Accounting:

- CO1: Define key concepts of corporate accounting, financial statements and accounting standards.
- CO2: Explain the accounting treatment for share capital, debentures, and corporate restructuring.
- CO3: Apply accounting principles to prepare and analyze corporate financial statements.
- CO4: Compare different methods of share valuation, depreciation and profit distribution.
- CO5: Justify the application of accounting standards and legal compliance in financial reporting.
- CO6: Develop strategies for financial restructuring, mergers, and acquisitions.

Tax Planning:

- CO1: Identify different types of taxes applicable to individuals and businesses.
- CO2: Explain the significance of tax planning in financial decision-making.
- CO3: Apply tax laws to compute tax liabilities for individuals and businesses.
- CO4: Analyze the impact of different tax policies and regulations on financial planning.
- CO5: Evaluate various tax-saving strategies in terms of their benefits and risks.
- CO6: Develop tax planning strategies for individuals and corporate entities.

Industrial Economics:

- CO1: Define key concepts and principles of industrial economics, including market structures, competition, and industrial policies.
- CO2: Explain the role of industrialization in economic development.
- CO3: Use cost and production analysis to understand business decision-making.
- CO4: Analyze the structure, conduct, and performance of different industries.
- CO5: Assess the role of innovation and technology in industrial growth and sustainability.
- CO6: Develop strategic recommendations for industrial policy improvements.

Public Finance:

- CO1: Identify different sources of government revenue and expenditure.
- CO2: Explain the role of public finance in economic stability and growth.
- CO3: Apply economic principles to analyze government revenue and expenditure patterns.
- CO4: Analyze the effects of government spending, taxation, and borrowing on economic development.
- CO5: Evaluate the effectiveness of government policies in achieving economic stability and social welfare.
- CO6: Develop policy recommendations for improving fiscal management and economic efficiency.

Banking and Financial System:

- CO1: Identify different types of banks, financial markets, and instruments.
- CO2: Explain the structure and functioning of the banking and financial system.
- CO3: Apply banking principles to assess creditworthiness and risk management.
- CO4: Examine the role of digital banking, fintech, and technological advancements in the financial system.
- CO5: Assess risk factors in banking operations and suggest strategies for financial stability.
- CO6: Develop strategies for improving banking efficiency and financial inclusion.

Marketing Management:

- CO1: Identify different marketing strategies and their applications in various industries.
- CO2: Explain the role of marketing in business success and economic growth.
- CO3: Use digital marketing tools, advertising strategies & promotional techniques effectively.
- CO4: Examine the effectiveness of various marketing strategies in achieving business objectives.
- CO5: Evaluate the impact of marketing decisions on business performance and customer satisfaction.
- CO6: Design innovative marketing strategies for new product launches & brand management.

Financial Management:

- CO1: Identify various sources of finance and financial instruments used in business.
- CO2: Explain the role and importance of financial management in decision-making.
- CO3: Use financial statements to assess a company's financial health and performance.
- CO4: Compare different financing options & evaluate their impact on business sustainability.
- CO5: Critically evaluate financial risk and its impact on business decisions.
- CO6: Design risk management strategies to mitigate financial uncertainties.

Managerial Economics:

- CO1: Define key concepts and principles of managerial economics, such as demand, supply, cost, and pricing.
- CO2: Explain the role of managerial economics in decision-making and business strategy.
- CO3: Utilize cost analysis and pricing strategies for business decision-making.
- CO4: Analyze market conditions and competition to determine optimal pricing.
- CO5: Evaluate different decision-making techniques under uncertainty and risk in managerial economics.
- CO6: Develop economic models to optimize business performance and resource allocation.

Retail Management:

- CO1: Identify different types of retail formats, strategies, and customer service approaches.
- CO2: Explain the role of retailing in the economy and its impact on consumer behaviour.
- CO3: Apply retail strategies to enhance store performance and customer satisfaction.
- CO4: Analyze market trends, consumer preferences and competitor strategies in the retail industry.
- CO5: Evaluate different retail business models and their effectiveness in various market environments.
- CO6: Develop innovative retail strategies to improve business performance and customer engagement.

Industrial Relations:

- CO1: Identify different stakeholders in industrial relations, such as employees, employers, trade unions, and government bodies.
- CO2: Explain the importance of industrial relations in maintaining workplace harmony and productivity.
- CO3: Apply industrial relations theories and negotiation techniques to resolve workplace disputes.
- CO4: Examine the role of globalization and technological changes in shaping modern industrial relations.
- CO5: Evaluate the effectiveness of industrial relations strategies in different industries.
- CO6: Develop strategies to improve industrial relations and enhance employee engagement.

Consumer Behaviour:

- CO1: Identify various internal and external factors influencing consumer behaviour.
- CO2: Describe different consumer decision-making models and buying patterns.
- CO3: Use market research tools to interpret consumer preferences and trends.
- CO4: Differentiate between individual and group buying behaviour.
- CO5: Critically evaluate consumer satisfaction and brand loyalty based on buying behaviour.
- CO6: Design marketing campaigns that address customer needs and enhance customer experience.

Security Analysis and Portfolio Management:

- CO1: Define key concepts of security analysis, investment risk, and portfolio management.
- CO2: Describe the role of risk-return trade-off and diversification in portfolio management.
- CO3: Use financial models to calculate expected returns and risk-adjusted performance.
- CO4: Examine the impact of monetary policy, inflation, and interest rates on security prices.
- CO5: Critically evaluate investment strategies and asset allocation methods.
- CO6: Design a personalized investment portfolio based on market research & financial goals.

Business Statistics:

- CO1: List different types of data (nominal, ordinal, interval, ratio) and their characteristics.
- CO2: Explain the role of statistics in business decision-making and market analysis.
- CO3: Apply probability concepts to assess business risks and uncertainties.
- CO4: Examine business datasets to identify patterns, correlations, and trends.
- CO5: Evaluate business strategies based on statistical findings and data-driven insights.
- CO6: Develop data-driven business strategies using statistical models.

Accounting Information System:

- CO1: Define key concepts, principles, and terminologies related to AIS.
- CO2: Explain the role of AIS in financial reporting, decision-making & business operations.
- CO3: Apply AIS principles to record, process, and analyze financial transactions.
- CO4: Analyze the effectiveness of internal controls in preventing fraud & errors within AIS.
- CO5: Assess the risks associated with AIS implementation and propose mitigation strategies.
- CO6: Develop an AIS model for an organization, integrating security measures.

Export Marketing:

- CO1: Identify different modes of entry into international markets, such as direct exporting, indirect exporting, and joint ventures.
- CO2: Explain the significance of export marketing in economic growth and global trade.
- CO3: Apply export procedures, documentation, and logistics management techniques to real-world scenarios.
- CO4: Examine the impact of tariff and non-tariff barriers on international trade.
- CO5: Evaluate different export pricing strategies and payment terms for international trade.
- CO6: Design risk management strategies to handle financial, political, and legal challenges in export marketing.

Financial Analysis and Control:

- CO1: Identify different financial control mechanisms used in organizations.
- CO2: Explain the role of financial analysis in decision-making and business strategy.
- CO3: Use budgeting and forecasting tools to support financial planning and decision-making.
- CO4: Analyze financial statements to evaluate profitability, liquidity, efficiency.
- CO5: Assess investment decisions using capital budgeting techniques like NPV, IRR, and payback period.
- CO6: Develop financial strategies to optimize resource allocation and enhance business performance.

EXIM Procedures and Documentation:

- CO1: Define key terminologies and concepts related to export and import procedures.
- CO2: Explain the step-by-step process involved in export and import transactions.
- CO3: Use proper documentation and financial instruments to facilitate cross-border trade.
- CO4: Analyze the impact of tariffs, trade barriers, and foreign exchange policies on export and import businesses.
- CO5: Evaluate different payment methods, such as letters of credit, advance payments, and open accounts, for international trade.
- CO6: Develop an export-import strategy, including market selection, pricing, and distribution planning.

Research Methodology:

CO1: Define key concepts and principles of research methodology.

CO2: Explain the significance of research in decision-making and problem-solving.

CO3: Formulate research questions and hypotheses for a given study.

CO4: Analyze research findings to identify patterns, trends, and relationships.

CO5: Evaluate the reliability and validity of research instruments and findings.

CO6: Develop innovative research frameworks for solving real-world problems.

Entrepreneurship Development:

CO1: Define key concepts related to entrepreneurship, including innovation, business planning, and risk management.

CO2: Explain the role of entrepreneurship in economic development and job creation.

CO3: Use business model frameworks to develop a viable start-up idea.

CO4: Analyze different business environments, including market trends, competition & regulatory factors.

CO5: Assess the risks and rewards associated with entrepreneurial ventures.

CO6: Design innovative business strategies to ensure sustainability and growth in a competitive market.

Leadership Development:

CO1: Identify different leadership roles, responsibilities and challenges in organizational settings.

CO2: Explain the importance of leadership in team management, motivation, and organizational success.

CO3: Apply leadership principles to real-world situations, including conflict resolution and team building.

CO4: Analyze different leadership styles and their effectiveness in various business and cultural contexts.

CO5: Assess ethical considerations and social responsibility in leadership decision-making.

CO6: Design innovative leadership strategies to inspire and drive organizational growth.

Organization Development and Change Management:

CO1: Define key concepts in organization development (OD) and change management.

CO2: Explain the role of organizational culture in driving or resisting change.

CO3: Apply OD models to assess organizational readiness for change.

CO4: Compare different approaches to organizational development and change.

CO5: Critically evaluate OD interventions and their alignment with business goals.

CO6: Develop a comprehensive change management strategy for an organization.

Supply Chain Management:

CO1: Define key concepts, principles, and terminologies in supply chain management, including logistics, procurement, and inventory management.

CO2: Describe various supply chain strategies, including lean, agile, and green supply chains.

CO3: Use demand forecasting and procurement strategies to improve supply chain performance.

CO4: Analyze supply chain risks, disruptions, and the impact of global trade policies on supply chain efficiency.

CO5: Evaluate different supply chain models and strategies for cost-effectiveness, sustainability, and resilience.

CO6: Design innovative supply chain solutions to address global challenges such as environmental impact and supply chain disruptions.

International Marketing:

CO1: Identify different international trade policies, agreements, and regulatory frameworks affecting global marketing.

CO2: Explain the significance of international marketing in the global economy.

CO3: Apply market segmentation, targeting & positioning (STP) strategies to international markets.

CO4: Analyze international market trends, consumer behavior, and competitive forces in different regions.

CO5: Assess the effectiveness of international marketing campaigns and branding strategies.

CO6: Design innovative marketing strategies for global business expansion and sustainability.

Goods and Service Tax:

CO1: Define key concepts, principles, and terminologies related to GST, such as CGST, SGST, IGST, and input tax credit.

CO2: Explain the rationale behind the introduction of GST and its impact on the Indian economy.

CO3: Apply GST provisions to compute tax liability for businesses and individuals.

CO4: Analyze the impact of GST on pricing, supply chain, and financial decision-making.

CO5: Assess the implications of GST amendments, rulings, and legal provisions on different industries.

CO6: Design a framework for effective GST record-keeping and audit procedures.

International Financial Management:

CO1: List the various types of foreign exchange risk.

CO2: Describe different methods of managing foreign exchange risk.

CO3: Apply exchange rate forecasting techniques in decision-making.

CO4: Compare and contrast different foreign exchange risk management strategies.

CO5: Assess the impact of interest rate and inflation differentials on currency valuation.

CO6: Formulate global investment and financing strategies for an MNC.

Financial Derivatives:

CO1: List different types of derivative instruments and their uses in financial markets.

CO2: Explain the role of financial derivatives in risk management and speculation.

CO3: Apply hedging strategies using derivatives to manage financial risk.

CO4: Compare different derivative instruments based on their risk-return characteristics.

CO5: Assess the effectiveness of derivatives in hedging financial risks.

CO6: Design customized derivative strategies for financial institutions and investors.

Economic Analysis:

CO1: Identify different economic theories and their applications in decision-making.

CO2: Explain the relationship between microeconomic and macroeconomic factors affecting business and policy decisions.

CO3: Use economic data to assess market trends and consumer behavior.

CO4: Examine the effects of government policies on economic stability and business performance.

CO5: Assess the impact of globalization and international trade on domestic and global markets.

CO6: Design innovative economic models to optimize resource allocation and market efficiency.

International Trade and Finance:

CO1: Identify major international financial institutions like the IMF, WTO, and World Bank.

CO2: Explain the role of comparative and absolute advantage in international trade.

CO3: Apply trade theories to analyze global trade patterns and trends.

CO4: Compare different trade policies and their economic implications.

CO5: Assess the effectiveness of trade liberalization and protectionist policies.

CO6: Develop a policy framework for enhancing a country's trade competitiveness.

Rural Economics:

CO1: Identify different sources of rural income, such as agriculture, allied activities, and rural enterprises.

CO2: Explain the role of agriculture and non-agricultural sectors in rural economic development.

CO3: Use statistical and economic tools to assess rural development programs and policies.

CO4: Analyze the challenges faced by rural economies, such as poverty, unemployment, and migration.

CO5: Assess the impact of globalization and trade liberalization on rural economies.

CO6: Design innovative policy recommendations to address rural economic challenges.

Business Ethics and Corporate Social Responsibility:

CO1: Define key concepts related to business ethics and CSR.

CO2: Describe the relationship between CSR and sustainable development

CO3: Use ethical decision-making models to evaluate business situations

CO4: Examine the impact of ethical and unethical practices on stakeholders.

CO5: Critique business decisions based on ethical reasoning and stakeholder perspectives.

CO6: Design ethical policies and CSR strategies for organizations.

Marketing Research:

CO1: Define key concepts, terminology, and principles of marketing research.

CO2: Explain the role and importance of marketing research in decision-making.

CO3: Conduct surveys, interviews, and focus groups to gather consumer insights.

CO4: Compare qualitative and quantitative research methodologies.

CO5: Critically evaluate the ethical considerations in marketing research.

CO6: Formulate data-driven recommendations for business decision-making.

Strategic Human Resource Management:

CO1: Identify the role of HR strategy in achieving organizational goals.

CO2: Explain the relationship between HR strategy and business strategy.

CO3: Implement HR strategies that align with business goals.

CO4: Compare traditional HRM and strategic HRM approaches.

CO5: Evaluate the ethical and legal considerations in strategic HRM decisions.

CO6: Develop strategic HR plans to improve organizational performance.

Product and Brand Management:

- CO1: Define key concepts of product management, brand equity, and brand positioning.
- CO2: Explain the importance of product strategy and brand management in business success.
- CO3: Apply product management principles to develop and launch a new product.
- CO4: Assess the effectiveness of product differentiation, positioning and brand extension strategies.
- CO5: Justify branding decisions based on market trends, consumer behaviour and business goals.
- CO6: Design a brand strategy, including positioning, messaging, and visual identity.

Human Resource Accounting:

- CO1: Define key concepts and principles of Human Resource Accounting (HRA).
- CO2: Explain the importance of human resource valuation in organizational success.
- CO3: Use accounting techniques to measure and report human resource costs.
- CO4: Examine the relationship between HRA and organizational performance.
- CO5: Evaluate ethical, legal, and financial challenges in implementing HRA.
- CO6: Design HRA strategies to enhance workforce efficiency and business growth.

Auditing:

- CO1: Define key concepts, principles, and objectives of auditing.
- CO2: Explain the importance of auditing in ensuring financial transparency & accountability.
- CO3: Apply auditing techniques to examine financial records and transactions.
- CO4: Compare different auditing approaches.
- CO5: Assess the impact of audit findings on business decision-making.
- CO6: Design an effective audit plan for an organization.

Behavioural Finance:

- CO1: Define key concepts, theories, and biases in behavioural finance.
- CO2: Explain how cognitive biases influence investor behaviour and market anomalies.
- CO3: Apply behavioural finance theories to analyze real-world financial decisions.
- CO4: Examine the role of emotions, heuristics, and biases in financial decision-making.
- CO5: Evaluate the impact of behavioural biases on asset pricing and market efficiency.
- CO6: Design a research-based framework for applying behavioural finance principles to portfolio management.

Ethics in Accounting:

- CO1: Define key ethical principles and concepts in accounting.
- CO2: Explain the importance of ethical behaviour in accounting and financial reporting.
- CO3: Use ethical decision-making frameworks to resolve accounting conflicts.
- CO4: Compare ethical and unethical accounting practices across industries.
- CO5: Evaluate whistle blowing policies and their effectiveness in promoting transparency.
- CO6: Develop ethical policies and frameworks for accounting firms.

International Banking:

CO1: Define key concepts related to international banking, foreign exchange, and global financial institutions.

CO2: Explain the significance of international banking in the global economy.

CO3: Implement strategies for assessing and managing country risk in international banking operations.

CO4: Examine the influence of monetary policies on international banking operations.

CO5: Evaluate the role of digital banking and financial technology in global banking operations.

CO6: Design innovative banking solutions to enhance cross-border transactions and financial inclusion.

Agri Economics:

CO1: Identify factors affecting agricultural production, pricing, and rural development.

CO1: Describe the impact of climate change, technology and globalization on agricultural markets.

CO1: Apply economic theories to analyze agricultural production and farm management.

CO1: Examine the relationship between agricultural policies and rural development.

CO1: Critique the role of agribusiness corporations in shaping global food markets.

CO1: Design policies to enhance food security, rural employment, and farm income.

Economy of Rajasthan:

CO1: Identify major industries, agricultural products, and natural resources of Rajasthan.

CO1: Explain the structure and composition of Rajasthan's economy.

CO1: Apply economic theories to assess Rajasthan's economic development.

CO1: Compare Rajasthan's economy with other states in India based on key economic parameters.

CO1: Assess the effectiveness of state-level economic policies in promoting sustainable development.

CO1: Design sustainable models for improving rural livelihoods and water resource management.

M.B.A

Program Outcomes (POs):

PO1	Core Business Knowledge: Cope with the knowledge, information and proficiency acquired in the program to strengthen the organization.
PO2	Career Planning and Decision Making: Able to encounter the changing business environment by performing well in chosen career fields through decision making.
PO3	Critical Thinking and Leadership: Critically analyze problem areas in business and solve the business problems and succeed in the dynamic environment through sound leadership skills.
PO4	Manager and Society: Appreciate the interrelationship of business and society and demonstrate ethical consciousness in doing business.
PO5	Team Building and Business Communication: Effectively communicate and lead teams.
PO6	Business perspective and Sustainability: Gain understanding of human resource, marketing, financial, production & operational activities and social responsibilities.
PO7	Application of Statistical and Analytical tools: Apply different analytical and statistical tools needed for managerial decision making.
PO8	Ethics: The skill to pursue and implement ethical practices in an organization and lifelong learning.
PO9	Individual and Team Work: Demonstrate requisite skills for attaining individual goals and contribution to the team for persistent professional growth.
PO10	Communication: Exhibit the ability to communicate on multifaceted business activities, ideas, issues and solutions effectively.
PO11	Project Management and Finance: The ability to demonstrate and excel in understanding management principles and managing various projects in an industry.
PO12	Life-long Learning: Show inquisitiveness to obtain knowledge about latest technological developments and by getting indulged into continuous learning in specific domains.

Program Specific Outcomes (PSOs):

PSO1	Inculcate leadership, managerial and entrepreneurial competencies and strengthen their expertise in implementation of strategies and the management of complex situation.
PSO2	Develop professional skills which will prepare them for immediate employment and life-long learning in advanced areas of management and related fields.
PSO3	Develop environmental awareness along with ethical responsibility to have a successful career and to sustain passion for using optimal resources as an Entrepreneur.

COURSE OUTCOMES OF MBA

MBA-I

Managerial Communication:

- CO1: Define key concepts and principles of managerial communication.
- CO2: Interpret non-verbal cues and feedback mechanisms in business interactions.
- CO3: Use negotiation and persuasion techniques in business communication.
- CO4: Examine the role of technology in modern business communication.
- CO5: Critique corporate communication policies and suggest improvements.
- CO6: Develop communication strategies for managing crises and corporate reputation.

Managerial Practices and Organisational Behavior:

- CO1: Define key concepts of management practices and organizational behaviour (OB).
- CO2: Explain the relationship between managerial practices and employee behaviour.
- CO3: Use conflict management and negotiation strategies in organizational settings.
- CO4: Examine the impact of organizational structure and culture on decision-making.
- CO5: Evaluate various organizational behaviour theories in real-world business scenarios.
- CO6: Develop innovative management strategies for improving organizational performance.

Financial and Management Accounting:

- CO1: Define key concepts and principles of financial and management accounting.
- CO2: Describe cost classification, budgeting, and variance analysis techniques.
- CO3: Use ratio analysis, break-even analysis, and budgeting tools for financial planning.
- CO4: Analyze cost behaviour and its impact on business performance.
- CO5: Evaluate cost control measures and their effectiveness in financial management.
- CO6: Develop financial plans and budgets for business operations.

Managerial Economics:

- CO1: Identify different market structures and their characteristics.
- CO2: Describe the relationship between demand, supply, and price determination.
- CO3: Use demand forecasting techniques to predict market trends.
- CO4: Examine the impact of government policies and regulations on business decisions.
- CO5: Assess the effectiveness of pricing strategies in different market conditions.
- CO6: Develop business strategies based on economic analysis and market trends.

Statistical for Management:

- CO1: Identify different types of data, sampling methods, and statistical distributions.
- CO2: Explain the role of statistics in business analysis and decision-making.
- CO3: Apply statistical tools and techniques to analyze business data.
- CO4: Compare different statistical techniques for solving managerial problems.
- CO5: Assess the reliability and accuracy of statistical data used in business reports.
- CO6: Develop data-driven strategies for improving business performance.

Marketing Management:

- CO1: Define key marketing concepts, theories, and principles.
- CO2: Explain the role of marketing in business and society.
- CO3: Use marketing frameworks to develop a basic marketing strategy.
- CO4: Examine market trends and their impact on business decisions.
- CO5: Justify marketing decisions based on financial and consumer insights.
- CO6: Develop innovative digital marketing and branding strategies.

Business Ethics and Corporate Social Responsibility:

- CO1: Define key concepts related to business ethics and CSR.
- CO2: Describe the relationship between CSR and sustainable development
- CO3: Use ethical decision-making models to evaluate business situations
- CO4: Examine the impact of ethical and unethical practices on stakeholders.
- CO5: Critique business decisions based on ethical reasoning and stakeholder perspectives.
- CO6: Design ethical policies and CSR strategies for organizations.

MBA-II**Business Law:**

- CO1: Identify different types of business entities and their legal implications.
- CO2: Explain the importance of legal compliance in business operations.
- CO3: Apply legal principles to analyze business contracts and agreements.
- CO4: Differentiate between valid, void, and voidable contracts.
- CO5: Critique legal policies and regulations affecting businesses.
- CO6: Develop a compliance framework for a business to adhere to legal regulations.

Research Methodology:

- CO1: Define key concepts and principles of research methodology.
- CO2: Explain the significance of research in decision-making and problem-solving.
- CO3: Formulate research questions and hypotheses for a given study.
- CO4: Analyze research findings to identify patterns, trends, and relationships.
- CO5: Evaluate the reliability and validity of research instruments and findings.
- CO6: Develop innovative research frameworks for solving real-world problems.

Human Resource Management:

- CO1: Define key HRM concepts, theories, and principles.
- CO2: Describe different HR strategies for talent acquisition, development, and retention.
- CO3: Use job analysis techniques to design job descriptions and specifications.
- CO4: Examine the impact of HR policies on employee performance and satisfaction.
- CO5: Justify HRM decisions using ethical and legal considerations.
- CO6: Develop strategic HR plans to improve organizational performance.

Financial Management:

- CO1: Identify and describe different financial statements (balance sheet, income statement, cash flow statement).
- CO2: Describe the role of financial management in achieving organizational goals.
- CO3: Implement budgeting and forecasting tools to manage business finances.
- CO4: Assess the impact of financial decisions on the organization's value.
- CO5: Evaluate different investment opportunities by assessing their risk, return, and alignment with organizational goals.
- CO6: Develop comprehensive financial plans and strategies that align with organizational goals.

Operations Management:

CO1: Define key concepts and terms related to operations management, such as supply chain management, capacity planning, inventory control, and quality management.

CO2: Describe the relationship between operations strategies and organizational goals.

CO3: Apply forecasting techniques to predict demand and plan production schedules.

CO4: Evaluate the trade-offs involved in capacity planning decisions,

CO5: Evaluate the performance of suppliers and recommend changes based on supplier evaluation criteria.

CO6: Develop strategies to improve product or service quality using Total Quality Management (TQM) or Six Sigma techniques.

Leadership Development:

CO1: List the various leadership styles and their applications in different organizational contexts.

CO2: Explain the differences between leadership and management and their roles within an organization.

CO3: Demonstrate effective leadership skills in a team setting through role-play/case studies.

CO4: Evaluate the strengths and weaknesses of a leader based on personal behaviours.

CO5: Assess the role of ethical leadership and its impact on organizational reputation/culture.

CO6: Create innovative leadership strategies that promote inclusivity, diversity, and organizational resilience in the face of change.

Data Base Management System:

CO1: Identify different types of databases and DBMS models.

CO2: Understand the difference between SQL and No SQL databases and explain when each is suitable.

CO3: Apply normalization techniques to convert a poorly designed schema into a normalized one.

CO4: Analyze database schemas and identify normalization issues, such as redundancy or data anomalies.

CO5: Critique database designs and suggest improvements based on real-world requirements or business cases.

CO6: Design and implement a comprehensive database system for a specific application, ensuring data integrity, security, and performance.

MBA-III**Entrepreneurship Development and Business Plan:**

CO1: Define key concepts of entrepreneurship, innovation, and business planning.

CO2: Explain the characteristics, role and significance of entrepreneurs in economic development.

CO3: Demonstrate the ability to identify business opportunities and assess market feasibility.

CO4: Examine various business models, funding options and risk management strategies for start-ups.

CO5: Critically assess business ideas, financial statements, and growth strategies for sustainable entrepreneurship.

CO6: Develop a comprehensive business plan, including marketing, operations, and financial planning, for a new venture.

Decision Support System and Management Information System:

CO1: Define key concepts of Decision Support Systems (DSS) and Management Information Systems (MIS).

CO2: Explain the role and significance of DSS and MIS in business decision-making and organizational efficiency.

CO3: Demonstrate how DSS and MIS can be used to solve real-world business problems and enhance decision-making.

CO4: Examine different types of information systems, data management techniques, and decision-making models.

CO5: Assess the effectiveness of various DSS and MIS tools in improving business processes and strategic planning.

CO6: Design a functional MIS or DSS model for a business scenario, incorporating data analysis and reporting.

Security Analysis and Portfolio Management:

CO1: Define key concepts of **security analysis, investment risk, and portfolio management.**

CO2: Describe the role of **risk-return trade-off and diversification** in portfolio management.

CO3: Use financial models to calculate **expected returns and risk-adjusted performance.**

CO4: Examine the impact of **monetary policy, inflation, and interest rates** on security prices.

CO5: Critically evaluate **investment strategies and asset allocation methods.**

CO6: Design a **personalized investment portfolio** based on market research & financial goals.

Management of Financial Services:

CO1: Define key concepts, functions, and types of financial services.

CO2: Explain the role of financial institutions and services in economic development.

CO3: Demonstrate the application of financial services like leasing, mutual funds, insurance,

CO4: Examine financial markets, regulatory frameworks, and risk management strategies in financial services.

CO5: Assess various financial products and services to make informed investment and financing decisions.

CO6: Develop a financial plan or service strategy for a business or individual, incorporating risk assessment and market trends.

Banking and Financial System:

CO1: Identify different types of banks, financial markets, and instruments.

CO2: Explain the structure and functioning of the banking and financial system.

CO3: Apply banking principles to assess creditworthiness and risk management.

CO4: Examine the role of digital banking, fintech, and technological advancements in the financial system.

CO5: Assess risk factors in banking operations and suggest strategies for financial stability.

CO6: Develop strategies for improving banking efficiency and financial inclusion.

International Financial Management:

CO1: List the various types of foreign exchange risk.

CO2: Describe different methods of managing foreign exchange risk.

- CO3: Apply exchange rate forecasting techniques in decision-making.
- CO4: Compare and contrast different foreign exchange risk management strategies.
- CO5: Assess the impact of interest rate and inflation differentials on currency valuation.
- CO6: Formulate global investment and financing strategies for an MNC.

Corporate Finance:

- CO1: Define fundamental concepts of corporate finance, including capital structure, cost of capital, and financial management.
- CO2: Explain the role of corporate finance in business decision-making and value creation.
- CO3: Demonstrate financial decision-making techniques related to investment, financing, and dividend policies.
- CO4: Examine financial statements, risk-return tradeoffs, and capital budgeting decisions.
- CO5: Assess the financial performance of firms using valuation methods and ratio analysis.
- CO6: Develop a corporate financial strategy, including capital budgeting, financing decisions, and risk management.

Distribution Channel and Sales Force:

- CO1: Define key concepts of distribution channels, sales management, and channel intermediaries.
- CO2: Explain the role of distribution networks and sales force management in achieving business objectives.
- CO3: Demonstrate strategies for selecting and managing distribution channels and sales teams effectively.
- CO4: Examine various channel structures, sales force compensation models, and performance evaluation techniques.
- CO5: Assess the efficiency and effectiveness of different distribution strategies and sales force management practices.
- CO6: Develop a comprehensive sale and distribution plan, integrating channel strategies and sales force alignment for business growth.

Customer Relationship Management:

- CO1: Define key concepts, principles, and objectives of CRM.
- CO2: Explain the role of CRM in enhancing customer satisfaction and loyalty.
- CO3: Use CRM tools to manage customer interactions and improve service delivery.
- CO4: Compare different CRM software solutions and their applications in various industries.
- CO5: Evaluate customer feedback to improve CRM strategies and service quality.
- CO6: Design a comprehensive CRM strategy for an organization.

Service Marketing:

- CO1: Define concepts and characteristics of service marketing, including the 7Ps framework.
- CO2: Explain the role of service marketing in customer relationship management and business growth.
- CO3: Demonstrate service marketing strategies for improving service quality, customer satisfaction, and brand positioning.
- CO4: Examine consumer behaviour in the service industry and evaluate service delivery models.
- CO5: Assess the effectiveness of different service marketing strategies and customer retention techniques.
- CO6: Develop a comprehensive service marketing plan, incorporating service differentiation, pricing, and promotional strategies.

Product and Brand Management:

CO1: Define key concepts of **product management, brand equity, and brand positioning**.

CO2: Explain the **importance of product strategy and brand management** in business success.

CO3: Apply product management principles to **develop and launch a new product**.

CO4: Assess the effectiveness of **product differentiation, positioning and brand extension strategies**.

CO5: Justify branding decisions based on **market trends, consumer behaviour and business goals**.

CO6: Design a **brand strategy, including positioning, messaging and visual identity**.

Supply Chain Management:

CO1: Define key concepts, principles, and terminologies in supply chain management, including logistics, procurement, and inventory management.

CO2: Describe various supply chain strategies, including lean, agile, and green supply chains.

CO3: Use demand forecasting and procurement strategies to improve supply chain performance.

CO4: Analyze supply chain risks, disruptions, and the impact of global trade policies on supply chain efficiency.

CO5: Evaluate different supply chain models and strategies for cost-effectiveness, sustainability, and resilience.

CO6: Design innovative supply chain solutions to address global challenges such as environmental impact and supply chain disruptions.

Training and Development:

CO1: Define key concepts and principles related to training and development.

CO2: Describe the process of training needs assessment, program design, implementation, and evaluation.

CO3: Utilize training evaluation techniques to measure the effectiveness of training initiatives.

CO4: Examine the role of technology in modern training methods, such as e-learning and virtual training.

CO5: Evaluate the effectiveness of different training methodologies and learning strategies.

CO6: Design and develop a comprehensive training and development program tailored to specific organizational needs.

Labour Law:

CO1: Define key concepts, principles, and provisions of labour laws, including industrial relations and employment regulations.

CO2: Explain the significance of labour laws in protecting employee rights and maintaining industrial harmony.

CO3: Demonstrate the application of various labour laws in workplace scenarios, including compliance with employment regulations.

CO4: Examine different labour legislations, case laws, and their impact on employer-employee relationships.

CO5: Assess the effectiveness of labour laws in ensuring fair wages, social security, and safe working conditions.

CO6: Develop a framework for legal compliance in an organization, ensuring adherence to labour laws and ethical employment practices.

Performance Management:

CO1: Identify the role of performance management in organizational success.

CO2: Discuss the legal and ethical aspects of performance evaluation.

CO3: Apply performance measurement tools to assess employee productivity.

CO4: Compare different performance management systems and their effectiveness.

CO5: Critically evaluate performance appraisal methods and suggest improvements.

CO6: Develop a performance management framework tailored to an organization's goals.

Industrial Relations:

CO1: Identify different stakeholders in industrial relations, such as employees, employers, trade unions, and government bodies.

CO2: Explain the importance of industrial relations in maintaining workplace harmony and productivity.

CO3: Apply industrial relations theories and negotiation techniques to resolve workplace disputes.

CO4: Examine the role of globalization and technological changes in shaping modern industrial relations.

CO5: Evaluate the effectiveness of industrial relations strategies in different industries.

CO6: Develop strategies to improve industrial relations and enhance employee engagement.

Human Resource Planning:

CO1: Define key concepts of human resource planning, including workforce planning, talent management, and succession planning.

CO2: Explain the importance of HR planning in organizational success.

CO3: Use job analysis techniques to assess skills gaps and training needs.

CO4: Compare different HR forecasting techniques and workforce planning strategies.

CO5: Critically evaluate the role of HR planning in managing talent and reducing turnover.

CO6: Develop a strategic HR plan to align human resources with organizational goals.

Legal Dimension in International Business:

CO1: Define key legal concepts, principles, and frameworks governing international business transactions.

CO2: Explain the significance of international trade laws, treaties, and regulations affecting global business operations.

CO3: Demonstrate the application of international business laws in cross-border trade, contracts, and dispute resolution.

CO4: Examine the impact of international regulatory bodies (e.g., WTO, UNCITRAL) and regional trade agreements on global business strategies.

CO5: Assess legal risks, ethical considerations, and compliance requirements in international business operations.

CO6: Develop strategies for legal risk management and regulatory compliance in MNC business environments.

Foreign Exchange Management:

CO1: Define key concepts related to foreign exchange markets, exchange rate mechanisms, and international monetary systems.

CO2: Explain the role of foreign exchange markets, currency fluctuations, and their impact on international trade and investments.

CO3: Demonstrate the use of foreign exchange instruments such as spot contracts, forward contracts, options, and swaps in managing currency risk.

CO4: Examine factors affecting exchange rate movements, including economic indicators, government policies, and global financial trends.

CO5: Assess foreign exchange risk management strategies used by multinational corporations and financial institutions.

CO6: Develop a foreign exchange risk management plan for a business, incorporating hedging techniques and regulatory compliance.

Cross Culture Global Management:

CO1: Define key concepts of cross-cultural management, cultural dimensions, and global business practices.

CO2: Explain the impact of cultural diversity on communication, leadership, and decision-making in global organizations.

CO3: Demonstrate effective cross-cultural negotiation and conflict resolution strategies in international business settings.

CO4: Examine the influence of cultural frameworks on global management practices.

CO5: Assess the effectiveness of various leadership and management strategies in diverse cultural environments.

CO6: Develop a cross-cultural management strategy that enhances collaboration, inclusivity, and business success in global markets.

International Management:

CO1: Define key concepts and theories of international management, including globalization, trade policies, and multinational strategies.

CO2: Explain the impact of political, economic, cultural, and legal environments on international business operations.

CO3: Demonstrate the application of global strategic management frameworks in decision-making for multinational enterprises (MNEs).

CO4: Examine international market entry strategies, supply chain dynamics, and risk management in a global context.

CO5: Assess the effectiveness of global leadership styles, cross-cultural communication, and ethical considerations in international business.

CO6: Develop an international business strategy, incorporating market analysis, competitive positioning, and regulatory compliance.

International Business Environment:

- CO1: Define concepts related to the international business environment, such as globalization, trade policies, and international markets.
- CO2: Describe the impact of political and economic policies on global trade and investment.
- CO3: Apply trade theories and business strategies to analyze international markets.
- CO4: Analyze trade agreements, tariffs, and global regulatory policies.
- CO5: Critically evaluate the effectiveness of international trade agreements and policies.
- CO6: Formulate policies for ethical and sustainable international business practices.

Operation Strategy:

- CO1: Define concepts, principles & frameworks of operations strategy in a business context.
- CO2: Explain the role of operations strategy in achieving competitive advantage and business sustainability.
- CO3: Demonstrate the application of operational models, process improvements, and resource allocation strategies in organizations.
- CO4: Examine the alignment between business strategy and operations strategy, considering factors like cost, quality, flexibility, and innovation.
- CO5: Assess various operations strategies, including lean management, capacity planning, and supply chain optimization.
- CO6: Develop an operations strategy for a business, integrating process design, technology, and performance measurement to enhance efficiency.

Total Quality Management:

- CO1: Define key concepts, principles, and tools of Total Quality Management (TQM).
- CO2: Explain the role of quality management in enhancing business performance and customer satisfaction.
- CO3: Demonstrate the use of TQM techniques such as Six Sigma, Kaizen, and Quality Function Deployment (QFD) in improving processes.
- CO4: Examine the impact of quality management systems on organizational success.
- CO5: Assess the effectiveness of different quality control and assurance methods in various industries.
- CO6: Develop a TQM implementation plan for a business, integrating continuous improvement strategies and performance measurement.

Environment and Safety Management:

- CO1: Define key concepts, principles, and regulations related to environmental management and workplace safety.
- CO2: Explain the significance of environmental sustainability and occupational health & safety (OHS) in business operations.
- CO3: Demonstrate the application of environmental and safety management systems (e.g., ISO 14001, OSHA) in workplace scenarios.
- CO4: Examine risk assessment techniques, hazard identification processes, and environmental impact assessments.
- CO5: Assess the effectiveness of safety policies, waste management strategies, and regulatory compliance in different industries.
- CO6: Develop a comprehensive environmental and safety management plan, incorporating sustainability initiatives and risk mitigation strategies.

Production Planning and Control:

- CO1: Define key concepts, objectives, and functions of Production Planning & Control.

CO2: Explain the role of PPC in optimizing production processes, resource utilization, and efficiency.

CO3: Demonstrate the use of forecasting, scheduling, and inventory management techniques in a production environment.

CO4: Examine various production strategies and their impact on productivity.

CO5: Assess production control methods, performance measurement techniques and cost-benefit analysis in manufacturing systems.

CO6: Develop a production planning and control system for an organization, integrating demand forecasting, scheduling, and workflow optimization.

Decision Models and Optimization:

CO1: Define key concepts, principles, and techniques related to decision models and optimization.

CO2: Explain the role of mathematical modeling, linear programming, and optimization techniques in decision-making.

CO3: Demonstrate the application of optimization methods such as Linear Programming (LP), Integer Programming, and Network Models in business problems.

CO4: Examine different decision-making models and optimization techniques for solving complex operational and managerial problems.

CO5: Assess the effectiveness of various decision models and optimization algorithms in achieving cost reduction and efficiency.

CO6: Develop and implement a decision model or optimization framework to solve a real-world business or operational challenge.

MBA-IV

Business Policy and Strategic Management:

CO1: Define key concepts of business policy and strategic management.

CO2: Explain the importance of strategic management in business success.

CO3: Develop a mission and vision statement for a business.

CO4: Differentiate between corporate, business, and functional-level strategies.

CO5: Critically evaluate different strategic alternatives for business growth.

CO6: Design strategic plans and policies for business expansion and risk management.

Project Management:

CO1: Define key project management concepts, terminologies, and frameworks.

CO2: Describe project constraints such as scope, time, cost, quality, and risk.

CO3: Use project scheduling techniques to manage time effectively.

CO4: Analyze project requirements to define scope and objectives.

CO5: Critically review project success and failure factors.

CO6: Design an effective project team structure and resource allocation plan.

Financial Derivatives:

CO1: List different types of derivative instruments and their uses in financial markets.

CO2: Explain the role of financial derivatives in risk management and speculation.

CO3: Apply hedging strategies using derivatives to manage financial risk.

CO4: Compare different derivative instruments based on their risk-return characteristics.

CO5: Assess the effectiveness of derivatives in hedging financial risks.

CO6: Design customized derivative strategies for financial institutions and investors.

Strategic Financial Management:

CO1: Define key concepts of strategic financial management, including capital budgeting, financial risk management, and valuation techniques.

CO2: Explain the role of financial strategy in achieving long-term business goals.

CO3: Use financial forecasting methods to predict future cash flows and business performance.

CO4: Examine financial statements to evaluate an organization's financial health and risk exposure.

CO5: Critically evaluate mergers, acquisitions, and restructuring decisions from a financial perspective.

CO6: Develop strategic financial plans to optimize capital allocation and maximize returns.

Taxation:

CO1: Define key taxation concepts, terminologies, and principles.

CO2: Explain the objectives and significance of taxation in economic development.

CO3: Apply tax laws to determine tax liability for individuals and corporations.

CO4: Compare the effects of different tax structures on businesses and individuals.

CO5: Evaluate tax compliance requirements for individuals and organizations.

CO6: Develop strategic tax planning solutions for businesses and individuals.

Behavioural Finance:

CO1: Define key concepts, theories, and biases in behavioural finance.

CO2: Explain how cognitive biases influence investor behaviour and market anomalies.

CO3: Apply behavioural finance theories to analyze real-world financial decisions.

CO4: Examine the role of emotions, heuristics, and biases in financial decision-making.

CO5: Evaluate the impact of behavioural biases on asset pricing and market efficiency.

CO6: Design a research-based framework for applying behavioural finance principles to portfolio management.

Project and Micro Finance:

CO1: Define the fundamental concepts of project management and microfinance.

CO2: Explain the role of microfinance in economic development and poverty alleviation.

CO3: Apply project appraisal techniques to evaluate the feasibility of microfinance projects.

CO4: Examine the impact of microfinance on small businesses and rural development

CO5: Assess the sustainability and scalability of microfinance projects.

CO6: Design a microfinance project proposal addressing financial inclusion.

Business to Business:

CO1: Define key concepts of B2B marketing, sales, and operations.

CO2: Explain the buying behaviour of businesses and organizations.

CO3: Apply negotiation techniques in a B2B sales context.

CO4: Analyze market trends and competitor strategies in B2B markets.

CO5: Evaluate pricing strategies for B2B products and services.

CO6: Develop a business proposal for entering a new B2B market.

Consumer Behaviour:

CO1: List various consumer behaviour models and theories.

CO2: Illustrate the stages of the consumer decision-making process.

CO3: Use consumer segmentation techniques to target specific market audiences.

CO4: Compare different consumer motivation theories and their relevance in marketing.

CO5: Evaluate ethical considerations in consumer psychology and marketing.
CO6: Develop strategies for improving consumer engagement and brand loyalty.

Digital Marketing:

CO1: Identify emerging trends in digital marketing.
CO2: Explain the role of digital marketing in business growth and brand awareness.
CO3: Develop a basic digital marketing plan for a product or service.
CO4: Compare the effectiveness of different digital marketing strategies.
CO5: Evaluate the return on investment (ROI) of digital marketing campaigns.
CO6: Develop engaging content tailored to different platforms and audience segments.

International Marketing:

CO1: Identify different international trade policies, agreements, and regulatory frameworks affecting global marketing.
CO2: Explain the significance of international marketing in the global economy.
CO3: Apply market segmentation, targeting & positioning (STP) strategies to international markets.
CO4: Analyze international market trends, consumer behavior, and competitive forces in different regions.
CO5: Assess the effectiveness of international marketing campaigns and branding strategies.
CO6: Design innovative marketing strategies for global business expansion and sustainability.

Advertising Management:

CO1: List various types of advertising, including print, television, digital, and social media.
CO2: Explain the role of advertising in integrated marketing communication (IMC).
CO3: Develop advertising strategies for different target audiences.
CO4: Compare various advertising media based on effectiveness, cost, and audience reach.
CO5: Assess the success of advertising campaigns using key performance indicators (KPIs).
CO6: Design a comprehensive advertising campaign, including media selection and budget planning.

Compensation Management:

CO1: List different types of compensation plans, such as direct, indirect, and performance-based pay.
CO2: Explain the role of compensation management in employee motivation and retention.
CO3: Apply compensation theories to develop fair and competitive salary structures.
CO4: Compare different compensation strategies used in various industries.
CO5: Evaluate compensation trends and their implications for workforce planning.
CO6: Develop innovative incentive programs to boost employee performance.

Cross Cultural Human Resource Management:

CO1: Define key concepts of cross-cultural HRM, including cultural dimensions, diversity management, and global HR practices.
CO2: Describe different cultural frameworks, such as Hofstadter's cultural dimensions and Trompenaars' model.
CO3: Use cultural intelligence (CQ) to develop HR policies for multinational organizations.
CO4: Examine the challenges and opportunities of managing expatriates and diverse teams.
CO5: Critically evaluate global HR strategies in multinational companies.
CO6: Design a cross-cultural leadership and communication strategy for global organizations.

Organization Development and Change Management:

- CO1: Define key concepts in organization development (OD) and change management.
- CO2: Explain the role of organizational culture in driving or resisting change.
- CO3: Apply OD models to assess organizational readiness for change.
- CO4: Compare different approaches to organizational development and change.
- CO5: Critically evaluate OD interventions and their alignment with business goals.
- CO6: Develop a comprehensive change management strategy for an organization.

Strategic Human Resource Management:

- CO1: Identify the role of HR strategy in achieving organizational goals.
- CO2: Explain the relationship between HR strategy and business strategy.
- CO3: Implement HR strategies that align with business goals.
- CO4: Compare traditional HRM and strategic HRM approaches.
- CO5: Evaluate the ethical and legal considerations in strategic HRM decisions.
- CO6: Develop strategic HR plans to improve organizational performance.

Human Resource Analytics:

- CO1: Define key concepts, tools, and techniques used in HR analytics.
- CO2: Explain the role of HR analytics in workforce planning and decision-making.
- CO3: Apply statistical methods and data visualization techniques to analyze HR trends.
- CO4: Compare different HR analytics models and their effectiveness in workforce management.
- CO5: Evaluate the accuracy and reliability of HR data sources and predictive models.
- CO6: Design an HR analytics dashboard to visualize key workforce trends.

International Marketing Research:

- CO1: List different types of research methods used in global markets.
- CO2: Explain the role of marketing research in global business decision-making.
- CO3: Apply statistical and analytical tools to interpret global market trends.
- CO4: Examine ethical and legal challenges in conducting international marketing research.
- CO5: Evaluate the impact of cultural and regional differences on research results.
- CO6: Design a comprehensive international marketing research plan.

International Business Laws:

- CO1: Define key principles, treaties, and regulations governing international business law.
- CO2: Explain the legal implications of international trade agreements and treaties.
- CO3: Apply legal principles to assess foreign investment policies and regulations.
- CO4: Analyze legal risks associated with multinational business transactions.
- CO5: Evaluate dispute resolution strategies for international legal conflicts.
- CO6: Design legal compliance strategies for multinational companies.

EXIM Documentation:

- CO1: Define key terms and concepts related to EXIM documentation.
- CO2: Explain the role and importance of EXIM documentation in global trade.
- CO3: Demonstrate how to prepare essential export and import documents.
- CO4: Analyze trade compliance requirements across different countries.
- CO5: Evaluate different trade finance options based on documentary requirements.

CO6: Develop a compliance strategy to minimize risks in EXIM documentation.

India Foreign Trade and Policy:

CO1: Define key concepts related to India's foreign trade and policy framework.

CO2: Explain the objectives and significance of **India's Foreign Trade Policy (FTP)**.

CO3: Demonstrate how to apply for **Import Export Code** registration and trade licenses.

CO4: Analyze the role of **WTO regulations** and **regional trade blocs** in shaping India's trade policies.

CO5: Evaluate the risks & opportunities for Indian exporters in different international markets.

CO6: Design a policy framework to boost exports in a specific industry sector.

Quantitative Analysis of Risk and Uncertainty:

CO1: Identify different types of risks (e.g., financial, operational, strategic, market risks).

CO2: Explain the difference between risk and uncertainty in decision-making.

CO3: Demonstrate how to calculate risk probabilities using statistical methods.

CO4: Analyze risk-return trade-offs in investment and business decisions.

CO5: Assess the effectiveness of different quantitative models in predicting risk.

CO6: Design a risk management framework for a specific business scenario.

Technology, Innovation and New Product Management:

CO1: Identify different types of innovation

CO2: Explain the relationship between technology, innovation, and competitive advantage.

CO3: Apply market research techniques to identify customer needs and innovation opportunities.

CO4: Examine real-world case studies of successful and failed product innovations.

CO5: Assess the feasibility of new product ideas using cost-benefit and risk analysis.

CO6: Design an innovation roadmap for a new product launch.

Advanced Operation Management:

CO1: Define key concepts and principles of operations management, including supply chain, production planning, and process optimization.

CO2: Explain the role of operations management in achieving business efficiency and competitiveness.

CO3: Apply **inventory management models** to optimize stock levels.

CO4: Compare different production strategies and their suitability for various industries.

CO5: Justify the selection of key performance indicators (KPIs) for measuring operational excellence.

CO6: Design an operations strategy for improving efficiency in a real-world business scenario.

Inventory Management:

CO1: Define key concepts related to inventory management, such as **stock levels, safety stock, reorder points, and lead time**.

CO2: Explain the role of inventory management in **supply chain efficiency and cost optimization**.

CO3: Demonstrate how to calculate EOQ, safety stock, and reorder points.

CO4: Compare different inventory management models and their effectiveness in various industries.

CO5: Assess the trade-offs between **inventory holding costs, ordering costs & stock out risks**.

CO6: Design an **inventory optimization strategy** for a real-world business scenario.

Supply Chain Management:

CO1: Define key concepts, principles, and terminologies in supply chain management, including logistics, procurement, and inventory management.

CO2: Describe various supply chain strategies, including lean, agile, and green supply chains.

CO3: Use demand forecasting and procurement strategies to improve supply chain performance.

CO4: Analyze supply chain risks, disruptions, and the impact of global trade policies on supply chain efficiency.

CO5: Evaluate different supply chain models and strategies for cost-effectiveness, sustainability, and resilience.

CO6: Design innovative supply chain solutions to address global challenges such as environmental impact and supply chain disruptions.

Program Outcomes (POs):

PO1	Core Business Knowledge: Cope with the knowledge, information and proficiency acquired in the program to strengthen the organization.
PO2	Career Planning and Decision Making: Able to encounter the changing business environment by performing well in chosen career fields through decision making.
PO3	Critical Thinking and Leadership: Critically analyze problem areas in business and solve the business problems and succeed in the dynamic environment through sound leadership skills.
PO4	Manager & Society: Appreciate the interrelationship of business and society and demonstrate ethical consciousness in doing business.
PO5	Team Building & Business Communication: Effectively communicate and lead teams.
PO6	Business perspective and Sustainability: Gain understanding of human resource, marketing, financial, production & operational activities and social responsibilities.
PO7	Application of Statistical and Analytical tools: Apply different analytical and statistical tools needed for managerial decision making.
PO8	Ethics: The skill to pursue and implement ethical practices in an organization and lifelong learning.
PO9	Individual and Team Work: Demonstrate requisite skills for attaining individual goals and contribution to the team for persistent professional growth.
PO10	Communication: Exhibit the ability to communicate on multifaceted business activities, ideas, issues and solutions effectively.
PO11	Project Management and Finance: The ability to demonstrate and excel in understanding management principles and managing various projects in an industry.
PO12	Life-long Learning: Show inquisitiveness to obtain knowledge about latest technological developments and by getting indulged into continuous learning in specific domains.

M.B.A (Executive)

Program Specific Outcomes (PSOs):

PSO1	Inculcate leadership, managerial and entrepreneurial competencies and strengthen their expertise in implementation of strategies and the management of complex situation.
PSO2	Develop professional skills which will prepare them for immediate employment and life-long learning in advanced areas of management and related fields.
PSO3	Develop environmental awareness along with ethical responsibility to have a successful career and to sustain passion for using optimal resources as an Entrepreneur.