



**MARATHA VIDYA PRASARAK SAMAJ'S**  
**KARMAVEER ADV. BABURAO GANPATRAO THAKARE**  
**COLLEGE OF ENGINEERING**



[www.kbtcoe.org](http://www.kbtcoe.org)

Permanently Affiliated to Savitribai Phule Pune University Vide Letter No: CA/1542  
& Approved by AICTE New Delhi Vide Letter No: 740-89-32 (E) ET/98  
AISHE Code - C-41622

# **MBA Department**

# **Course Outcomes**

## **Vision**

To be the centre of management excellence for building management development capabilities in Leadership, Innovation and Research in the domain of multi-disciplinary Management profession thereby contributing to the development of business and the common masses.

## **Mission**

**M1:** To develop Managers and Entrepreneurs for the business and industry by inculcating the values for discipline, quality and transparency

**M2:** To develop Leadership Skills (managerial skills, acumen and passion)

**M3:** To train the students to become employable & Self employable

## **Program Outcomes (2016P)**

<b>PO1</b>	Apply knowledge of management theories and practices to solve business problems.
<b>PO2</b>	Foster analytical and critical thinking abilities for data based decision making.
<b>PO3</b>	Ability to develop value based Leadership ability.
<b>PO4</b>	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>PO6</b>	Ability to understand, analyze and communicate the major concept in the functional areas of accounting, marketing, finance, Operations, IT and HR Management
<b>PO7</b>	An ability to demonstrate critical awareness of current issues (e.g. Diversity, social responsibility, sustainability, innovation, knowledge management etc.) in business and management which is informed by leading edged research and practice in the field.
<b>PO8</b>	Use information and knowledge effectively, scanning and organizing data, synthesizing and analyzing in order to abstract meaning from information and to share knowledge.

## 2019 Pattern

Sr. No.	PO's	Description
PO1	Generic and Domain Knowledge -	Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
PO2	Problem Solving & Innovation -	Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
PO3	Critical Thinking -	Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	Effective Communication -	Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
PO5	Leadership and Team Work -	Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
PO6	Global Orientation and Cross-Cultural Appreciation:	Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
PO7	Entrepreneurship -	Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.

<b>PO8</b>	<b>Environment Sustainability - and</b>	<b>Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.</b>
<b>PO9</b>	<b>Social Responsiveness and Ethics -</b>	<b>Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors &amp; act with integrity.</b>
<b>PO10</b>	<b>Life Long Learning –</b>	<b>Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.</b>

### **Program Specific Outcome (NA)**

<b>PSO 1</b>	
<b>PSO 2</b>	
<b>PSO 3</b>	

**FE Subjects Course Outcomes**  
**ACADEMIC YEAR: - 2019-20**  
**Semester – I**

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>Accounting for Business Decisions (101)</b>
C101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
C101.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
C101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
C101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
C101.5	EVALUATING	EVALUATE the financial impact of the decision.

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>Organizational Behaviour (102)</b>
C102.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
C102.2	UNDERSTANDING	EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
C102.3	APPLYING	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
C102.4	ANALYSING	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
C102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
C102.6	CREATING	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>Economic Analysis for Business Decisions (103)</b>
CO103.1	REMEMBERING	DEFINE the key terms in micro-economics.
CO103.2	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
CO103.3	APPLYING	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
CO103.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO103.5	EVALUATING	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
CO103.6	CREATING	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>Business Research Methods (104)</b>
C104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
C104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
C104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems
C104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
C104.5	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
C104.6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>Basics of Marketing (105)</b>
CO105.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO105.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
CO105.3	APPLYING	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
CO105.4	ANALYSING	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
CO105.5	EVALUATING	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
CO105.6	CREATING	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>Digital Business (106)</b>
C106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
C106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
C106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment
C106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
C106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
C106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>Management Fundamentals (107)</b>
C107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management.
C107.2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
C107.3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
C107.4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
C107.5	EVALUATING	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
C107.6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real life business, startup and not-for-profit organizational context.

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>109 – Entrepreneurship Development</b>
C109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth
C109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context
C109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
C109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Startup
C109.5	EVALUATING	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
C109.6	CREATING	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>111 – Legal Aspect of Business</b>
C111.1	REMEMBERING	DESCRIBE the key terms involved in each Act.
C111.2	UNDERSTANDING	SUMMARIZE the key legal provisions of each Act.
C111.3	APPLYING	ILLUSTRATE the use of the Acts in common business situations.
C111.4	ANALYSING	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
C111.5	EVALUATING	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations



<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>113 –Verbal Communication Lab</b>
C113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
C113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
C113.3	APPLYING	DEMONSTRATE appropriate use of body language.
C113.4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
C113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
C113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>114- EADR</b>
C114.1	REMEMBERING	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
C114.2	UNDERSTANDING	SUMMARIZE the regional, national and global footprint of a real world business organization.
C114.3	APPLYING	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
C114.4	ANALYSING	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
C114.5	EVALUATING	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
C114.6	CREATING	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

Subject Code	COGNITIVE ABILITIES	<b>116-MS EXCEL</b>
C109.1	REMEMBERING	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
C109.2	UNDERSTANDING	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets
C109.3	APPLYING	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
C109.4	ANALYSING	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
C109.5	EVALUATING	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
C109.6	CREATING	CREATE standard Excel Templates for routine business data management and analysis activities.

**FE Subjects Course Outcomes**  
**ACADEMIC YEAR: - 2019-20**  
**Semester –II- Common Subject**

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>Marketing Management (201)</b>
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
Co201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	EVALUATING	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>Financial Management (202)</b>
C202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
C202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
C202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
C202.4	ANALYSING	ANALYZE the situation and comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals
C202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

Subject Code	COGNITIVE ABILITIES	Contemporary framework in Management (207)
CO207.1	REMEMBERING	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
Co207.2	UNDERSTANDING	DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
CO207.3	APPLYING	APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.
CO207.4	ANALYZING	EXAMINE the fundamental causes of organizational politics and team failure.
CO207.5	EVALUATING	EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.

## Subject Core (SC) Courses - Semester II

### Specialization: Financial Management

Subject Code	COGNITIVE ABILITIES	205FIN: Financial Markets and Banking Operations
CO205.1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO205.2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
CO205.3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO205.4	ANALYSING	ANALYZE the linkages in the Financial Markets.
CO205.5	EVALUATING	EXPLAIN the various banking and accounting transactions.
CO205.6	CREATING	DEVELOP necessary competencies expected of a finance professional.

Subject Code	COGNITIVE ABILITIES	206FIN: Personal Financial Planning
CO206.1	REMEMBERING	UNDERSTAND the need and aspects of personal financial planning
CO206.2	UNDERSTANDING	Describe the investment options available to an individual
CO206.3	APPLYING	IDENTIFY types of risk and means of managing it
CO206.4	ANALYSING	DETERMINE the ways of personal tax planning.
CO206.5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO206.6	CREATING	CREATE a financial plan for a variety of individuals

Subject Code	COGNITIVE ABILITIES	218FIN: Futures & Options
CO218.1	REMEMBERING	DESCRIBE the basic concepts related to Derivatives, Types of Derivative products and Risk Management
CO218.2	UNDERSTANDING	EXPLAIN in detail the terminology used in the Futures and Options segment of finance domain
CO218.3	APPLYING	UNDERSTAND and DIFFERENTIATE between Options and Futures pricing and apply the understanding in the simulated virtual trading platform.
CO218.4	ANALYSING	ANALYZE and offer optimum solutions in the cases of risk management through hedging with futures and options
CO218.5	EVALUATING	EVALUATE the various derivative strategies for their application in different situations

<b>Subject Code</b>	<b>COGNITIVE ABILITIES</b>	<b>219FIN: Direct Taxation</b>
CO219.1	REMEMBERING	DESCRIBE the basic concepts related to Derivatives, Types of Derivative products and Risk Management
CO219.2	UNDERSTANDING	EXPLAIN in detail the terminology used in the Futures and Options segment of finance domain
CO219.3	APPLYING	UNDERSTAND and DIFFERENTIATE between Options and Futures pricing and apply the understanding in the simulated virtual trading platform.
CO219.4	ANALYSING	ANALYZE and offer optimum solutions in the cases of risk management through hedging with futures and options
CO219.5	EVALUATING	EVALUATE the various derivative strategies for their application in different situations

## Subject Core (SC) Courses - Semester II

### Specialization: Marketing Management

Subject Code	COGNITIVE ABILITIES	Marketing Research (205)
CO205.1	REMEMBERING	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
CO205.2	UNDERSTANDING	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
CO205.3	APPLYING	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
CO205.4	ANALYSING	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO205.5	EVALUATING	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
CO205.6	CREATING	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.

Subject Code	COGNITIVE ABILITIES	Consumer Behaviour (206MKT)
CO206.1	REMEMBERING	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
CO206.2	UNDERSTANDING	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
CO206.3	APPLYING	APPLY consumer behavior concepts to real world strategic marketing management decision making.
CO206.4	ANALYSING	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
CO206.5	EVALUATING	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
CO206.6	CREATING	DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer.

## Subject Elective (SC) Courses - Semester II

### Specialization: Marketing Management

Subject Code	COGNITIVE ABILITIES	Product and Brand Management (218MKT)
CO218.1	REMEMBERING	DEFINE the key concepts and DESCRIBE the elements of a product strategy.
CO218.2	UNDERSTANDING	EXPLAIN the process and methods of brand management, including how to establish brand identity and build brand equity.
CO218.3	APPLYING	IDENTIFY the Brand Marketing Strategies for Leaders, Challengers, Followers and Niche Strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218.4	ANALYSING	EXAMINE the key brand concepts by articulating the context of and the rationale of application for real life consumer, business products and services operating in various markets and in the digital space.
CO218.5	EVALUATING	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.
CO218.6	CREATING	COLLECT brand audit data using appropriate tools and PROPOSE strategic recommendations for Reinforcing / Revitalizing / Rejuvenating failed Brands for real life consumer, business products and services in various markets and in the digital space.

Subject Code	COGNITIVE ABILITIES	Personal selling Lab (219MKT)
CO219.1	REMEMBERING	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals
CO219.2	UNDERSTANDING	EXPLAIN the theories and concepts that are central to personal selling
CO219.3	APPLYING	Apply the interpersonal and team skills necessary in successful relationship selling
CO219.4	ANALYSING	ILLUSTRATE the use of various sales techniques needed to achieve a profitable sale in a real world scenario for a real world product/ service / e-product / e-service.
CO219.5	EVALUATING	DEVELOP a customer plan that identifies all elements of personal selling, essential to creating successful sales in a real world scenario for a real world product/ service / e-product / e-service
CO219.6	CREATING	CREATE sales presentation for a real world product/ service / e-product / e-service and for variety of selling situations.



**SE Subjects Course Outcomes**  
**ACADEMIC YEAR: - 2019-20**  
**Semester – III (2016P)**

Subject Code	<b>Strategic Management (301)</b>
C301.1	To study & understand strategy, strategic management process & its implementation
C301.2	To study & understand the concept of value chain and portfolio analysis
C301.3	To expose participants to various perspectives and concepts in the field of Strategic Management
C301.4	To help participants develop skills for applying these concepts to the solution of business problems
C301.5	To help students master the analytical tools of strategic management.

Subject Code	<b>Enterprise Performance Management (302)</b>
C302.1	To acquaint the students with a perspective of different facets of management of an enterprise
C302.2	To provide inputs with reference to the Investment Decisions along with the techniques for those decisions
C302.3	To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
C302.4	To develop the knowledge of the concept of auditing and its applicability as performance management tool
C302.5	To acquaint the students different Financial and Non-Financial Performance parameters of business

Subject Code	<b>Startup and New Venture Management (303)</b>
C303.1	To instill a spirit of entrepreneurship among the student participants.
C303.2	To provide an overview of the competences needed to become an entrepreneur
C303.3	To give insights into the Management of Small Family Business
C303.4	To develop abilities for creating Business plan
C303.5	To create ecosystem for Ideation for setting up new business.

Subject Code	<b>Summer Internship Project (304)</b>
	<b>Work in team to :-</b>
C304.1	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
C304.2	To provide means to immerse students in actual supervised professional experiences
C304.3	To give an insight into the working of the real organizations.
C304.4	To gain deeper understanding in specific functional areas..
C304.5	To appreciate the linkages among different functions and departments.

## **MARKETING**

<b>Subject Code</b>	<b>Contemporary Marketing Research (305MKT)</b>
C305.1	To give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.
C305.2	To design and produce, evaluate a research proposal & understand the quality of research studies.
C305.3	To learn the basic skills to conduct professional marketing research.
C305.4	To understand the applications of business research tools in Marketing decision making.
C305.5	To develop abilities of conducting Marketing Research for Organisation.
<b>Subject Code</b>	<b>Consumer Behaviour (306MKT)</b>
C306.1	To highlight the importance of understanding consumer behavior in Marketing.
C306.2	To study the environmental and individual influences on consumers.
C306.3	To understand consumer behavior in Indian context.
C306.4	To understand various consumer behaviour models
C306.5	To gain and apply the knowledge of Indian consumer behaviour for solving business problems

<b>Subject Code</b>	<b>Integrated Marketing Communications (307MKT)</b>
C307.1	To provide an overview of the range of tools available for Marketing Communications
C307.2	To provide an understanding of the basic principles of planning and execution in Marketing Communications
C307.3	To acquaint the students with concepts and techniques in the application for developing and designing an effective advertising and sales promotion program.
C307.4	To sensitize students to the various facets of advertising, public relation and promotion management.
C307.5	To develop a managerial perspective and an informed decision-making ability for effective and efficient tackling of promotional situations.

<b>Subject Code</b>	<b>Product Management (308MKT)</b>
C308.1	To make the students appreciate the various facets of the job of a product manager.
C308.2	To highlight the strategic role of product management in organizational and functional context.
C308.3	To emphasize the financial and other metrics of effective product management.
C308.4	To Understand and analyze the concept of consumer needs.
C308.5	To analyze the product development strategy.

<b>Subject Code</b>	<b>Strategic Brand Management (309MKT)</b>
C309.1	To introduce different approaches to measuring brand equity.
C309.2	To provide conceptual framework for managing brands strategically.
C309.3	To emphasize the role of brands, the concept of brand equity and the advantages of creating strong brands.
C309.4	To provide insights into how to create profitable brand strategies by building, measuring and managing brand equity.
C309.5	To analyze and understand the brand marketing programmes.

<b>Subject Code</b>	<b>Personal Selling Lab (310MKT)</b>
C310.1	To outline the areas in which sales executives make decisions
C310.2	To emphasize the role of sales executives as planners of sales operations and a key figure in implementing marketing strategies.
C310.3	To give hands on inputs on the selling process.
C310.4	To develop the ability among students
C310.5	To develop the ability among students to execute practical personal selling activities.

## **Subject Core (SC) Courses - Semester III**

### **Specialization: Financial Management**

#### **Semester III 304 FIN– Advanced Financial Management**

#### **3 Credits LTP: 2:1:1 Subject Core - SC - FIN - 03**

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
CO 304.1	REMEMBERING	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
C304.2	UNDERSTANDING	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
C304.3	APPLYING	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
C304.4	ANALYSING	ANALYZE the options for making the right financial decisions of a firm
C304.5	EVALUATING	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
CO304.6	CREATING	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course

#### **Semester III 305 FIN – International Finance**

#### **3 Credit LTP : 2:1:1 Subject Core (SC) Course – International Finance**

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
CO305.1	UNDERSTANDING	Enumerate the key terms associated with International Finance.
CO305.2	APPLYING	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
CO305.3	ANALYSING	Illustrate the role of international monetary systems & intermediaries in Global financial market.
CO305.4	EVALUATING	Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
CO305.5	CREATING	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
CO305.6	UNDERSTANDING	Formulate the investment plan or business plan by adapting international finance environment

**313 FIN: Technical Analysis of Financial Markets**  
**2 Credits LTP: 0:3:1 Subject Elective (SE) Course –**  
**Financial Management**

<b>CO</b>	<b>COGNITIVE ABILITIES</b>	<b>COURSE OUTCOMES</b>
CO313FIN.1	REMEMBERING	Remember the concepts, terminologies, frameworks, tools, techniques and theories of technical analysis taught in the syllabus.
CO313FIN.2	UNDERSTANDING	UNDERSTAND the applications of technical analysis and the various types of charts and the psychology behind a pattern and its formation
CO313FIN.3	APPLYING	MAKE PRACTICAL USE of the Theories, Models, Principles and Frameworks of technical analysis for estimating market prices of different securities
CO313FIN.4	ANALYSING	ANALYSE AND FORECAST the market prices of securities in order to take and execute investment decisions
CO313FIN.5	EVALUATING	FORMULATE an ideal portfolio of investments with a combination of wide number of securities

## 314 FIN: Commodities Markets

### 2 Credits LTP: 0:3:1 Subject Elective (SE) Course – Financial Management

CO	COGNITIVE ABILITIES	COURSE OUTCOMES
CO314FIN.1	REMEMBERING	DESCRIBE the key concepts of commodities market
CO314FIN.2	UNDERSTANDING	Understanding the pricing mechanism of commodity, regulatory framework and the difference between commodity and financial derivatives
CO314FIN.3	APPLYING	APPLY all the required strategies and calculations of commodities trading.
CO314FIN.4	ANALYSING	ANALYZE both the fundamental and technical factors that drive the commodity price movements
CO314FIN.5	EVALUATING	EVALUATE the various methods and tools to detect the pulse of the markets and determine the trend in which the prices are moving.
CO314FIN.6	CREATING	ADAPT the skills of commodity analysis and build their own trading strategies

### HRM

Subject Code	Labour & Social Security Laws (305HR)
C305.1	To make the students understand rationale behind labour laws
C305.2	To equip students with important provisions of various labour laws
C305.3	To give students insight into the implementation of labour laws.
C305.4	To give students insight into the implementation of social security law.
C305.5	To know and analyze the students changing scenario of labour law.

Subject Code	Human Resource Accounting & Compensation Management (306HR)
C306.1	To orient the students with the concepts related to human resource accounting.
C306.2	To facilitate learning related to human resource accounting.
C306.3	To know and understand the students of compensation management.
C306.4	To give students insight into the compensation management for employees.
C306.5	To make the students understand challenges and issue related to the compensation.

<b>Subject Code</b>	<b>Employee Health, Safety &amp; Welfare (307HR)</b>
C307.1	To learn the basic concepts of safety management
C307.2	To study the various provisions of employee health and safety
C307.3	To facilitate learning related to various provision act.
C307.4	To Study of all statutory & Non statutory welfare facilities
C307.5	To understand the Labour Welfare & Labour Welfare Officer.

<b>Subject Code</b>	<b>Lab in Recruitment and Selection (314HR)</b>
C314.1	To give hands on experience to students on Recruitment advertisements
C314.2	To give hands on experience to students on writing Job Specification and description
C314.3	To give hands on experience to students on profiling techniques
C314.4	To acquaint students with different interviewing methods
C314.5	To develop professional skill among students regarding recruitment process

<b>Subject Code</b>	<b>Lab in Training (316HR)</b>
C316.1	To make students understand training need analysis
C316.2	To help students design Training Programs
C316.3	To make students understand & design training methods
C316.4	To make students aware of the real life application and emerging trends Training
C316.5	To acquaint students with implementation of training methods in organization

<b>Subject Code</b>	<b>Lab in Labour Laws – I (317HR)</b>
C317.1	To give students insight into the implementation of labour laws
C317.2	To acquaint students with calculation of due/ compensations/ contributions etc.
C317.3	To acquaint students with the calculations of Bonus, Gratuity, PF
C317.4	To give students an experience of industrial practices of labour laws
C317.5	To make students understand the role of labour laws in human resource management

## **OPERATION MANAGEMENT**

<b>Subject Code</b>	<b>Planning &amp; Control of Operations (305 OPE)</b>
C305.1	To give an overview of Planning & Control of Operations
C305.2	To explain the role of forecasting in the operations planning process.
C305.3	To explain the need for aggregate planning and the steps in aggregate planning.
C305.4	To explain how is capacity planning done in organizations and what is its relationship with MRP.
C305.5	To highlight the importance of scheduling in operations management

<b>Subject Code</b>	<b>Inventory Management (306 OPE)</b>
C306.1	To give an overview of Planning & Control of Operations
C306.2	To explain the role of forecasting in the operations planning process.
C306.3	To explain the need for aggregate planning and the steps in aggregate planning.
C306.4	To explain how is capacity planning done in organizations and what is its relationship with MRP.
C306.5	To highlight the importance of scheduling in operations management

<b>Subject Code</b>	<b>Productivity Management. (307 OPE)</b>
C307.1	To understand and appreciate significance of productivity management.
C307.2	To study various productivity management methods.
C307.3	To learn applicability of popular productivity management tools.
C307.4	To understand the concept & applicability of Value chain and Value Engineering.
C307.5	To understand the significance of Work Study and Method Study.



Subject Code	<b>Manufacturing Resource Planning. (310 OPE)</b>
C310.1	To understand role and importance of Manufacturing Resource Planning (MRP II)
C310.2	To know the inputs, processing and outputs of MRP II
C310.3	To understand the concept of Capacity Management.
C310.4	To understand role and importance of Manufacturing Resource Planning (MRP II- Module I)
C310.5	To understand role and importance of Manufacturing Resource Planning (MRP II- Module 2)

Subject Code	<b>Toyota Production System (314 OPE)</b>
C314.1	To explain the management principles and business philosophy behind Toyota's worldwide reputation for quality and reliability.
C314.2	To understand the importance of standardized task, Right quality at first time, continuous improvement.
C314.3	To understand the importance of process flow.
C314.4	To understand the importance of team building, leadership and network of partners and suppliers.
C314.5	To demonstrate how managers in every industry can improve business processes by: Eliminating wasted time and resources Finding low-cost but reliable alternatives to expensive new technology Turning every employee into a quality control inspector

Subject Code	Project Management (315OPE)
C315.1	To provide the students with a holistic, integrative view of Project Management.
C315.2	To highlight the role of projects in modern day business organizations.
C315.3	To sensitize the students to complexities of project management.
C315.4	To understand the concept and importance of Project Evaluation
C315.5	To understand the concept and importance of Project Scheduling and Risk Management.

### **IT/SYSTEMS**

Subject Code	IT Management & Cyber Laws. (305IT)
C305.1	To understand legal provisions of Information Technology Act, 2000.
C305.2	To know Case Law and practical ramifications of the Act.
C305.3	To develop understanding of managerial aspects so as to use Information technology effectively and efficiently.
C305.4	To appreciate IT Management as an independent and important field of work, different from IT for Management.
C305.5	To develop an ability to understand the concept of Certifying Authority, Cyber Crime, Domain name Disputes and Trademark Law.

Subject Code	<b>E-Business and Business Intelligence (306IT)</b>
C306.1	To appreciate e-Business as a significant business segment of the future
C306.2	To develop capacity to initiate/lead an e-business venture/ business segment
C306.3	To understand principles of BI and Analytics at conceptual level
C306.4	To develop skills to design BI and Analytics projects
C306.5	To develop the ability to understand and apply BI applications in different domains like HR, CRM, PRODUCTION.

Subject Code	<b>Mobile Computing and Android (308IT)</b>
C308.1	To understand technical aspects of M-computing.
C308.2	To appreciate impact of M-computing on Information Technology scenario.
C308.3	To understand M-computing applications; initiate new applications
C308.4	To understand the concept and importance of Security issues in mobile computing.
C308.5	To understand the management of mobile commerce services.

<b>Subject Code</b>	<b>Software Quality Assurance (310IT)</b>
<b>C310.1</b>	To understand concepts and methodology related to Software Quality Assurance.
<b>C310.2</b>	To Know software Quality standards specifies by regulatory authorities
<b>C310.3</b>	To develop capability to design Quality Testing processes in software development environment
<b>C310.4</b>	To understand the SQA components in projects life cycle activities assessment.
<b>C310.5</b>	To understand the various Quality Standards and Quality Factors.

<b>Subject Code</b>	<b>Software Marketing (312IT)</b>
<b>C312.1</b>	To understand facets of software marketing as a field of study.
<b>C312.2</b>	To develop in depth of understanding of Software Marketing Practices.
<b>C312.3</b>	To assist in developing capability to market the software.
<b>C312.4</b>	To understand the role of promotion in software marketing
<b>C312.5</b>	To understand the concept of pricing and distribution in software marketing.

<b>Subject Code</b>	<b>IT for retailing &amp; Online shopping (313IT)</b>
<b>C313.1</b>	<b>To understand IT in Retail as an important field of practice</b>
<b>C313.2</b>	<b>To know concepts and technologies related to IT in retail</b>
<b>C313.3</b>	<b>To understand the application of IT in Retail Management.</b>
<b>C313.4</b>	<b>To understand the concept of web based retailing/E retailing/E commerce</b>
<b>C313.5</b>	<b>To know the retail management system and future trends in Market.</b>

**SE Subjects Course Outcome**  
**ACADEMIC YEAR: - 2018-19**  
**Semester - IV**

COMMON:

<b>Subject Code</b>	<b>Managing for Sustainability (401)</b>
C401.1	Apply general ethical principles to particular cases or practices in business
C401.2	Think independently and rationally about contemporary moral problems.
C401.3	Recognize the complexity of problems in practical ethics.
C401.4	Demonstrate how general concepts of governance apply in a given situation or given circumstances.
C401.5	To understand the application of relevant theories of CSR.

<b>Subject Code</b>	<b>Dissertation (402)</b>
C402.1	To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
C402.2	To provide means to immerse students in actual supervised professional experiences
C402.3	To gain deeper understanding in specific areas.
C402.4	To develop perspective about business organizations in their totality
C402.5	To help the students in exploring career opportunities in their areas of interest.

**MARKETING**

<b>Subject Code</b>	<b>Services Marketing (403MKT)</b>
C403.1	To emphasize the significance of services marketing in the global economy.
C403.2	To make the students understand the deeper aspects of successful services marketing
C403.3	To provide insights to the challenges and opportunities in services marketing.
C403.4	To understand the students of deeper aspects of physical evidence.
C403.5	To study and get knowledge of applications of services marketing.

<b>Subject Code</b>	<b>Sales and Distribution Management (404MKT)</b>
C404.1	To provide foundations in components of sales and distribution management
C404.2	To introduce various facets of the job of a sales manager
C404.3	To focus on decision making aspects and implementation of decisions in sales and distribution management
C404.4	To make students understand the deeper aspects of marketing channels
C404.5	To demonstrate the importance of retailing in sales & distribution management

<b>Subject Code</b>	<b>Retail Marketing (405MKT)</b>
C405.1	To provide insights into all functional areas of retailing.
C405.2	To give an account of essential principles of retailing.
C405.3	To give a perspective of the Indian retailing scenario.
C405.4	To Understand and analyze the concept of retailing operation
C405.5	To study and analyze the mall management and its challenges.
<b>Subject Code</b>	<b>Rural Marketing (406 MKT)</b>
C406.1	To understand rural aspects of marketing
C406.2	To learn nuances of rural markets to design effective strategies
C406.3	To enhance deeper understanding of rural consumer behavior
C406.4	To make students understand the deeper aspects of Product & Pricing strategy in rural market
C406.5	To demonstrate the importance of distribution and communication strategies in rural market

<b>Subject Code</b>	<b>Marketing Strategy (410MKT)</b>
C410.1	To introduce a systematic understanding of marketing strategy and decision making in dynamic marketing environment
C410.2	To understand and apply the STP of marketing (segmentation, targeting, positioning)
C410.3	To understand and appreciate the concept of marketing strategy formulation and implementation
C410.4	To make students understand the deeper aspects of Marketing Strategies for New Market Entries & Growth Markets
C410.5	To demonstrate the importance of Marketing Strategies for Mature & Declining Markets

<b>Subject Code</b>	<b>E-Marketing and analytics (413MKT)</b>
C413.1	To contextualize marketing concepts in electronic marketing.
C413.2	To give insights into various aspects of E Marketing.
C413.3	To know the students of analytics from the perspective of creating Customer Value.
C413.4	To understand the concept of marketing analytics context.
C413.5	To make the students understand the customer relationship management.

## FINANCE

<b>Subject Code</b>	<b>Indirect Taxation (403FIN)</b>
C403.1	To understand the basic concepts related to GST.
C403.2	To acquaint with the latest amendments made in connection with indirect taxation
C403.3	To update the procedural part of GST
C403.4	To understand the Types of GST returns
C403.5	To understand the concept of <b>Custom Duty and Indirect Taxation</b>

<b>Subject Code</b>	<b>International Finance (404 FIN)</b>
C404.1	To make students familiar with the operations in foreign exchange markets
C404.2	To sensitize students with complexities of managing finance of multinational firm
C404.3	To understand the students about the Global Capital Market
C404.4	To make the students familiar with the International Bond Market.
C404.5	To highlight the importance of the regulatory framework within which international financial transactions can take place, with special reference to India.

<b>Subject Code</b>	<b>Online Trading of Financial Assets (408FIN)</b>
C408.1	To understand how to do the trading of financial assets online.
C408.2	To understand Products in Capital Markets
C408.3	To know practically the prerequisites of trading
C408.4	To Understanding Trading, Clearing & settlement and Risk Management related to each product in Capital Market
C408.5	To analyze the securities using the MIS reports available online

<b>Subject Code</b>	<b>Banking Operations – II (409 FIN)</b>
C409.1	To get acquainted with the changed role of Banking post 1991 Reforms
C409.2	To know the lending and borrowing rates along with the various mandatory reserves
C409.3	To know the procedural compliances by bank's functionality
C409.4	To know the Funding and Procedural Compliances
C409.5	To get acquainted with the International Banking

<b>Subject Code</b>	<b>Wealth &amp; Portfolio Management (410 FIN)</b>
C410.1	To understand the concept of Wealth Management
C410.2	To understand the concept of Portfolio Management
C410.3	To understand various tools and methods of evaluating the portfol
C410.4	To understand Portfolio analysis and selection.
C410.5	To understand the various Portfolio Theory



<b>Subject Code</b>	<b>Commodity Markets (412FIN)</b>
C412.1	To equip young managers with the knowledge of emerging commodities derivatives trading practices in India
C412.2	To explain the regulatory framework of these markets and domestic and international historical developments in commodities market
C412.3	To highlight the importance of hedgers, speculators and arbitragers
C412.4	To highlight the importance of Commodity indices as an investment class.
C412.5	To understand Regulation Framework & Taxation Aspects

**HR**

<b>Subject Code</b>	<b>Employment Relations (403HR)</b>
C403.1	Give students insight into the IR scenario in India
C403.2	Make students understand important laws governing IR
C403.3	Create understanding about role of Govt., society and trade union in IR
C403.4	To understand Trends in Employment Relations
C403.5	To know the Employee Relations Initiatives

<b>Subject Code</b>	<b>Strategic Human Resource Management (404HR)</b>
C404.1	To make students understand HR implications of organizational strategies
C404.2	Understand the various terms used to define strategy & its process
C404.3	To learn HR strategies for Improving Organizational Effectiveness
C404.4	To learn & understand the SHRM and its challenges.
C404.5	Understand HR strategies in Indian & global perspective

<b>Subject Code</b>	<b>Employee Reward Management (407HR)</b>
C407.1	To appraise students with reward management system practiced in organizations
C407.2	To make students understand the process of setting reward management system
C407.3	To give students exposure to the reward management practices followed various organizations
C407.4	To learn & understand Reward management for special groups
C407.5	To learn & understand Union role in Reward Management:

<b>Subject Code</b>	<b>Change Management (408HR)</b>
C408.1	To make students understand meaning of change and need for organizational Change.
C408.2	To appraise students with the change management process
C408.3	To students understand the concept of leading change management.
C408.4	To know the challenges of execution in the organization.
C408.5	To make students understand the case study of challenges of organization.

<b>Subject Code</b>	<b>Lab in Industrial Relations (411HR)</b>
C411.1	To expose students to drafting of various notice of strike & lockout
C411.2	To expose students to the drafting of show cause notices
C411.3	To enhance understanding of handling & drafting misconduct procedures
C411.4	To make students understand the functioning of trade unions
C411.5	To expose students to the working of Labour courts

<b>Subject Code</b>	<b>Competency Mapping (416HR)</b>
C416.1	Make the students understand concept and importance of competency mapping
C416.2	Give insight into the process and models of competency mapping
C416.3	To know the students of the concept of Competency Categories:
C416.4	To know and understand the competency recruitment and selection--
C416.5	To make the students understand the competency based training and development.

### **OPERATION MANAGEMENT**

<b>Subject Code</b>	<b>Operation Strategy (403OPE)</b>
<b>C403.1</b>	<b>To emphasize the key role of operations in bringing about the growth and profitability of organizations.</b>
<b>C403.2</b>	<b>To impart ideas, concepts and principles in operations strategy</b>
<b>C403.3</b>	<b>To understand use of quantitative tools in solving typical Operations Domain Problems</b>
<b>C403.4</b>	<b>To understand importance of value chain , JIT, Lean manufacturing.</b>
<b>C403.5</b>	<b>To understand the application of Decision trees in making manufacturing decisions.</b>

<b>Subject Code</b>	<b>Total Quality Management. (404OPE)</b>
<b>C404.1</b>	To understand the Quality concept and its strategic advantage.
<b>C404.2</b>	To give various perspectives on Quality and various contributors to Quality
<b>C404.3</b>	To provide an in-depth understanding of the various problem solving Quality Control tools.
<b>C404.4</b>	To understand the statistical quality control techniques.
<b>C404.5</b>	To introduce the frameworks of Global Quality Awards

<b>Subject Code</b>	<b>World Class Manufacturing (404OPE)</b>
<b>C406.1</b>	To bring out the relevance and basics of World Class Manufacturing.
<b>C406.2</b>	To gain global competitive advantage through world class manufacturing.
<b>C406.3</b>	To understand information management tools and system for world class manufacturing.
<b>C406.4</b>	To highlight the current state of Indian Manufacturing
<b>C406.5</b>	To provide a road map for World Class Manufacturing

<b>Subject Code</b>	<b>Business Process Reengineering. (407OPE)</b>
<b>C407.1</b>	<b>To understand BPR and its role in business process &amp; performance improvement.</b>
<b>C407.2</b>	<b>To understand BPR in Manufacturing Industry.</b>
<b>C407.3</b>	<b>To understand the role of IT in BPR.</b>
<b>C407.4</b>	<b>To provide a practical framework and management techniques needed for implementation of BPR.</b>
<b>C407.5</b>	<b>To understand factors affecting success and failure of BPR.</b>

<b>Subject Code</b>	<b>Enterprise Resource Planning. (408OPE)</b>
<b>C408.1</b>	<b>To understand the concept of Enterprise Resource Planning.</b>
<b>C408.2</b>	<b>To understand how a business works and how information systems fit into business operations.</b>
<b>C408.3</b>	<b>To understand the cross functional integration aspects of a business &amp; functions.</b>
<b>C408.4</b>	<b>To understand better managerial decision making through real time data integration and sharing</b>
<b>C408.5</b>	<b>To understand the host of underlying technological tools of ERP.</b>

<b>Subject Code</b>	<b>Lean Manufacturing (413OPE)</b>
<b>C413.1</b>	<b>To understand the Lean Manufacturing concept and its application in business functions and processes.</b>
<b>C413.2</b>	<b>To understand the business processes, products and demand.</b>
<b>C413.3</b>	<b>To understand the concept of production layout, resource allocation and standardization.</b>
<b>C413.4</b>	<b>To learn in detail the concept of KANBAN and its importance.</b>
<b>C413.5</b>	<b>To learn Lean manufacturing Methodologies.</b>

### **IT/SYSTEMS**

<b>Subject Code</b>	<b>SOFTWARE PROJECT MANAGEMENT (403IT)</b>
<b>C403.1</b>	<b>To understand different aspects of Software Project Management as an important field of practice under IT Management</b>
<b>C403.2</b>	<b>To learn tools and techniques of Software Project Management</b>
<b>C403.3</b>	<b>To understand importance of and learning techniques to ensure software quality</b>
<b>C403.4</b>	<b>To learn risk management in software projects.</b>
<b>C403.5</b>	<b>To learn to use a Software Package for Software Project Management</b>

<b>Subject Code</b>	<b>Enterprise Resource Planning (404IT)</b>
<b>C404.1</b>	<b>To acquire in-depth knowledge of ERP as a prime Application Software product</b>
<b>C404.2</b>	<b>To learn operational aspects of ERP implementation and support</b>
<b>C404.3</b>	<b>To know features of important ERP modules</b>
<b>C404.4</b>	<b>To learn applications of ERP and Emerging trends.</b>
<b>C404.5</b>	<b>To learn, through case studies, practical aspects of ERP in Manufacturing &amp; service industries</b>

<b>Subject Code</b>	<b>Web Designing and Multimedia Applications (405IT)</b>
<b>C405.1</b>	To acquire technical competence in Web Designing and Multimedia Applications
<b>C405.2</b>	To integrate Web and Multimedia with business objectives of the organization
<b>C405.3</b>	To learn to use HTML.
<b>C405.4</b>	To learn and understand the VB Script.
<b>C405.5</b>	To learn and understand the Java script.

<b>Subject Code</b>	<b>Network Technologies and securities (405IT)</b>
<b>C405.1</b>	To acquire technical competence in Web Designing and Multimedia Applications
<b>C405.2</b>	To integrate Web and Multimedia with business objectives of the organization
<b>C405.3</b>	To learn to use HTML.
<b>C405.4</b>	To learn and understand the VB Script.
<b>C405.5</b>	To learn and understand the Java script.

<b>Subject Code</b>	<b>Data Warehousing and Data Mining (410IT)</b>
<b>C410.1</b>	To learn and understand concept of Data mining in detail.
<b>C410.2</b>	To learn the concept of Data warehouse, its architecture and applications.
<b>C410.3</b>	To learn Data Warehouse implementation.
<b>C410.4</b>	To learn Data processing and its benefits for organization
<b>C410.5</b>	To learn and understand <b>Data Mining Primitives, Languages and System Architectures.</b>

<b>Subject Code</b>	<b>Internet Marketing &amp; Internet of Things (IOT)(413IT)</b>
<b>C413.1</b>	<b>To understand various approaches to Internet Marketing.</b>
<b>C413.2</b>	<b>To get An overview of social media and networking sites</b>
<b>C413.3</b>	<b>To develop skills to implement Internet Marketing under appropriate situations</b>
<b>C413.4</b>	<b>To learn and understand E -commerce in detail.</b>
<b>C413.5</b>	<b>To get an overview on Online promotion techniques.</b>