



**1.1.1 Summary table of course objectives for curricular developed and implemented have relevance to the local, regional, national, and global developmental needs:**

Academic Year 2023-2024						
Sr. No	Institute	Programme	No. of Course Objectives relevance to the local, regional development al needs	No. of Course Objectives relevance to the national development al needs	No. of Course Objectives relevance to the global developmental needs	Course Objectives relevance to the local, regional, national, and global developmental needs Link
1	School of Management Commerce and Liberal Arts	MBA	13	75	66	Link
2		BBA (H)	12	46	47	Link
Academic Year 2020-2021						
3	School of Business	MBA	5	64	57	Link
4		BBA	8	116	56	Link

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## **1.1 Curriculum design and development**

### **Metric No 1.1.1**

Curricula developed and implemented have relevance to the local, regional, national, and global developmental needs, which is reflected in the Programme outcomes (POs), and Course Outcomes (COs) of the Programmes offered by the University

**Document: List of CO's & PO's for Master of Business Administration Program**

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## Programme Outcomes (PO) of MBA

**PO1: Management Knowledge:** To develop students' Comprehensive management knowledge that can help them to be a business leader and manager

**PO2: Analytical Skills:** To demonstrate conceptual, analytical, technical, entrepreneurial and human relation skills to be an effective management professional and that help to diagnostic problem-solving skills in order to support management decision-making.

**PO3: Research Aptitude:** An ability to demonstrate a critical awareness of current issues (diversity, social responsibility, sustainability, innovation, knowledge management, etc.) in business and management which is informed by leading edged research and practice in the field.

**PO4: Culture, Values and Ethics:** Gain insights into how cultural values can impact ethical decision making. Understand that ethical standard can vary across cultures, and develop the ability to navigate these differences to become successful managers

**PO5: Strategic marketing Knowledge:** To possess a deep understanding of marketing principles, including competitive analysis. Students would be able to formulate effective marketing strategies to address business challenges and opportunities.

**PO6: Financial knowledge:** Develop a strong foundation in financial principles, including understanding financial markets, risk management, financial instruments and valuation techniques.

**PO7: Entrepreneurship Skills:** Apply the entrepreneurial, analytical, managerial skills for effective business management and for effective startups.

**PO8: Individual and Leadership skills:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

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**PO9: Strategic HR Knowledge:** Able to develop and implement strategic human resource management plans that align with overall business goals. This involves understanding how HR strategies can contribute to the success of an organization.

**PO10: Life Long Learning:** Ability to integrate business knowledge and management techniques in a changing business environment to achieve long term objectives of organization.

### **Programme Educational Outcomes (PEO's)**

PEO 1: To have a flexible attitude and lifelong learning in order to be able to adapt to emerging Technologies, developments, and shifts in the global economy.

PEO 2: The program cultivates the capacity to lead oneself and others in the accomplishment of Organizational goals and maximize results for all stakeholders, as well as to collaborate within and across organizational boundaries.

PEO 3: Implement and recognize ethical dilemmas, backed by your own integrity and self-assurance to respond appropriately.

PEO 4: Exhibit solid technical expertise in the areas of finance, marketing, human resources, logistics and supply chain management, international business, business analytics, and entrepreneurship as well as the management domain.

PEO 5: to build professional competence in research, data analysis and interpretation, planning and it's effective execution, shrewd decision making, organization, and a solution-finding methodology.

PEO 6: Being renowned for their ability to manage diversity as a team player and their leadership abilities to make wise choices while collaborating with colleagues in a cross-cultural setting

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**Course Outcomes**

**Academic Year 2023-2024**

			Relevance to the		
Subject	Name of CO	Description	Local/Regional	National	Global
Semester 1					
MBA101MAE Managerial Economics	CO1	To equip the students of management with techniques of managerial economics to enable them its relevance decision making.		✓	
	CO2	Analyze the demand and supply conditions and assess the position of a company			✓
	CO3	To understand the production and cost function using curves and theories.			✓
	CO4	Design competition strategies, including costing, pricing, product differentiation, according to the natures of products and the structures of the markets.			✓
	CO5	To understand the Concept of National Income, Fiscal and Monetary Policies and Macro Environment in business decisions			✓

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<b>MBA 102 PPM</b> <b>Principles &amp; Practices of Management</b>	<b>CO1</b>	Understanding the concept and nature of Management and recognize various perspectives on Management.		✓	
	<b>CO2</b>	To develop strategic planning and summarize the concept and complete the process of organizing.		✓	
	<b>CO3</b>	To develop an understanding of staffing, Directing and Controlling		✓	
	<b>CO4</b>	To develop an understanding of leadership and Styles			✓
	<b>CO5</b>	To develop strategic decision-making strategies in an organization.			✓
<b>MBA103MM</b> <b>Marketing Management</b>	<b>CO1</b>	To familiarize with the basic concept and techniques of marketing management, marketing mix and influence of environment on the marketing decisions.			
	<b>CO2</b>	To understand various concepts of product and role and importance of various pricing methods on marketing decisions.		✓	
	<b>CO3</b>	To create awareness about channel intermediaries and various elements of promotion mix		✓	

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	CO4	To analyze the marketing research and various steps involved in marketing research process.			✓
	CO5	Highlighting the ethical issues and developments in marketing along with understanding the current trends in marketing environment.			✓
MBA104ORB Organisation Behaviour	CO1	Learners will be able to understand and apply the concept of individual, group and organization behavior at work.			✓
	CO2	To demonstrate the understanding of individual behavior in organizations due to diversity, attitudes, job satisfaction, emotions, personality, perception, motivation that influence the decision making and work.			✓
	CO3	To with concept of leadership and power.			✓
	CO4	Explain how organizational change and culture affect working relationships within organizations.			✓
MBA105 POM Production and Operation management	CO1	Apply the skills which are necessary to analyze and synthesize the inter relationships inherent Operation and production system.		✓	
	CO2	To understand the evolution of MRPII and enterprise resource planning used in managing			✓

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		operations.			
	CO3	To develop the knowledge of Quality Circles and Quality Control in business operations.		✓	
	CO4	To enhance the skills of inventory management and inventory control like ABC, VED, FNSD analyses and value analysis.		✓	
MBA106AFM Accounting for Managers	CO1	To communicate the major management accounting concepts related to planning, directing, controlling and decision making.	✓		
	CO2	To make the students aware about using management accounting tools for pricing and budgetary control.		✓	
	CO3	To understand the concept of responsibility accounting and the role of a manager in the process of responsibility accounting.			✓
	CO4	Analyze cost-volume-profit techniques to determine optimal managerial decisions.		✓	
	CO5	Enable the students to determine standard prices of materials, labour and overheads as well as to analyze the difference between standard and actual prices through variance analysis.		✓	
MBA107EAS Entrepreneurship	CO1	To know various theories of entrepreneurship and trends.			✓

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p and Start-up	CO2	To identify various issues and challenges in starting a new venture.			✓
	CO3	To understand innovation and its implications			✓
	CO4	To create entrepreneurial mindset and to know how to start a startup with practical.			✓
Semester 2					
MBA201BUS Business Statistics	CO1	To understand the basic Statistics Concepts.		✓	
	CO2	To identify structure and Business Problems in a mathematical form.		✓	
	CO3	Apply the Statistical concepts to other business courses.		✓	
	CO4	Validate Statistical statements relating to economics, business and finance.		✓	
	CO5	Discuss data analysis by using measures of central tendency and demonstrate dispersion in data.			✓
MBA202HRM Human Resource Management	CO1	To understand basic of Human Resource Management	✓		
	CO2	To understand importance of Human Resource Planning & Recruitment and Selection		✓	
	CO3	To understand induction and Training and Development		✓	

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	CO4	To have glance to Performance Appraisal, Job analysis and Job		✓	
	CO5	To understand basic of Compensation, Grievance and Employee Welfare Management			✓
MBA203ITM Information Technology for Mangers	CO1	Learner should be able to perform editing, formatting functions on text, pictures and table, and producing a mail merge		✓	
	CO2	Learners should be able to demonstrate the use and utility of functions, formulas, organizing and displaying large amounts and complex data.			✓
	CO3	Learners should understand basic use of Enterprise software, and its role in integrating business functions			✓
	CO4	Learners will understand the scope of e-business platforms and related technology for offering better service to customers.			✓
MBA204FIM Financial Management	CO1	The understanding of how the Indian financial system works.		✓	
	CO2	The students have foundation of financial principles like concepts of time value of money & present value		✓	
	CO3	Enhancing the financial analytical skills which helps in taking investment decisions			✓

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	CO4	The knowledge of managing working capital finance		✓	
	CO5	Increase capability to use financial concepts leverage and capital structure in business organization.		✓	
MBA205PSE Professional Skills and Etiquettes	CO1	Demonstrate an understanding of professionalism in terms of workplace behaviors and Business meetings.			✓
	CO2	Adopt attitudes and behaviors consistent with standard workplace expectations.			✓
	CO3	Presenting oneself with finesse and making others comfortable in a business setting & developing basic etiquettes in order to succeed in corporate culture and multi culture challenges.	✓		
MBA206BRM Business Research Methods	CO1	Understanding the basic nature and purpose of Research and its advantages to business	✓		
	CO2	Ability to know & classify between various Primary and Secondary sources of data		✓	
	CO3	Knowledge of Sampling Techniques used to draw sample in research		✓	
	CO4	Ability to design questionnaire – a structured way to collect primary data which is helpful in business research			✓

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MBA207EXP Experiential Project	CO5	Learn how to write a Research Report, research paper/ research article			✓
	CO1	Project work is the best way to practice what you have learnt.	✓		
	CO2	The purpose of including an experiential project report in the program is to provide you an opportunity to summarize your learning in a systematic manner.	✓		
	CO3	Enable to apply conceptual knowledge in a practical situation and to learn the art of presenting your experience/findings in a coherent report.	✓		
	CO4	As managers, you are constantly seeking information to base your decision.		✓	
	CO5	The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.		✓	
Semester 3					
MBA301SIP Summer Internship Project	CO1	To provide the conceptual knowledge in a practical situation.	✓		
	CO2	To provide real life experiences to develop managerial decision making skills	✓		

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	CO3	To provide an opportunity to summarize the learning in a systematic manner.			✓
	CO4	To learn art of writing and presenting the experience/findings in a coherent report.	✓		
	CO5	To equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.	✓		
MBA302TAX Taxation	CO1	Learner should be able to understand the concept and application of taxation Systems.		✓	
	CO2	The main objective of this course is to acquaint the students with corporate taxation concepts and various tax & financial planning devices leading to better grasp of the issues regarding corporate decision making.		✓	
	CO3	Providing necessary inputs to the students for handling real life business problems efficiently using appropriate concepts of taxation laws.		✓	
	CO4	To acquaint them with the salient features of taxation laws but emphasis is laid on sound concepts and their managerial implications focusing on financial planning		✓	

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MBA303STM Strategic Management	CO1	To understand the concept of strategy and strategy management.		✓	
	CO2	To formulate and conceptualize strategic formulation.		✓	
	CO3	To understand and learn to apply strategic management practices at corporates level.		✓	
	CO4	To understand how functional areas such as operations, marketing, accounting, and finance work together in a successful firm.		✓	
	CO5	Apply concepts and frameworks learned in the course to case analyses and company Strategic analyses.			✓
MBA304COM Compensation Management	CO1	Providing insights into strategic choices in managing compensation.		✓	
	CO2	In-depth analysis of major Compensation issues in the context of current theory, research and practice.		✓	
	CO3	Illustrating new development as well as established approaches to compensation decisions.		✓	
	CO4	To Learn Employee Benefits, Pension Schemes		✓	
	CO5	To Learn Various Labor Laws Related to Compensation Management.		✓	

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<b>MBA304SAPF</b> <b>Security Analysis</b> <b>&amp; Portfolio</b> <b>Management</b>	<b>CO1</b>	To analyze the different investment decisions and the various factors influencing investment decision. To explore knowledge of investment risk and investment environment with reference to Indian security market.			✓
	<b>CO2</b>	To impart knowledge to students regarding the theory and practice of Security Analysis.			✓
	<b>CO3</b>	To understand various theories of portfolio management.			✓
	<b>CO4</b>	To equip the knowledge of Bonds and learn various influences bond valuation and management.			✓
	<b>CO5</b>	To enhance the analytical ability of evaluating shares for investment in stock market.			✓
<b>MBA304SEM</b> <b>Services</b> <b>Marketing</b>	<b>CO1</b>	Able to describe the fundamentals of services marketing		✓	
	<b>CO2</b>	Explain what a service marketing mix is		✓	
	<b>CO3</b>	Explain the strategic and tactical aspects of services marketing.		✓	
	<b>CO4</b>	Discuss service value, quality, and excellence		✓	
	<b>CO5</b>	Able to understand service failure and recovery		✓	

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<b>MBA305IMC</b> <b>Integrated</b> <b>Marketing</b> <b>Communication</b>	<b>CO1</b>	Identify relevance with the concept, scope and functions of Integrated Marketing Communication.			✓
	<b>CO2</b>	Understand the role of In house advertising department & outsourcing marketing/advertising agencies so as to enable students to gain an understanding of market mechanisms.	✓		
	<b>CO3</b>	Aware of necessary pros and cons of sales promotion instruments available in the market.			✓
	<b>CO4</b>	Understand the fundamental concepts of marketing communication concept of Advertising/Promotion/Communication amongst the business organization, employees & customers and Media process, specifically with focus on Advertising			✓
	<b>CO5</b>	Understanding Social marketing communication with Legal & Ethical issues in Advertising, Publicity, Public relations with respect to Marketing Communication.			✓
<b>MBA305MFS</b> <b>Management of</b> <b>Financial</b> <b>Services</b>	<b>CO1</b>	To Throwing light on how the Indian financial system works.		✓	
	<b>CO2</b>	To Strengthening the foundation of financial markets.		✓	

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<b>MBA305IMC</b> <b>Integrated</b> <b>Marketing</b> <b>Communication</b>	<b>CO1</b>	Identify relevance with the concept, scope and functions of Integrated Marketing Communication.			✓
	<b>CO2</b>	Understand the role of In house advertising department & outsourcing marketing/advertising agencies so as to enable students to gain an understanding of market mechanisms.	✓		
	<b>CO3</b>	Aware of necessary pros and cons of sales promotion instruments available in the market.			✓
	<b>CO4</b>	Understand the fundamental concepts of marketing communication concept of Advertising/Promotion/Communication amongst the business organization, employees & customers and Media process, specifically with focus on Advertising			✓
	<b>CO5</b>	Understanding Social marketing communication with Legal & Ethical issues in Advertising, Publicity, Public relations with respect to Marketing Communication.			✓
<b>MBA305MFS</b> <b>Management of</b> <b>Financial</b> <b>Services</b>	<b>CO1</b>	To Throwing light on how the Indian financial system works.		✓	
	<b>CO2</b>	To Strengthening the foundation of financial markets.		✓	

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	CO3	To Enhancing the knowledge of financial Institutions and their services.		✓	
	CO4	To Enhancing the knowledge of factoring forfeiting and stock broking.		✓	
	CO5	To enabling the concepts of banking and insurance.		✓	
MBA305SHR Strategic Human Resource Management	CO1	To understand the strategic role of SHRM,		✓	
	CO2	To analyze and evaluate how manpower planning is executed in a strategic context.		✓	
	CO3	To create and implement a strategic performance management system			✓
	CO4	To analyses and implement the global HRM practices			✓
	CO5	To evaluate and create work designs to globalized workforce			✓
MBA306ETM Emerging Technology for Managers	CO1	Learner should be able to understand the concept and application of Information Systems.			✓
	CO2	Learners should be able to create reports and represent data graphically using excel and access.			✓
	CO3	Learners should be able to understand and evaluate the Enterprise software based on the user requirements and the functionality it serves.			✓

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Semester 4

MBA401PRM Project Management	CO1	Understand the contemporary and cutting edge Project Management.	✓		
	CO2	Analyze stakeholder expectations and engagement to ensure a successful project outcome.		✓	
	CO3	Manage projects effectively including the management of scope, time, costs, and quality, ensuring satisfying the needs of the project.		✓	
	CO4	Apply the PM processes to initiate, plan, execute, monitor and control, and close projects and to coordinate all the elements of the project.		✓	
	CO5	Apply processes required to manage the procurement of a project, including acquiring goods and services from outside the organization.		✓	
MBA402DSM Digital and Social Media Marketing	CO1	To understand the concept of Digital and Social Media.			✓
	CO2	To apply tools in branding and marketing.			✓
	CO3	To understand and learn to apply Digital and Social Media tools.			✓
	CO4	To learn news and improve tools.			✓

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	CO5	To create, collaborate and integrate various marketing communications tools and analyses the trends.			✓
MBA403BUL Business Law	CO1	Enhancing knowledge of the branches of law which relate to business transactions		✓	
	CO2	Increasing awareness about the legal implications for unpaid seller.		✓	
	CO3	Basic fundamentals regarding various negotiable instruments used in business		✓	
	CO4	Making students acquaint with legal formalities for registering business as limited Company.		✓	
	CO5	With the increasing use technology in the business, making students aware about various legal penalties of cyber crimes		✓	
MBA404COB Consumer Behaviour	CO1	To understand the conceptual foundations of consumer buying behaviour			✓
	CO2	To create awareness of the theories of motivation, perception and Personality and relation with consumer behaviour		✓	
	CO3	To create awareness of the theories of Consumer learning and Consumer attitude.		✓	
	CO4	Analyze how social and cultural dimensions and Consumer		✓	

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		decision making shapes consumer behaviour.			
	CO5	To understand global consumer behaviour towards online buying and application.			✓
MBA405COR Corporate Restructuring	CO1	To make students familiarize with various techniques of corporate restructuring		✓	
	CO2	To examine the companies for merger & acquisitions.			✓
	CO3	To make students aware about how negotiation is to be carried out while merging in India			✓
	CO4	To increase understanding the act and policies regarding restructuring			✓
MBA404HRA HR Analytics	CO1	To understand the concept of HR Analytics.		✓	
	CO2	To analyses how various analytics modules.			✓
	CO3	To understand and learn to apply HR Metrics and reports		✓	
	CO4	To remember and create data visualization of HR metrics		✓	
	CO5	To create a HR metric dashboard		✓	
MBA405FID Financial Derivatives	CO1	To understand the students about the concept of Derivatives and its types.			✓
	CO2	To acquaint the knowledge of Forward and Futures contract and settlement of future price			✓

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	CO3	Analysis of risk Management using Options and SWAPs			✓
	CO4	To gain the knowledge about Hedging and the development position of Derivatives in India			✓
	CO5	To understand evaluation of derivatives and derivatives trading at NSE/BSE.			✓
MBA405INR Industrial Relations and Labour Laws	CO1	To elaborate the concept of Industrial Relations and Labour laws		✓	
	CO2	To discuss and analyse requirement different mechanisms of addressing disputes, grievances and workers' welfare, Trade Union and Industrial Employment		✓	
	CO3	To summarize the important provisions of Wage Legislations, in reference to Factory Act 1948 and Contract Labour (Regulation and Abolition) Act, 1970		✓	
	CO4	To summarize the important provisions of labour Legislations, in reference to Worker's Participation In Management and Code of Discipline in India		✓	
	CO5	To summarize the important provisions of labour Legislations Sexual harassment of women in workplace, The Child Labour (Prohibition and Regulation) Act, 1986:		✓	

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<b>MBA405PBM</b> <b>Product and</b> <b>Brand</b> <b>Management</b>	<b>CO1</b>	To learn fundamentals of Product and Brand Management.			✓
	<b>CO2</b>	The aim of Product Management Part is to make participants understand competition at product level as well as brand level.			✓
	<b>CO3</b>	To understand important aspects of product and brand management from competition point of view.			✓
	<b>CO4</b>	The objective of brand management is to make students understand principles of Branding, role of brands, elements and components of brands, brand equity etc.			✓
	<b>CO5</b>	The main aim for brand management is to make sure that students understand implications of planning, implementing and evaluating Branding Strategies.			✓

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## 1.1 Curriculum design and development

### Metric No 1.1.1

Curricula developed and implemented have relevance to the local, regional, national, and global developmental needs, which is reflected in the Programme outcomes (POs), and Course Outcomes (COs) of the Programmes offered by the University

**Document: List of CO's & PO's for Bachelor of Business Administration Program**

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### **Programme Outcomes (PO) of BBA (H)**

PO1 Fundamental and Domain Knowledge - Learn to express, demonstrate, interpret and apply the knowledge of theories and principles of management in the business administration.

PO2. Innovative Thinking & Problem Solving – To provide a creative framework for potential growth and solutions, to deal with problems by applications of different problem solving theories.

PO3. Critical Thinking – To promote independent thinking, scrutinizing the assumptions and business problems using appropriate data for the effective solutions.

PO4. Effective Communication - To enlighten the students with appropriate communication skills & soft skills, understand different styles and types of communication.

PO5. Leadership and Team Work – To understand its impact on the functioning of the organization, learning leadership styles and its implications in business environment and understanding significance of team work and team building.

PO6. Global Orientation and Cross-Cultural Appreciation - To understand challenges prevailing within the organisation, nation and globally. To acknowledge cross-cultural aspects of management.

PO7. Entrepreneurship - To understand Entrepreneurial opportunities prevailing and upcoming in modern business context. To crack the scalability of the present business avenues and nurture start-ups.

PO8. Environment and Sustainability – To learn ways to protect ecosystem, develop sustainable businesses by using relevant techniques in context of Climate change, water crisis/management, green washing, pollution control, etc.

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PO9. Social Responsiveness and Ethics - To understand the ability to recognize ethical validations and unethical practices in organisation which in turn affects the societal benefits.

PO10. Life Long Learning – To understand the need of self-initiated learning that focuses on personal development, to improve the quality of life and achieve personal goals as well as objectives of organization.

### **Programme Educational Outcomes (PEO's) BBA (H)**

PEO 1: to inculcate social responsibility, human values, and professional ethics for the advancement of society and organizations.

PEO 2: to train aspiring business professionals who can use their academic knowledge to provide workable answers to real-world problems.

PEO 3: They must be able to collaborate, manage, and include both large and small groups of individuals with different genders, nationalities, regions, languages, cultures, and beliefs. To comprehend both explicit and implicit differences in opinions, convictions, and practices in interdisciplinary and varied team environments.

PEO 4: In order to perform in today's work environments, one must be able to learn new things constantly, maintain a lifetime learning habit, and pick up the newest information.

PEO 1: To ensure that students are able to understand and appreciate basic, core and interdisciplinary aspects of management practices along with practical applications of same.

PEO 2: To lay down the foundation concepts of business administration and its business implications on companies and societies.

PEO 3: To help students develop decision-making and problem solving skills, critical and analytical thinking abilities along with Leadership skills.

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PEO 5: To equip students with requisite skills and promote importance of business Ethics, Principles and values.

PEO 6: To ensure students understand business dynamism and environment and lead change effectively.

PEO 7: To broaden student's perspectives to enhance their creativity & innovation, managerial and entrepreneurial decision making skills which encourage them on ethical path transforming into leaders, entrepreneurs and future managers.

*Bansari*

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**Course Outcomes**

**Academic Year 2023-2024**

			Relevance to the		
Subject	Name of CO	Description	Local/Regional	National	Global
<b>Semester 1</b>					
<b>BBA230101 Principles of Management</b>	<b>CO1</b>	Understanding the concept and nature of Management and recognize various perspectives on management.		✓	
	<b>CO2</b>	Identify the steps involved in the process of management.			✓
	<b>CO3</b>	Design plans and take business decisions by using the apt tools and techniques.			✓
	<b>CO4</b>	Create organization charts, establish authority responsibility relationship, create departments and perform other functions of organization.			✓
	<b>CO5</b>	Identify the need for Staffing, Motivation & Leadership for adopt the best methods & Theories, styles.			✓
<b>BBA230102 Financial Accounting</b>	<b>CO1</b>	Acquiring the knowledge of different accounting concepts, methods and statements.		✓	





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	CO2	Ability to prepare financial statements in accordance with appropriate standards.		✓	
	CO3	Creating critical thinking skills for analysis of financial data of an organization.		✓	
	CO4	Ability to interpret different financial statements.		✓	
	CO5	To make aware about accounting of Non-profit making organization			✓
<b>BBA230103 Marketing Management</b>	CO1	Understanding of the basic terms used in marketing and the differences between them.			
	CO2	Ability to apply the concepts, principles of marketing to improve marketplace performance		✓	
	CO3	Understanding of Product Management Concepts		✓	
	CO4	Ability to identify what drives customer value and importance of buying behaviour			✓
	CO5	Critically analyse an organization's Distribution system and branding strategies.			✓
<b>BBA230104 Office Automation</b>	CO1	The understanding of the basic nature & scope of computer usage work.		✓	
	CO2	The identification of various peripheral devices, internet environment, word processing, spread sheets and presentation		✓	

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		in computer related terminology.			
	CO3	The knowledge about different computer concepts such as internet environment.		✓	
	CO4	Ability to use digital resources at workplace for effective organization.			✓
	CO5	To equip students with practical knowledge of MS office			✓
AEC230101 Communication Skills	CO1	Inculcation of different skills will be added in a student's career.	✓		
	CO2	Students' employability skills will be enhanced.			✓
	CO3	Ability to speak in English will be improved through practice.			✓
	CO4	Self-Analysis tool will help the students to identify their strengths and weaknesses to work upon.	✓		
SEC230101 Foundation of Entrepreneurship	CO1	To know various theories of entrepreneurship and trends.			✓
	CO2	To identify various issues and challenges in starting a new venture.			✓
	CO3	To understand innovation and its implications			✓
	CO4	To create entrepreneurial mindset through understanding entrepreneurial personality			✓

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IKS230101 Indian Economy & Business Model	CO1	Enlightening the students about the ancient fundamentals about Indian economics which will frame out a basic land of understanding the modern trends..		✓	
	CO2	Understanding the Indian economic models during ancient India.		✓	
	CO3	Enhancing the knowledge of Indian business models (pre – post independence) in comparison of world business models		✓	

## Semester 2

BBA230202 Fundamentals of Economics	CO1	The understanding of the basic nature & scope of economics.		✓	
	CO2	The identification of various economic variables in general business atmosphere.		✓	
	CO3	The knowledge about different micro economic concepts such as demand & supply.		✓	
	CO4	Ability to forecast future demand for business.		✓	
	CO5	Understanding various macro-economic indicators.			✓
	CO6	Understanding different aspects of monetary policy and fiscal policy of a nation.			✓
					✓

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VAC230201 Environmental Studies	CO1	Enabling students to understand and realize the multi-disciplinary nature of the environment, its components, and inter-relationship between man and environment.	✓		
	CO2	Understanding the relevance and importance of natural resources in the sustenance of life on earth and living standard. The importance of ecosystem, biodiversity, and nature.	✓		
	CO3	Correlating the human population growth and its trend to the environmental degradation and developing the awareness about his/her role towards environmental protection. Identifying different types of environmental pollution and control measures.		✓	
BBA230203 Financial Management	CO1	The understanding of how the Indian financial system works.		✓	
	CO2	The knowledge of different avenues of raising and investing funds to establish and run the business.			✓
	CO3	The ability to apply time value of money in taking financial investment decision			✓
	CO4	Enhancing the ability to understand operating cycle		✓	
	CO5	Enabling students to know how to manage working capital			✓

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		finance			
<b>BBA230204</b> <b>Foundation in</b> <b>Statistical</b> <b>Method</b>	<b>CO1</b>	The understanding of the basic Mathematical Concepts.		✓	
	<b>CO2</b>	The identification of structured Business Problems in a mathematical form.		✓	
	<b>CO3</b>	Application of the mathematical concepts learnt to business courses.			✓
	<b>CO4</b>	Ability to test the hypothesis relating to economics, business and finance.			✓
	<b>CO5</b>	Analyzing business data using time series technique.		✓	
<b>BBA230201</b> <b>Organisational</b> <b>Behaviour</b>	<b>CO1</b>	To familiarize with the concept of individual, group and organisation behaviour at work.			✓
	<b>CO2</b>	To understand individual behavior in organizations due to diversity, attitudes, job satisfaction, emotions, personality, perception, motivation that influence the decision making and work.			✓
	<b>CO3</b>	To familiarize with concept of leadership and theories of motivation.			✓
	<b>CO4</b>	To explain how power and culture affect working relationships within organizations.			✓
	<b>CO5</b>	To ability to adapt the organizational change.			✓

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	CO6	To understand the concept of stress and methods of managing the stress to improve the organizational performance.			✓
SEC230202 Identifying Entrepreneurial Opportunities	CO1	Exploration of opportunities from the market			✓
	CO2	Check technical, market, financial and other types of Feasibility of a business idea.			✓
	CO3	Develop business model to describe the rationale of how an organization creates, delivers, and captures value			✓
AEC230202 Logical and Critical Thinking	CO1	Ability to understand the basic concept of Logical and Critical Thinking and are able to solve problems			✓
	CO2	Increasing the analytical ability.			✓
	CO3	Helping students in employability in service based company, government sector, PSU and in pursuing for higher studies also.			✓
Semester 3					
BBA230301 Business Environment	CO1	Understanding the concepts of Business environment & Macro/Micro environment		✓	
	CO2	Ability to correlate current economic scenario and environmental impact on business		✓	

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	CO3	Ability to understand the importance of socio cultural factors affecting business operations		✓	
	CO4	Identification of possible threats and opportunities from ever changing technological environment			✓
	CO5	Making students acquaintance with the knowledge of taking business globally			✓
BBA230302 Management Information System	CO1	Learners should be able to understand the concept and application of Information Systems			✓
	CO2	Learners should be able to create reports and represent data graphically using excel and access.			✓
	CO3	Learners should be able to understand and evaluate the Enterprise software based on the user requirements and the functionality it serves. practices at corporates level.			✓
BBA230303 Corporate Social Responsibility	CO1	Create awareness of the CSR theoretical framework, its ethical foundation and importance to improve the general welfare.			✓
	CO2	Understand the meaning, definition, and nature and appreciate its role in adding human and social values.			✓

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	CO3	Identify the key components of corporate social responsibility through case study and real life examples.			✓
	CO4	Provide students with comprehensive knowledge of stakeholders' expectations and sustainability challenges companies face.		✓	
	CO5	This will help in inculcating entrepreneurial spirit with give back to the society for enhancing quality of life.			✓
	CO6	Demonstrate students that CSR is viable, when integrated into a global business strategy.			✓
BBA230304 Introduction to Psychology	CO1	To understand the meaning and important of Psychology in Everyday	✓		
	CO2	To identify the psychosomatic behavior and mental healing.	✓		
	CO3	To understand different theories and methods in Psychology			✓
	CO4	To identify barriers to rectify different testing and assessments of Psychology			✓
	CO5	To understand the maximum user friendly techniques for ultimate professional use of the Psychology			✓
AEC230303 Financial Literacy	CO1	Increasing familiarities with financial literacy and its different aspects.			✓

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	CO2	Leading them towards financial wellbeing by teaching to manage their money.		✓	
	CO3	Making them literate about the personal tax structure of India		✓	
	CO4	Enable them to understand the process of tax e filing		✓	
SEC230303 Marketing Strategies for Start Ups	CO1	Exploration of Marketing basics in real world			✓
	CO2	Understanding customer ways of reacting to marketing and various types of customers.			✓
	CO3	Understanding Brand and its importance as well as various techniques of Integrated marketing		✓	
	CO4	Exploration of the new buzz social marketing basics			✓
IKS230303 Understanding India	CO1	To understand the meaning and important of Indian Knowledge System.		✓	
	CO2	To identify the Actual foundational concepts for science and technology.		✓	
	CO3	To understand the values of Humanities and Social Science.		✓	
Semester 4					
BBA230401 Production and Operations	CO1	To understand how production systems are used in managing operations		✓	

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Management	CO2	To understand the managerial responsibility for Operations.		✓	
	CO3	To gain an understanding and appreciation of the principles and applications relevant to the Planning, design, and operations of manufacturing/service firms.			✓
	CO4	To develop skills necessary to effectively analyze and synthesize the many inter-relationships inherent in complex socio-economic productive systems.			✓
	CO5	To apply quantitative methods to assist in decision making on operations management and strategy.			✓
BBA230402 Business Law	CO1	Gaining knowledge of the branches of law which relate to business transactions	✓		
	CO2	Making students aware about the legal implications for unpaid seller		✓	
	CO3	Enhancing awareness regarding various negotiable instruments used in business		✓	
	CO 4	Making students acquainted with legal formalities for registering business as limited Company.		✓	
	CO 5	In the modern business world where consumer is king, Increasing knowledge for consumer's rights		✓	

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<b>BBA230403</b> <b>Project</b> <b>Management</b>	<b>CO1</b>	Understand the contemporary and cutting edge Project Management.	✓		
	<b>CO2</b>	Analyze stakeholder expectations and engagement to ensure a successful project outcome.		✓	
	<b>CO3</b>	Manage projects effectively including the management of scope, time, costs, and quality, ensuring satisfying the needs of the project.		✓	
	<b>CO4</b>	Apply project management practices in a variety of organizational and international settings.		✓	
	<b>CO5</b>	Apply processes required to manage the procurement of a project, including acquiring goods and services from outside the organization.			✓
<b>BBA230404</b> <b>Human</b> <b>Resource</b> <b>Management</b>	<b>CO1</b>	To demonstrate knowledge about fundamental principles, generalizations, and/or theories and concepts in human resources management and Human Resource Planning.			✓
	<b>CO2</b>	To apply course material to improve thinking, problem solving, and decision making along with recruitment and selected and Induction in the advanced human resources management arena.			✓
	<b>CO3</b>	To assess potential and to prepare an employee through appropriate feedback and guidance for higher responsibilities which connects with monetary rewards and to act as a tool for Human Resource Development			✓

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	CO4	To secure industrial peace and harmony by providing machinery and procedure for the investigation and settlement of Industrial Disputes.		✓	
	CO5	To create a productive, engaged workforce and to eliminate the perception that organized labour and management have a perpetually adversarial relationship.			✓
AEC230404 Soft Skills	CO1	Learners should understand the nuance of communication at workplace	✓		
	CO2	The learners will be able to create various forms of business letters		✓	
	CO3	The learners will be able to create various forms of business reports			✓
SEC230404 Finance and Funding for Start Up	CO1	Finance and its importance in the real world			✓
	CO2	Various ways of development of finance for the company		✓	
	CO3	Understanding the importance of accounting and its impact			✓
	CO4	Importance of ratio and how its effects the balance sheet of the company	✓		
VAC230402 Emerging Technologies	CO1	Learners should be able to understand the concept and application		✓	
	CO2	Learners should be able to apply the tools, functions in Power BI and Tableau at the beginners level			✓

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	CO3	Learners should be able to create a dashboard.			✓
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STARTUP & INNOVATION  
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## 1.1 Curriculum design and development

### Metric No 1.1.1

Curricula developed and implemented have relevance to the local, regional, national, and global developmental needs, which is reflected in the Programme outcomes (POs), and Course Outcomes (COs) of the Programmes offered by the University.

**Document: List of CO's & PO's for Master of Business Administration Program**

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## Programme Outcomes (PO) of MBA

**PO1: Management Knowledge:** To develop students' Comprehensive management knowledge that can help them to be a business leader and manager

**PO2: Analytical Skills:** To demonstrate conceptual, analytical, technical, entrepreneurial and human relation skills to be an effective management professional and that help to diagnostic problem-solving skills in order to support management decision-making.

**PO3: Research Aptitude:** An ability to demonstrate a critical awareness of current issues (diversity, social responsibility, sustainability, innovation, knowledge management, etc.) in business and management which is informed by leading edged research and practice in the field.

**PO4: Culture, Values and Ethics:** Gain insights into how cultural values can impact ethical decision making. Understand that ethical standard can vary across cultures, and develop the ability to navigate these differences to become successful managers

**PO5: Strategic marketing Knowledge:** To possess a deep understanding of marketing principles, including competitive analysis. Students would be able to formulate effective marketing strategies to address business challenges and opportunities.

**PO6: Financial knowledge:** Develop a strong foundation in financial principles, including understanding financial markets, risk management, financial instruments and valuation techniques.

**PO7: Entrepreneurship Skills:** Apply the entrepreneurial, analytical, managerial skills for effective business management and for effective startups.

**PO8: Individual and Leadership skills:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

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**PO9: Strategic HR Knowledge:** Able to develop and implement strategic human resource management plans that align with overall business goals. This involves understanding how HR strategies can contribute to the success of an organization.

**PO10: Life Long Learning:** Ability to integrate business knowledge and management techniques in a changing business environment to achieve long term objectives of organization.

### Programme Educational Outcomes (PEO's)

**PEO 1:** To have a flexible attitude and lifelong learning in order to be able to adapt to emerging Technologies, developments, and shifts in the global economy.

**PEO 2:** The program cultivates the capacity to lead oneself and others in the accomplishment of Organizational goals and maximize results for all stakeholders, as well as to collaborate within and across organizational boundaries.

**PEO 3:** Implement and recognize ethical dilemmas, backed by your own integrity and self-assurance to respond appropriately.

**PEO 4:** Exhibit solid technical expertise in the areas of finance, marketing, human resources, logistics and supply chain management, international business, business analytics, and entrepreneurship as well as the management domain.

**PEO 5:** to build professional competence in research, data analysis and interpretation, planning and it's effective execution, shrewd decision making, organization, and a solution-finding methodology.

**PEO 6:** Being renowned for their ability to manage diversity as a team player and their leadership abilities to make wise choices while collaborating with colleagues in a cross-cultural setting.

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## Course Outcomes

Academic Year 2020-2021

			Relevance to the		
Subject	Name of CO	Description	Local/Regional	National	Global
Semester 1					
16040101 Soft Skills	CO1	Developing personal goals and understanding career aspirations.	✓		
	CO2	Understanding the importance of listening in communication.	✓		
	CO3	Developing skills to meet organizational needs and requirements.			✓
16040102 Computing Skills	CO1	The learners from diverse backgrounds can have a deeper penetration on the computer.		✓	
	CO2	Learner should be able to perform editing, formatting functions on text, pictures and table, and producing a mail merge		✓	
	CO3	Learners should be able to demonstrate the use and utility of functions, formulas, organizing and displaying large amounts, complex data.			✓

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	CO4	Learners should be able to get a basic understanding on the important concepts of networking			✓
<b>16040104</b> <b>Principles of Management</b>	CO1	Understand different management approaches		✓	
	CO2	Demonstrate planning techniques		✓	
	CO3	Able to work in dynamic teams within organizations			✓
	CO4	Analyze different processes in staffing and controlling			✓
<b>16040105</b> <b>Managerial Economics</b>	CO1	To encourage the students of management with techniques of managerial economics to enable them its relevance decision making	✓		
	CO2	Analyzing the demand and supply conditions and assess the position of a company.			✓
	CO3	Understanding the production and cost function using curves and theories.		✓	
	CO4	To understand the Concept of National Income, Fiscal and Monetary Policies and Macro Environment in business decisions			✓
<b>16040106</b> <b>Organization</b>	CO1	To familiarize with the concept of individual, group and organization behavior at work.		✓	

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Behaviour	CO2	To understand individual behavior in organizations due to motivation and morale that influences the decision making and work.			✓
	CO3	To learn the ability to adapt organizational change.		✓	
	CO4	To understand the concept of stress and methods of managing the stress to improve the organizational performance.		✓	
16040107 Financial Statement Analysis	CO1	Learn the components of financial statements, including the balance sheet, income statement, and cash flow statement.		✓	
	CO2	Understand the importance of cash flow in evaluating a company's financial health		✓	
	CO3	Develop comprehensive financial reports and presentations.			✓
16040108 Marketing Management	CO1	Understanding the basic concept of marketing management.		✓	
	CO2	Ability to identify what drives customer value and importance of buying behavior.			✓
	CO3	Identifying and targeting specific groups within a market and Selecting the most attractive segments to focus on.			✓
	CO4	Understanding of Product Management Concepts.		✓	

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16040110 Business Research Methods	CO1	Understanding the framework and purpose of Research and its benefits to business.		✓	
	CO2	Ability to know & classify between various types, nature and sources of data.		✓	
	CO3	Knowledge of Sampling Techniques used to collect the data for research		✓	
	CO4	Ability to design questionnaires in a structured way to collect data which is helpful in business research.		✓	
	CO5	Learn how to write reviews of articles/ research papers to employ the standard and significant analysis.		✓	

## Semester 2

16040201 Business Communication	CO1	Learners should understand the nuance of communication at workplace	✓		
	CO2	The learners will be able to create various forms of business letters		✓	
	CO3	The learners will be able to create various forms of business reports		✓	
16040202 Cost Accounting	CO1	Learn the fundamental concepts of cost, including types of costs (fixed, variable, direct, indirect) and how they behave.		✓	
	CO2	Gain knowledge of different costing methods such as job costing, process costing, activity- based costing, and		✓	

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		standard costing.			
	CO3	Learn techniques for controlling and reducing costs, including variance analysis and cost allocation methods.		✓	
	CO4	Develop skills to use cost information for decision-making purposes, such as pricing, make or buy decisions, and profitability analysis.			✓
16040203 Entrepreneur innovation and motivation	CO1	Apply the basic principles of entrepreneurship		✓	
	CO2	Distinguish the concepts of the entrepreneurship ecosystem, entrepreneurship education, and various entrepreneurial opportunities.			✓
	CO3	Understanding various individual attributes of entrepreneurial personality traits, entrepreneurial characteristics, behavioral attributes and importance of creativity and innovation.			✓
	CO4	Develop an understanding of best techniques for idea generation and opportunities exploration			✓
16040204 Macro Economics	CO1	To equip the students with techniques of Macroeconomics to enable them to know the basic nature.		✓	
	CO2	Analyze the theories and its regards with the national planning and policies.		✓	
	CO3	To understand the GDP and the methods of measuring its			✓

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		worth to the students.			
	CO4	Evaluating the various economic thoughts will enrich students to achieve the next level.		✓	
	CO5	To understand the Concept of National Income, Fiscal and Monetary Policies and Macro decisions of a nation.		✓	
16040205 Human Resource Management	CO1	To understand basic of Human Resource Management			✓
	CO2	To understand importance of Human Resource Planning & Recruitment and Selection			✓
	CO3	To understand induction and Training and Development level.		✓	
	CO4	To have glance to Performance Appraisal, Job analysis and Job		✓	
	CO5	To understand basic of Compensation, Grievance and Employee Welfare Management		✓	
16040206 Financial Management	CO1	To demonstrate the sound understanding of the concept, functions and importance of financial management for a business firm.	✓		
	CO2	Student will be able to calculate, working capital and its finance and demonstrate the working capital decisions and inventory management		✓	
	CO3	Students will be able to analyze the convolutions associated with leverage and		✓	

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		risk mitigation			
	CO4	To demonstrate the ability to assess and manage financial risks and recommend an optimum capital budgeting for a firm.			✓
16040207 Production and Operations Management	CO1	Introducing project management principles and tools for planning, scheduling, executing, and controlling projects within the operations context..		✓	
	CO2	Providing students with a comprehensive understanding of the principles, concepts, and theories related to operations management within manufacturing and service organizations		✓	
	CO3	Teaching methods for determining optimal production capacity, facility layout design, and resource allocation to maximize efficiency and minimize costs.		✓	
	CO4	Educating students on quality control methods, total quality management (TQM), quality assurance, and their application in enhancing product and service quality.			✓
16040208 Project Management	CO1	To develop an awareness of the need for project planning and management		✓	
	CO2	To apply professional attitudes and techniques to managing a project		✓	
	CO3	Provide students with a basic understanding of project management principles and practices.		✓	

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	CO4	Increase the student's ability to function effectively on a project team.			✓
Semester 3					
16040302 Business Law	CO1	To make students understand the concept, theories and application of business Law for the Development of the Society.		✓	
	CO2	Develop the ability to analyze, draft, and interpret contracts, including understanding contract formation, terms, performance, breach, and remedies		✓	
	CO3	Familiarize students with different types of negotiable instruments governed by the Act, such as promissory notes, bills of exchange, and cheques, including their definitions, characteristics, and legal implications.		✓	
	CO4	Educate students on the essentials of a valid contract of sale, including the definition of goods, conditions and warranties, transfer of property, and the distinction between sale and agreement to sell.		✓	
16040303 Business Strategy	CO1	To know core concepts of Strategy and Strategic Management and its scope.			✓
	CO2	To know various external factors and its effect business policy or business strategy			✓
	CO3	To know and execute the process of internal analysis of any business unit of Industry.			✓

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	CO4	To understand various steps of formulation and implementation of various business			✓
16060301 Management of financial services	CO1	The learners will understand the Indian Financial system, Financial instruments and regulatory system		✓	
	CO2	The learners will be able to learn factoring and forfaiting, stock broking, credit rating, custodial and depository services.		✓	
	CO3	Learners will be able to understand basics of insurance services and other financial services		✓	
	CO4	Learner will able to understand thorough knowledge of mutual funds and crowd funding		✓	
16070302 Compensation Management	CO1	Providing insights into strategic choices in managing compensation		✓	
	CO2	In-depth analysis of major Compensation issues in the context of current theory, research and practice.		✓	
	CO3	Illustrating new development as well as established approaches to compensation decisions.		✓	
	CO4	To Learn Employee Benefits, Pension Schemes		✓	
	CO5	To Learn Various Labor Laws Related to Compensation Management.		✓	

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16060302 Security Analysis & Portfolio Management	CO1	The learners will understand the investment risk and investment environment with reference to Indian security market			✓
	CO2	The learners will be able to learn security analysis practical and theory aspects			✓
	CO3	Learners will be able to understand basics and advance of portfolio management			✓
	CO4	Learner will able to understand thorough knowledge of evaluating shares of investment in stock market			✓
16070301 Strategic Human Resource Management	CO1	The learners will understand the strategic Role of HRM			✓
	CO2	The learners will be able to learn the a clear distinction between Performance Appraisal and Performance Management		✓	
	CO3	Learners will be able to plan how strategic pay plans and employee benefits are determined.			✓
16050301  Digital Marketing	CO1	Understand the concepts and applications of digital marketing and its real-world iterations			✓
	CO2	Articulate innovative insights of digital marketing enabling a competitive edge.		✓	
	CO3	Understand how to create and run digital media based			✓

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16050302  
**Integrated  
Marketing  
Communication**

		campaigns.			
CO4		Identify and utilize various tools such as social media etc			
CO1		Apply the key terms, definitions, and concepts used in integrated marketing communications.		✓	✓
CO2		Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy.		✓	
CO3		Choose a marketing communication mix to achieve the communications and behavioural objectives of the IMC campaign plan.		✓	
CO4		Structure an integrated marketing communications IMC campaign plan based on the application of marketing concepts, principles, IMC tools and practices within an organization.			✓

**Semester 4**

16040401  
**Legal  
Aspects of  
Business**

CO1		Equipped with fundamental and contemporary knowledge of the most prevalent form of business organization at global level.			✓
CO2		Familiarized with legal aspects of starting a new business in the form of a company		✓	
CO3		Prepared with fundamental and contemporary knowledge about the main source of business finance- Share		✓	





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		Capital			
	CO4	Aware about their rights as an investor in share market			✓
16070402 Change Management and Organization Development	CO1	The learners will understand the concept of Organization Change and Development			✓
	CO2	The learners will be able to learn to prepare strategies to deal with various types of change			✓
	CO3	Learners will be able to plan for various development activities.			✓
16070401 International Human Resource Management	CO1	Understand issues, opportunities and challenges pertaining to international HRM			✓
	CO2	Develop Competency in dealing with cross cultural situation			✓
	CO3	Understand the strategic and functional roles of HRM in various international Context			✓
	CO4	Understand external forces (eg. Globalization, socio cultural changes, political and economic changes) that have the potential to shape international HRM.			✓
16040402 Global	CO1	Understand the key characteristics of important country markets in different			✓

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Marketing Management		regions of the world and learn how to develop marketing plans for these diverse country markets.			
	CO2	Learn to gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world. To assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries and how to adjust a company's marketing practices based on these factors.			✓
	CO3	Learn how to develop product/service/branding policies, pricing practices, and distribution approaches internationally and globally.			✓
	CO4	Develop the ability to think critically about different perspectives on global marketing.			✓
16050401 Product and Brand Management	CO1	Understand the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets			✓
	CO2	Learn to gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world. To assess the social/cultural, economic/financial, political/regulatory, and			✓



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		technological/infrastructure environments of different countries and how to adjust a company's marketing practices.			
	CO3	Learn how to develop product/service/branding policies, pricing practices, and distribution approaches internationally and globally.			✓
	CO4	Develop the ability to think critically about different perspectives on global marketing			✓
16050402 Service and Relationship Marketing	CO1	Analyze the unique challenges involved in the provision of service.		✓	
	CO2	Apply the relevant service marketing theories, concepts and frameworks to solve service related problems and evaluate current business practices.			✓
	CO3	Evaluate the process of value co-creation for enhanced customer experiences		✓	
	CO4	Critique commonly used service metrics such as perceived service quality, customer satisfaction and net promoter score.			
16060401 Risk Management	CO1	Learn the basic concepts, principles, and terminology of risk management.			✓
	CO2	Identify different types of risks, including strategic, operational, financial, and compliance risks.		✓	

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	CO3	Evaluate the likelihood and impact of identified risks		✓	
	CO4	Develop strategies to mitigate identified risks.			✓
16060402 Merger Acquisition	CO1	Learner will be able to understand the basics of mergers and acquisition with types. Will impart the knowledge of strategic evaluation of merger and acquisitions and synergy and value creation in mergers.		✓	
	CO2	Learner will be acquainted with knowledge of corporate restructuring with various regulations. Will able to understand various types of joint venture			✓
	CO3	Learner will be able to understand the descriptive meaning of international mergers and acquisitions and various types of takeover defense strategies			✓
	CO4	Learner will able to enhance the expertise knowledge of legal framework of mergers and acquisitions with Prominent Cases of Mergers and Acquisitions , examples of M & A in the Indian and international contexts		✓	

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## 1.1 Curriculum design and development

### Metric No 1.1.1

Curricula developed and implemented have relevance to the local, regional, national, and global developmental needs, which is reflected in the Programme outcomes (POs), and Course Outcomes (COs) of the Programmes offered by the University

**Document: List of CO's & PO's for Bachelor of Business Administration Program**

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### **Programme Outcomes of BBA**

**PO 1: Professional Competence and Skills:** Equip students with the professional skills required for a successful career in business, including communication, leadership, teamwork, and problem solving skills. Prepare students for professional certifications and higher education opportunities.

**PO2: Management Knowledge:** To develop students' Comprehensive management knowledge that can help them to be a business leader and manager

**PO3: Analytical Skills:** To demonstrate conceptual, analytical, technical, entrepreneurial and human relation skills to be an effective management professional and that help to diagnose problem-solving skills in order to support management decision-making.

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**PO8: Entrepreneurship Skills:** Apply the entrepreneurial, analytical, managerial skills for effective business management and for effective startups.

**PO9: Leadership skills:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO10. Global Business Perspective:** Provide students with an understanding of the global business environment and international business practices. Develop an awareness of cultural diversity and its impact on business.

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## STARTUP & INNOVATION

### UNIVERSITY

WHERE IDEAS COME ALIVE

Course Outcomes					
Academic Year 2020-2021					
			Relevance to the		
Subject	Name of CO	Description	Local/Regional	National	Global
Semester 1					
14020101 Principles of Management	CO1	Understanding the concept and nature of Management and studying various perspectives on Management.		✓	
	CO2	Identify the steps involved in the process of management.			✓
	CO3	Design plans and take business decisions by using the apt tools and techniques			✓
14020102 Principles of Micro Economics	CO1	This course is designed to make the students understand the basic principles of microeconomic theory.		✓	
	CO2	They will learn to evaluate like an economist and the course will illustrate how microeconomic concepts can be applied to analyze real-life situations.		✓	
	CO3	The course shall be creating a strong base of economic		✓	

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		foundation concepts.			
14020103 Business Mathematics	CO1	Understand fundamental mathematical concepts, including basic algebra, linear equations, and their applications in solving business-related problems			✓
	CO2	Apply concepts of matrices and determinants to organize and interpret data in business scenarios, improving decision-making and efficiency.		✓	
	CO3	Develop problem-solving skills using linear programming techniques to optimize business processes such as resource allocation, cost minimization, and profit maximization.		✓	
14020104 Computing Skills for Managers – 1	CO1	The understanding of the basic nature & scope of computer usage		✓	
	CO2	The identification of various peripheral devices, internet environment, word processing, Spread sheets and presentation in computer related terminology		✓	
	CO3	Ability to use digital resources at workplace for effective organization		✓	
	CO4	To equip students with practical knowledge of MS office			✓

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14020105 Communication Skills	CO1	Student's employability skills will be enhanced.	✓		
	CO2	Self- Analysis tool will help the students to identify their strengths and weaknesses to work upon.	✓		
	CO3	Ability to speak in English will be improved through practice.	✓		
14020106 General Business Awareness	CO1	<b>Market understanding:</b> A well-defined objective helps to ensure that the organization has a deep understanding of its market, including customer needs, preferences, and pain points.		✓	
	CO2	<b>Competitive advantage:</b> General business awareness helps to identify opportunities and threats in the market, enabling the organization to develop a competitive advantage.			✓
	CO3	<b>Strategy development:</b> An objective for general business awareness provides a foundation for developing effective strategies and tactics.			✓
	CO4	<b>Data-driven decision-making:</b> General business awareness enables organizations to make data-driven decisions, rather than relying on intuition or assumptions			✓

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12300009 <b>Orientation Program in Start-up and Entrepreneursh ip</b>	CO1	Apply the basic principles of entrepreneurship		✓	
	CO2	Distinguish the concepts of the entrepreneurship ecosystem, entrepreneurship education, and various entrepreneurial opportunities		✓	
	CO3	Understanding various individual attributes of entrepreneurial personality traits entrepreneurial characteristics, behavioural attributes and importance of creativity and innovation.			✓
	CO 4	Develop an understanding of best techniques for idea generation and opportunities exploration			✓
<b>Semester 2</b>					
14020201 <b>Principles of Macro Economics</b>	CO1	This course is designed to make the students understand the basic principles of microeconomic theory.		✓	
	CO2	They will learn to evaluate like an economist and the course will illustrate how microeconomic concepts can be applied to analyze real-life situations.			✓
	CO3	The course shall be creating a strong base of economic foundation concepts.		✓	
14020202 <b>Marketing Management</b>	CO1	Understanding the basic concept of marketing management.		✓	

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	CO2	Identifying the four Ps of marketing: Product, Price, Place, and Promotion.			✓
	CO3	Identifying and targeting specific groups within a market and selecting the most attractive segments to focus on.		✓	
	CO4	Understanding of Product Management Concepts.		✓	
14020203 Management Accounting	CO1	To enhance the abilities of learners to develop the concept of management accounting and its significance in the business		✓	
	CO2	The knowledge of different avenues of raising and investing funds to establish and run the business. To enhance the abilities of learners to understand the budgetary control.		✓	
	CO3	To enable the learners to understand, develop and apply the techniques of management accounting in the financial decision making in the business corporates.		✓	
	CO4	To make the students develop competence with their usage in managerial decision-making and control.			✓
	CO5	To make the students aware of the various contemporary issues in management accounting.			✓
14020204 Organizational	CO1	To familiarize with the concept of individual, group and organization behaviour		✓	

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Behavior		at work.			
	CO2	To understand individual behavior in organizations due to diversity, attitudes, job satisfaction, emotions, personality, perception, motivation that influence the decision making and work.		✓	
	CO3	To familiarize with concept of leadership and theories of motivation.			✓
	CO4	To explain how power and culture affect working relationships within Organizations			✓
14020205 Corporate social responsibility	CO1	Introduce the fundamental concepts, theories, and frameworks of Corporate Social Responsibility.		✓	
	CO2	Develop the ability to make ethical decisions in business by understanding the moral and ethical implications of corporate actions.		✓	
	CO3	Learn how to identify, engage, and communicate with stakeholders to create value and maintain positive relationships		✓	
	CO4	Understand the principles of environmental sustainability and how they apply to business operations.			✓

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14020206 Communication Skills – 2	CO1	Inculcation of different skills will be added in a student's career	✓		
	CO2	Students' employability skills will be enhanced.			✓
	CO3	Ability to speak in English will be improved through practice			✓
1230001 Basic Program in Entrepreneurship	CO1	Develop an understanding of best techniques for idea generation, opportunities exploration, and market research.			✓
	CO2	Check technical, market, financial and other types of Feasibility of their business idea.			✓
	CO3	Develop business model to describe the rationale of how an organization creates, delivers, and captures value			✓
	CO4	Conduct the customer's survey to know the need of their business idea.			✓
Semester 3					
14020301 Financial Statement Analysis	CO1	Learn the structure and content of financial statements, including the balance sheet, income statement, cash flow statement, and statement of shareholders' equity		✓	
	CO2	Develop skills to assess the financial health of a company through ratio		✓	

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		analysis, trend analysis, and comparative financial analysis.			
	CO3	Evaluate profitability, liquidity, solvency, and operational efficiency to understand a company's strengths and weaknesses		✓	
	CO4	Understand the regulatory environment and accounting standards that impact financial reporting and analysis			✓
14020302 Business Statistics	CO1	Understand fundamental statistical concepts and tools such as mean, median, mode, variance, and standard deviation, and apply them to business data for informed decision-making.		✓	
	CO2	Analyze business problems using probability theory, enabling students to assess risk and uncertainty in various business scenarios			✓
	CO3	Apply correlation and regression techniques to evaluate relationships between different business variables and make predictions		✓	
14020303 Employee Behavior & Relationship Management	CO1	Provide students with insights into individual and group behavior in organizational settings, including theories of motivation, personality traits, perception, and attitudes.		✓	
	CO2	Explore factors influencing employee engagement and satisfaction, including job design, work-life balance, compensation, recognition,			✓

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14020304 Advertisement & Sales		and organizational culture			
	CO3	Equip students with skills in conflict resolution, negotiation techniques, and mediation strategies to manage interpersonal conflicts and promote constructive dialogue in the workplace.			✓
	CO4	Trace the historical development of industrial relations, including the evolution of labor movements, trade unions, and legislative frameworks governing employment relationships.		✓	
	CO1	Clear direction: An objective provides a clear direction for the advertisement and sales efforts, ensuring that everyone is working towards the same goal.	✓		
	CO2	Focus: An objective helps to focus efforts on the most important aspects of advertisement and sales, reducing waste and increasing efficiency.			✓
	CO3	Measurable progress: An objective provides a benchmark for measuring progress, allowing for adjustments to be made as needed.		✓	
	CO4	Resource allocation: An objective helps to allocate resources effectively, ensuring that the right amount of time, money, and effort is invested in the		✓	

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		advertisement and sales efforts.			
14020305 Environment law	CO1	Understand the concept of environmental law and its importance in protecting the environment		✓	
	CO2	Identify the key environmental issues and challenges, such as climate change, biodiversity loss, and pollution		✓	
	CO3	Recognize the key principles and concepts of environmental law, such as sustainable development, precautionary principle, and polluter pays principle.		✓	
14020306 Family Business Management	CO1	Understand the concept and significance of family businesses in the global and Indian context.			✓
	CO2	Identify and evaluate the challenges faced by family businesses in India.		✓	
	CO3	Develop governance structures such as Family Constitutions to ensure sustainable family business operations		✓	
12300011 Intellectual Property Rights India	CO1	To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.		✓	
	CO2	To disseminate knowledge on patents, patent regime in India and registration aspects		✓	
	CO3	To disseminate knowledge on copyrights and its related rights and registration			✓

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		aspects.			
	CO4	To disseminate knowledge on trademarks and registration aspects.		✓	
	CO5	To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects.		✓	
	CO6	To make them aware about current trends in IPR and Govt. steps in fostering IPR.		✓	
Semester 4					
14020401 Introduction to Business Law	CO1	To make students understand the concept, theories and application of business Law for the Development of the Society.	✓		
	CO2	Develop the ability to analyze, draft, and interpret contracts, including understanding contract formation, terms, performance, breach, and remedies.		✓	
	CO3	Familiarize students with different types of negotiable instruments governed by the Act, such as promissory notes, bills of exchange, and cheques, including their definitions, characteristics, and legal implications.		✓	
	CO4	Educate students on the essentials of a valid contract of sale, including the definition of goods, conditions and warranties, transfer of property, and the distinction between sale and		✓	

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		agreement to sell.			
	CO5	To apply quantitative methods to assist in decision making on operations management and strategy.		✓	
14020402 Global marketing Management	CO1	Gain a comprehensive understanding of the global economic, political, and cultural environment in which businesses operate			✓
	CO2	Develop skills to manage and lead diverse teams across different cultural contexts.			✓
	CO3	Understand the principles of international trade, including trade theories, policies, and practices.			✓
14020403 Business Research Methods	CO1	To enable students to analyze and interpret data using various statistical tools.		✓	
	CO2	Introduce basic concepts of Research design and Research methodology aimed at solving business problems		✓	
	CO3	To familiarize students with the types of problems often faced by Business Organizations.		✓	
14020404 Financial Management	CO1	To demonstrate the sound understanding of the concept, functions and importance of financial management for a business firm.		✓	
	CO2	Student will be able to calculate, working capital and its finance and demonstrate the working capital decisions and		✓	

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		inventory management			
	CO3	Students will be able to analyze the convolutions associated with leverage and risk mitigation		✓	
	CO4	To Demonstrate the ability to assess and manage financial risks and recommend an optimum capital budgeting for a firm.		✓	
14020405 Human Resource Management	CO1	This subject is designed to provide a basic understanding of the subject of Human Resource management to the students			✓
	CO2	To provide conceptual understanding of Human Resource Planning and the importance of Training and Development		✓	
	CO3	To study about various promotion schemes and Industrial Relations along with Remuneration policy under various labour laws		✓	
	CO4	To understand the Employee welfare, Trade union and Dispute resolution mechanism		✓	
14020406 Supply Chain Management	CO1	Understand the concept of supply chain management and its importance in modern business		✓	
	CO2	Identify the key components of a supply chain (e.g., suppliers, manufacturers, distributors, retailers, customers)		✓	
	CO3	Recognize the importance of collaboration and integration in supply chain management.		✓	

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	CO4	Understand the role of technology in supply chain management (e.g., ERP, SCM software).			✓
12300012  Intermediate Program in Entrepreneurship	CO1	Apply the basic principles of entrepreneurial finance		✓	
	CO2	Understanding the importance of industrial collaboration and triple helix model for industrial Innovation.			✓
	CO3	Understand various market funds for start-ups.			✓
	CO4	Register any one form of business.			✓
Semester 5					
14020501 Company Law	CO1	To impart expert knowledge of the various provisions of Companies Act		✓	
	CO2	To understand about the Prospectus and Procedure of Winding up of the company		✓	
	CO3	To be aware of students' knowledge of the Appointments process of companies		✓	
	CO4	General procedure of Company management as per company law		✓	
14020502 Negotiation Skill	CO1	Understand the importance of negotiation in both professional and personal contexts.	✓		
	CO2	Learn active listening techniques to better understand the other party's needs and perspectives.		✓	
	CO3	Understand the importance of building trust and rapport		✓	

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		in negotiations			
	CO4	Understand the importance of setting clear goals and priorities before entering a negotiation.		✓	
14020503 Management outcomes with the Shrimad Bhagwat Geeta	CO1	Students will identify some of the commonly felt problems that individuals, organizations and the society faces.		✓	
	CO2	Students will illustrate the usefulness of Gita in addressing some of these problems.		✓	
	CO3	It will help to demonstrate how alternative world's views and paradigms of management could be developed with knowledge of Ancient Indian wisdom such as Gita.		✓	
14020504 Industrial Relation	CO1	Advanced understanding of industrial relations theories: Analyze and apply theoretical frameworks to understand the complex dynamics of industrial relations.		✓	
	CO2	In-depth analysis of labor laws and regulations: Examine the implications of labor laws and regulations on industrial relations, including employment contracts, collective bargaining agreements, and labor disputes		✓	
	CO3	Effective conflict resolution and negotiation: Apply		✓	

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		advanced conflict resolution and negotiation techniques to resolve industrial relations disputes			
14020505 Recruitment and Selection	CO1	Learners will be able to perform Job Analysis		✓	
	CO2	Learners will develop clear distinction between the various types of recruitment		✓	
	CO3	Learners will be able to develop and execute the selection process of any organization		✓	
14020506 Corporate strategy	CO1	Knowledge of strategic planning techniques, and tools for strategic analysis.		✓	
	CO2	An understanding of the application of these techniques in business contexts		✓	
	CO3	An appreciation of the main drivers of strategic change in an organization		✓	
	CO4	To develop an idea about influencing factors broadly classified as Internal & External			✓
14020506 Retail Management	CO1	Understanding the basic concepts of retailing and franchising		✓	
	CO2	Understanding the critical aspects of managing retail operations, retail stores and customer service		✓	
	CO3	To develop an idea about influencing factors broadly classified as Internal & External.			✓
	CO4	Develop insights about retail management strategies.		✓	

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14020508 Advance Financial Management	CO1	The understanding of capital budgeting decisions and its understanding.		✓	
	CO2	The knowledge of working capital management with reference to theory and numerical.		✓	
	CO3	The ability to capital structure theories in taking financial investment decision		✓	
	CO4	Enhancing the ability to understand corporate finance and restructuring			✓
14020508 Banking Finance Institute	CO1	The learners will understand the Financial intermediaries and various types of banks in detail		✓	
	CO2	The learners will be able to learn Various types of interest rates and MIBOR, LIBOR, MIBID meaning			✓
	CO3	Learners will be able to understand Monetary and fiscal policy in detail and able to understand the meaning of E Banking and Mobile Banking		✓	
	CO4	Learner will able to understand thorough knowledge of NBFCs and regulatory reforms		✓	
14020510 Project Management	CO1	Understand how to identify, assess, and mitigate risks, as well as ensure the quality and performance of project deliverables through quality assurance and control processes.		✓	

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	CO2	Develop strong communication and leadership skills to manage teams, handle stakeholders, and lead projects to successful completion while ensuring collaboration and motivation within teams.		✓	
	CO3	Learn techniques for estimating costs, managing budgets, and controlling expenses throughout the project life cycle to meet financial constraints and goals.		✓	
12300013 Advanced Program in Entrepreneurship	CO1	Apply the basic principles of star-up scalability.			✓
	CO2	Understanding various individual attributes of strategic business plan development.			✓
	CO3	Develop strategies for start-up growth.			✓
	CO4	Experience real-world financial modelling and valuation through IPO.		✓	
Semester 6					
14020601 Industry Law	CO1	Provide students with a foundational understanding of industrial law, its historical development, and its importance in regulating labor relations and protecting workers' rights.	✓		
	CO2	Familiarize students with key labor laws and statutes governing employment relationships, including provisions related to wages, working conditions, hours of work, occupational safety		✓	

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		and health, and social security.			
	CO3	Address legal provisions for protecting workers' rights, including laws against discrimination, harassment, unfair dismissal, and measures for promoting workplace safety, health, and welfare.		✓	
	CO4	Educate students on legal standards and compliance requirements for employers, including minimum wage laws, benefits, leave entitlements, and employment equity regulations.		✓	
	CO1	Provide students with a foundational understanding of ethics and its relevance to business, including ethical theories, principles, and frameworks applicable to organizational decision-making.		✓	
14020603 Business Ethics	CO2	Explore the application of ethical principles and values to various aspects of business operations, including marketing, finance, human resources, supply chain management, and corporate governance		✓	
	CO3	Discuss the concept of CSR and its importance in promoting ethical behavior, sustainability, stakeholder engagement, and the ethical responsibilities of businesses towards society and the environment.		✓	

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	CO4	Examine the relationship between ethics and legal compliance, understanding that ethical behavior often goes beyond legal requirements and involves moral considerations and corporate governance principles.		✓	
14020604 International HRM	CO1	The main study objective is to learn how to conduct strategic human resource management in an international setting			✓
	CO2	The course aims at equipping the students of business management with concepts, processes and practical techniques of Managing people in cross cultural context			✓
	CO3	To create awareness about the cross cultural issues			✓
	CO4	To provide a theoretical background for supplementing the understanding the issues of Managing people in globalized working environment			✓
14020605 Human value & training & development	CO1	Learners will get conceptual knowledge of Training and development		✓	
	CO2	Learners will be able to apply various training methods based on theory		✓	
	CO3	Learners will be able to understand apply the concept of career planning		✓	
14020606 Digital	CO1	Understand the concepts and applications of digital marketing and its real-world			✓

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Marketing		iterations.			
	CO2	Articulate innovative insights of digital marketing enabling a competitive edge		✓	
	CO3	Understand how to create and run digital media based campaigns			✓
	CO4	Identify and utilize various tools such as social media etc			✓
14020607 Service Marketing	CO1	Analyze the unique challenges involved in the provision of service			✓
	CO2	Apply the relevant service marketing theories, concepts and frameworks to solve service related problems and evaluate current business practices.		✓	
	CO3	Evaluate the process of value co-creation for enhanced customer experiences		✓	
	CO4	Critique commonly used service metrics such as perceived service quality, customer satisfaction and net promoter score.		✓	
14020608 Security Analysis	CO1	The learners will understand the investment risk and investment environment with reference to Indian security market			✓
	CO2	The learners will be able to learn security analysis practical and theory aspects			✓
	CO3	Learners will be able to understand basics and advance of efficient market hypothesis and Dow Theory			✓
	CO4	Learner will be able to understand thorough knowledge of evaluating shares of investment in stock			✓

*Baurable*

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# SWARNIM

## STARTUP & INNOVATION

# UNIVERSITY

WHERE IDEAS COME ALIVE

		market			
14020609 Portfolio Management	CO1	Learn the basic concepts, principles, and objectives of portfolio management.		✓	
	CO2	Study various methods for analyzing and valuing different types of securities, including stocks, bonds, and derivatives.		✓	
	CO3	. Study the principles of portfolio construction, including the selection and weighting of assets.		✓	
	CO4	Learn how to use performance metrics, such as the Sharpe ratio, Treynor ratio, and Jensen's alpha, to assess portfolio performance		✓	
12300014 Start-Up Project	CO1	Initiate a start-up in team.		✓	
	CO2	Register it as any form of business.		✓	
	CO3	Develop a team to run the venture.		✓	
	CO4	Collaborate with government and industry fraternity.		✓	
	CO5	Generate revenue for them and contribute to society with their problem solving product		✓	

*Bausabhi*  
SWARNIM SCHOOL OF MANAGEMENT  
COMMERCE AND LIBERAL ARTS

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