



Dr. A. B. Dadas
Director

Modern Education Society's
Neville Wadia Institute of Management Studies & Research, Pune

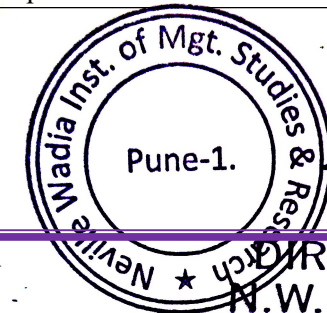
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Email : director@nevillewadia.com, Website: nwimsr.mespune.org

MBA Course Outcomes as mentioned in Savitribai Phule Pune University (SPPU) Syllabus

Course Outcomes: On successful completion of the course the learner will be able to:

Class	Course Code	Course	Credits	CO	COGNITIVE ABILITIES	COURSE OUTCOMES
MBA I SEMI I	101 Compulsory Generic Core Course	Managerial Accounting	3	CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
				CO101.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
				CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
				CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
				CO101.5	EVALUATING	EVALUATE the financial impact of the decision.





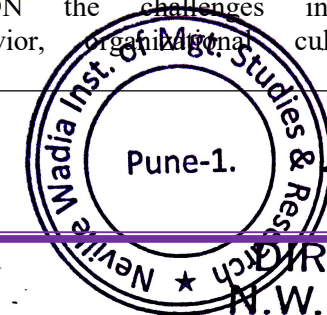
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MBA I SEM I	102 Compulsory Generic Core Course	Organizational Behaviour	3	CO102.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
				CO102.2	UNDERSTANDING	
				CO102.3	APPLYING	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
				CO102.4	ANALYSING	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
				CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
				CO102.6	CREATING	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.





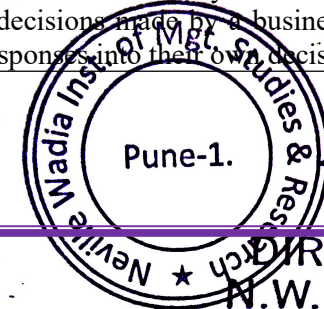
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MBA I SEM I	103 Compulsory Generic Core Course	Economic Analysis for Business Decisions	3	CO103.1	REMEMBERING	DEFINE the key terms in micro-economics.
				CO103.2	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
				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.





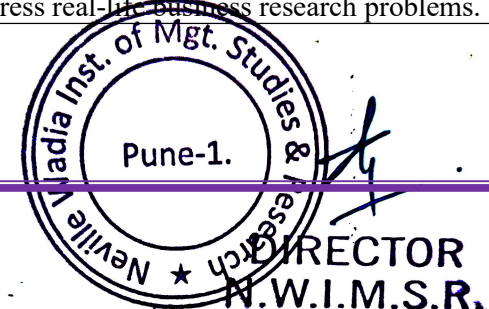
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MBA I SEM I	104 Compulsory Generic Core Course	Business Research Methods	3	CO104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
				CO104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
				CO104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
				CO104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
				CO104.5	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.
				CO104.6	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.





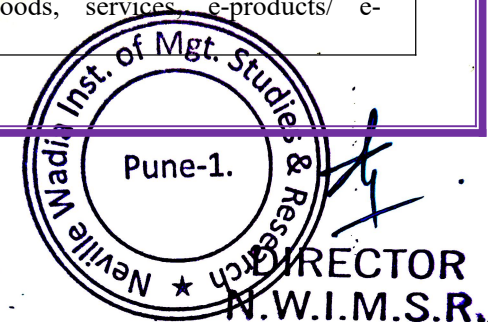
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MBA I SEM I	105 Compulsory Generic Core Course	Basics of Marketing	3	CO105.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
				CO105.2	UNDERSTANDING	DEMONSTRATE 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.).





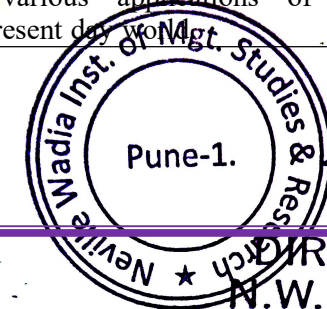
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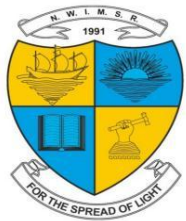
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MBA I SEM I	106 Compulsory Generic Core Course	Digital Business	3	CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
				CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
				CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
				CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
				CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
				CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.





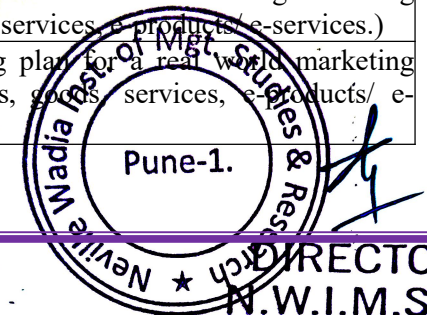
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MBA I SEM II	201 Compulsory Generic Core Course	Marketing Management	3	CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
				CO201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing 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.)





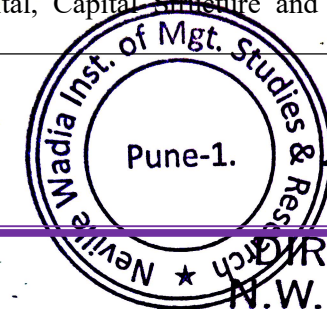
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MBA I SEM II	202 Compulsory Generic Core Course	Marketing Management	3	CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
				CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
				CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
				CO202.4	ANALYSING	ANALYZE the situation and <ul style="list-style-type: none"> • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals
				CO202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm





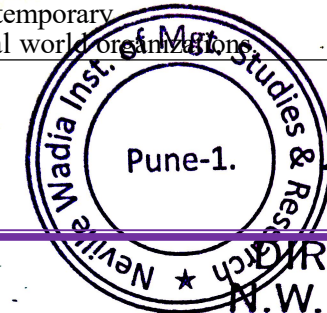
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MBA I SEM II	203 Compulsory Generic Core Course	Human Resource Management	3	CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization.
				CO203.2	REMEMBERING	ENUMERATE the emerging trends and practices in HRM.
				CO203.3	UNDERSTANDING	ILLUSTRATE the different methods of HR Acquisition and retention.
				CO203.4	APPLYING	DEMONSTRATE the use of different appraisal and training methods in an Organization.
				CO203.5	ANALYSING	OUTLINE the compensation strategies of an organization
				CO203.6	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.





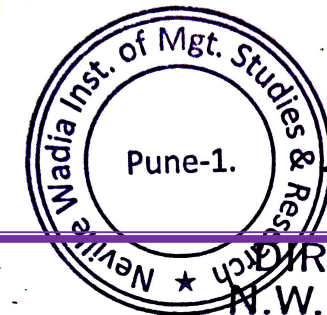
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MBA I SEM II	204 Compulsory Generic Core Course	Operations & Supply Chain Management	3	CO204.1	REMEMBERING	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
				CO204.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
				CO204.3	UNDERSTANDING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.
				CO204.4	APPLYING	CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods.
				CO204.5	ANALYSING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages with Customer Issues, Logistic and Business Issues in a real world context.





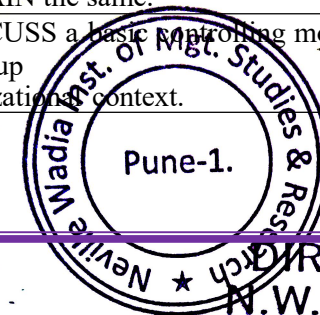
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MBA I SEMI	107 Generic Elective – University Level	Management Fundamentals	2	CO107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management.
				CO107.2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
				CO107.3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
				CO107.4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities In a real world context.
				CO107.5	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.
				CO107.6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizations context.





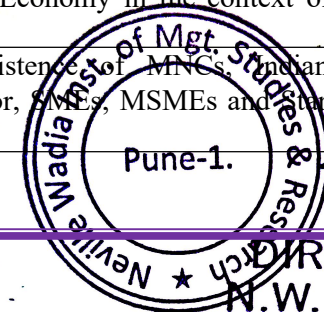
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MBA I SEM I	108 Generic Elective – University Level	Indian Economy	2	CO108.1	REMEMBERING	DESCRIBE the present state of Indian Economy and LIST major economic policy issues in the current context.
				CO108.2	UNDERSTANDING	EXPLAIN the economic development strategy since Independence and DISCUSS the priorities in the current context.
				CO108.3	APPLYING	ILLUSTRATE the economic impact of Monetary policy and Fiscal Policy, Economic Reforms, Demographic Transition in India, Changing profile of GDP, Growth and Inequality and Trade Policy in the Indian context.
				CO108.4	ANALYSING	EXAMINE the changing profile of human capital, employment, productivity and ILLUSTRATE the linkages with Soft Infrastructure, growth of Start-ups, GDP composition of India.
			CO108.5	EVALUATING	DETERMINE the key priority areas, across various dimensions, for the Indian Economy in the context of current economic environment.	
			CO108.6	CREATING	BUILD a case for co-existence of MNCs, Indian Public Sector, Indian Private Sector, SMEs, MSMEs and Start Ups in the Indian Economy.	





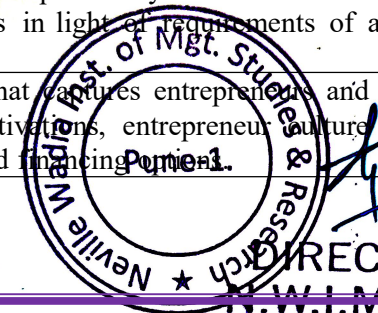
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MBA I SEM I	109 Generic Elective – University Level	Entrepreneurship Development	2	CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
				CO109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
				CO109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
				CO109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
				CO109.5	EVALUATING	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
				CO109.6	CREATING	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing.





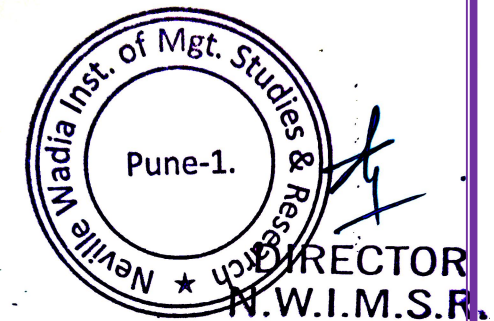
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MBA I SEM I	110 Generic Elective – University Level	Essentials of Psychology for Managers	2	CO110.1	REMEMBERING	DEFINE the basic concepts of psychology.
				CO110.2	UNDERSTANDING	EXPLAIN the sensing and perceiving processes.
				CO110.3	APPLYING	APPLY principles of learning and conditioning to human behavior.
				CO110.4	ANALYSING	ILLUSTRATE the linkages between learning, memory and information processing.
				CO110.5	EVALUATING	EXPLAIN the basic intrapersonal processes that influence social perception.





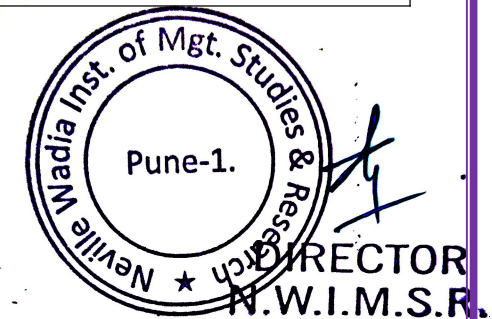
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MBA I SEM I	111 Generic Elective – University Level	Entrepreneurship Development	2	CO111.1	REMEMBERING	DESCRIBE the key terms involved in each Act.
				CO111.2	UNDERSTANDING	SUMMARIZE the key legal provisions of each Act.
				CO111.3	APPLYING	ILLUSTRATE the use of the Acts in common business situations.
				CO111.4	ANALYSING	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
				CO111.5	EVALUATING	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations





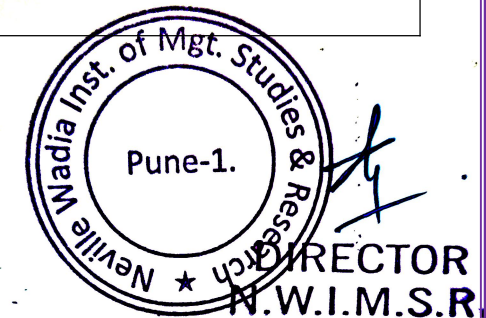
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MBA I SEM I	112 Generic Elective – University Level	Demand Analysis and Forecasting	2	CO112.1	REMEMBERING	DESCRIBE the key terms associated with demand analysis, demand estimation and demand forecasting.
				CO112.2	UNDERSTANDING	SUMMARIZE the use of demand forecasting in various functions of management.
				CO112.3	APPLYING	IDENTIFY the pros and cons of various forecasting methods
				CO112.4	ANALYSING	DECONSTRUCT a forecast into its various components
				CO112.5	EVALUATING	BUILD a forecast for common products and services using time-series data.





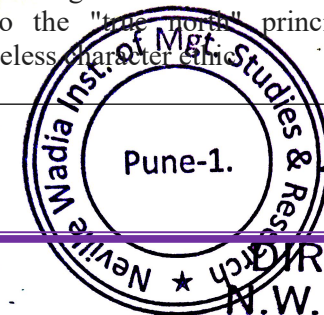
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MBA I SEM II	207 Generic Elective – University Level	Contemporary Frameworks in Management	2	CO207.1	REMEMBERING	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the 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	ANALYSING	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.





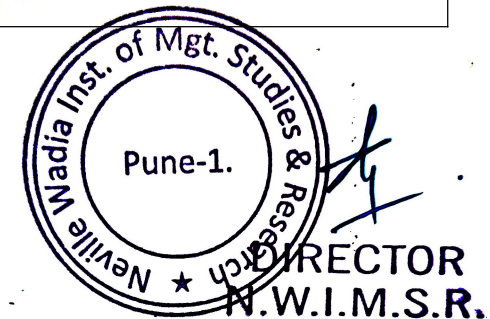
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MBA I SEM II	208 Generic Elective – University Level	Geopolitics & World Economic Systems	2	CO208.1	REMEMBERING	ENUMERATE the various elements of global economic system.
				CO208.2	UNDERSTANDING	EXPLAIN the role of key trade organizations in the global economic system.
				CO208.3	APPLYING	IDENTIFY the crucial elements of international trade laws.
				CO208.4	ANALYSING	ANALYSE the forces that work for and against globalization.
				CO208.5	EVALUATING	ASSESS the impact of the elements of the Global Economic System on the India Economy.





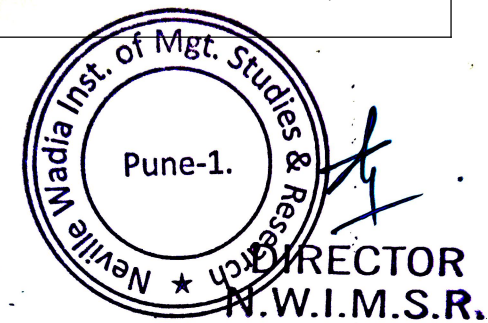
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Class	Course Code	Course	Credits	CO	COGNITIVE ABILITIES	COURSE OUTCOMES
MBA I SEM II	209 Generic Elective – University Level	Demand Analysis and Forecasting	2	CO209.1	REMEMBERING	DESCRIBE the strategic decisions involved in establishing a startup.
				CO209.2	UNDERSTANDING	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
				CO209.3	APPLYING	IDENTIFY the issues in developing a team to establish and grow a startup
				CO209.4	ANALYSING	FORMULATE a go to market strategy for a startup.
				CO209.5	EVALUATING	DESIGN a workable funding model for a proposed startup.
				CO209.6	CREATING	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.





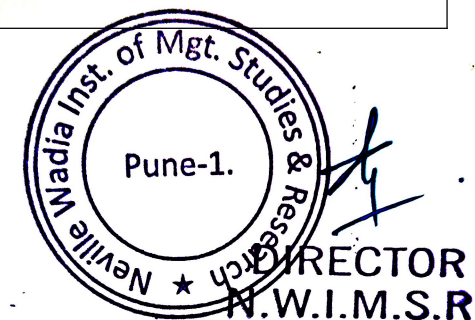
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MBA I SEM II	210 Generic Elective – University Level	Qualitative Research Methods	2	CO210.1	REMEMBERING	ENUMERATE the key terms associated with Qualitative research approach.
				CO210.2	UNDERSTANDING	COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
				CO210.3	APPLYING	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
				CO210.4	ANALYSING	ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
				CO210.5	EVALUATING	EVALUATE the quality of Qualitative Research work
				CO210.6	CREATING	COMBINE Qualitative and Quantitative research approaches in a real world research project.





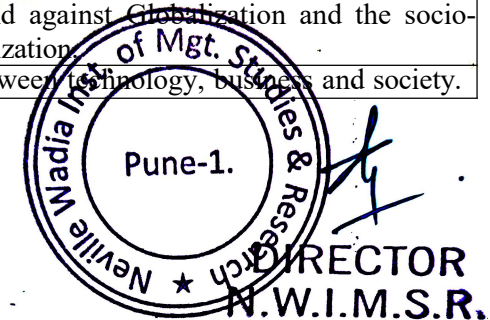
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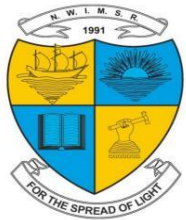
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MBA I SEM II	211 Generic Elective – University Level	Business, Government & Society	2	CO211.1	REMEMBERING	DESCRIBE the economic roles of government in the Indian context.
				CO211.2	UNDERSTANDING	EXPLAIN the macroeconomic crises around the world.
				CO211.3	APPLYING	ILLUSTRATE the interlinkages between economic growth , poverty and inequality.
				CO211.4	ANALYSING	EXAMINE the rationale, success and failures of Public Private Partnerships in the Indian context.
				CO211.5	EVALUATING	ASSESS the forces for and against Globalization and the socio-economic impact of Globalization.
				CO211.6	CREATING	DISCUSS the interplay between technology, business and society.





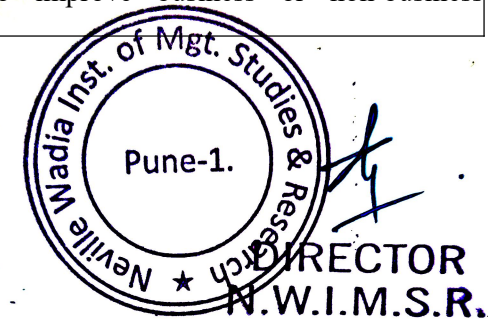
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MBA I SEM II	212 Generic Elective – University Level	Business Process Reengineering	2	CO212.1	REMEMBERING	DEFINE the key terms associated with Business Process Reengineering.
				CO212.2	UNDERSTANDING	EXPLAIN the various supporting and opposing forces to Business Process Reengineering in simple business situations.
				CO212.3	APPLYING	APPLY modeling tools for simple business processes.
				CO212.4	ANALYSING	FORMULATE a working plan to establish a Business Process Reengineering team.
				CO212.5	EVALUATING	EVALUATE the success of a BPR initiative in relation to the impact on organizational KPIs.
				CO212.6	CREATING	IMAGINE ways to improve business or non-business processes.





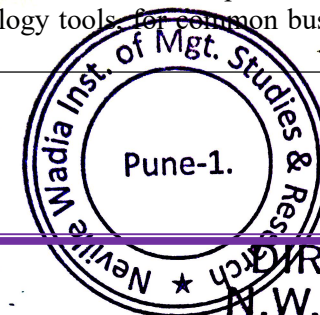
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MBA I SEM I	113 Generic Elective – Institute Level	Verbal Communication Lab	2	CO113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
				CO113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
				CO113.3	APPLYING	DEMONSTRATE appropriate use of body language.
				CO113.4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
				CO113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
				CO113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools for common business situations.





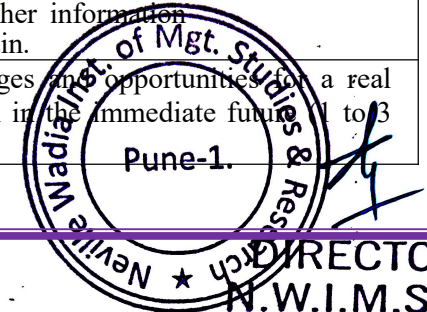
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MBA I SEM I	114 Generic Elective – Institute Level	Enterprise Analysis - Desk Research	2	CO114.1	REMEMBERING	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
				CO114.2	UNDERSTANDING	SUMMARIZE the regional, national and global footprint of a real world business organization.
				CO114.3	APPLYING	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
				CO114.4	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.
				CO114.5	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.
				CO114.6	CREATING	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).





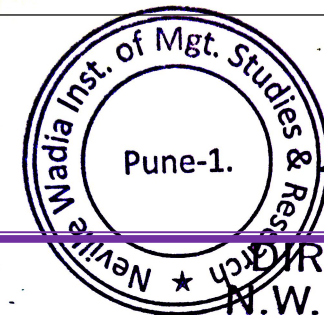
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MBA I SEMI I	115 Generic Elective – Institute Level	Selling & Negotiations Skills Lab	2	CO115.1	REMEMBERING	DESCRIBE the various selling situations and selling types.
				CO115.2	UNDERSTANDING	OUTLINE the pre-sales work to be carried out by a professional salesperson.
				CO115.3	APPLYING	IDENTIFY the key individuals involved in a real world sales process for a real world product/ service / e-product / e-service.
				CO115.4	ANALYSING	FORMULATE a sales script for a real world sales call for a product/ service / e- product / e-service.
				CO115.5	EVALUATING	DECONSTRUCT the pros and cons of sample real world sales calls for a product/ service / e-product / e-service.
				CO115.6	CREATING	DEVELOP a sales proposal for a real world product/ service / e-product / e-service and for a real world selling situation.



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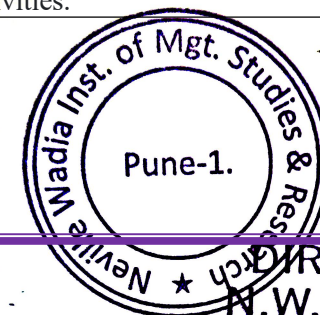
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MBA I SEM I	116 Generic Elective – Institute Level	MS Excel	2	CO116.1	REMEMBERING	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
				CO116.2	UNDERSTANDING	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
				CO116.3	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).
				CO116.4	ANALYSING	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
				CO116.5	EVALUATING	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
				CO116.6	CREATING	CREATE standard Excel Templates for routine business data management and analysis activities.



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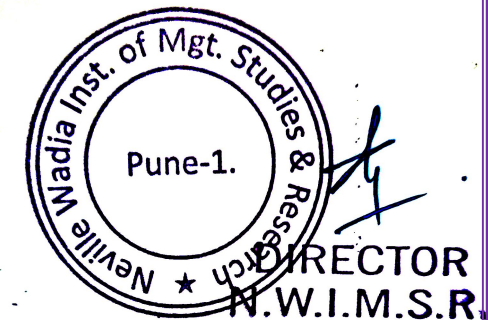
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MBA I SEMI	117 Generic Elective – Institute Level	Business Systems and Procedures	2	CO117.1	REMEMBERING	TABULATE the key elements of a typical business system and related work flow procedures.
				CO117.2	UNDERSTANDING	EXPLAIN a business system and related procedures.
				CO117.3	APPLYING	PREDICT the fail points / bottle necks in a typical business process.
				CO117.4	ANALYSING	BREAK DOWN a business system into simpler components and explain the inter- relationships.
				CO117.5	EVALUATING	DEVELOP a process based thinking approach.
				CO117.6	CREATING	CREATE standard operating procedures and flow charts / other visual representations for typical business systems and processes.





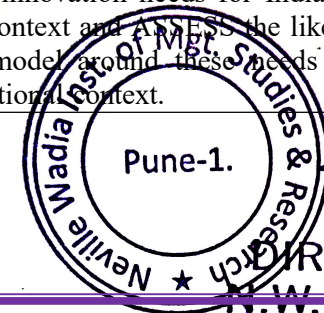
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MBA I SEM I	118 Generic Elective – Institute Level	Managing Innovation	2	CO118.1	REMEMBERING	DESCRIBE the key ideas relevant to innovation, intellectual property, business models
				CO118.2	UNDERSTANDING	INTERPRET the various theories of innovation and EXPLAIN with examples the types of innovation.
				CO118.3	APPLYING	EXPERIMENT WITH innovation as a systematic process and generate innovative ideas for new products and services.
				CO118.4	ANALYSING	DISSECT contemporary start-up businesses for their business models, extent of innovation, success and failure.
				CO118.5	EVALUATING	CREATE an inventory of product and process innovations for daily use consumer products and routine business processes in a typical organization.
				CO118.6	CREATING	CREATE a potential list of innovation needs for India in the local, regional and national context and ASSESS the likelihood of constructing a business model around these needs in the current local, regional and national context.



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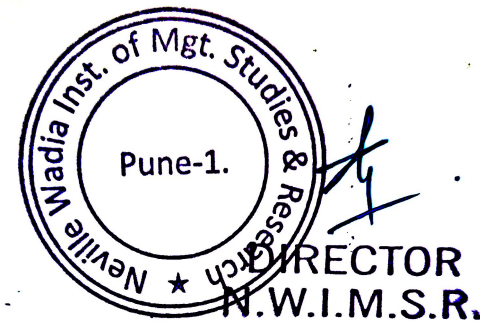
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MBA I SEM I	119 Generic Elective – Institute Level	Foreign Language I	2	CO119.1	REMEMBERING	RECALL and SPELL simple words in the foreign language
				CO119.2	UNDERSTANDING	TRANSLATE simple sentences from English to the foreign language and vice-versa.
				CO119.3	APPLYING	CONSTRUCT a dialogue, in the foreign language, for basic human interactions in a social context.
				CO119.4	ANALYSING	TAKE PART IN an interaction in a non-business setting using the foreign language.
				CO119.5	EVALUATING	INTERPRET a short write up written in the foreign language.





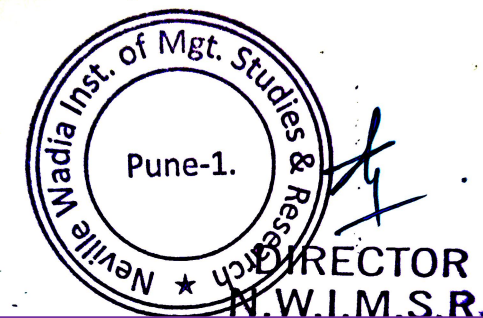
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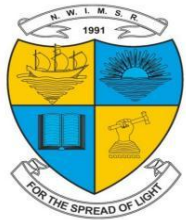
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MBA I SEM II	213 Generic Elective – Institute Level	Written Analysis and Communication Lab	2	CO213.1	REMEMBERING	DESCRIBE stages in a typical communication cycle and the barriers to effective communication.
				CO213.2	UNDERSTANDING	SUMMARIZE long essays and reports into précis and executive summaries.
				CO213.3	APPLYING	USE Dictionary and Thesaurus to draft and edit a variety of business written communication.
				CO213.4	ANALYSING	EXAMINE sample internal communications in a business environment for potential refinements.
				CO213.5	EVALUATING	COMPOSE variety of letters, notices, memos and circulars.





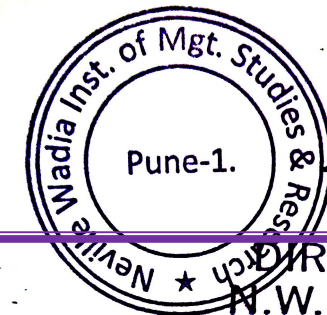
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MBA I SEM II	214 Generic Elective – Institute Level	Industry Analysis - Desk Research	2	CO214.1	REMEMBERING	DESCRIBE the key characteristics of the players in an industry.
				CO214.2	UNDERSTANDING	SUMMARIZE the management ethos and philosophy of the players in the industry.
				CO214.3	APPLYING	DEMONSTRATE an understanding of the regulatory forces acting on the industry.
				CO214.4	ANALYSING	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
				CO214.5	EVALUATING	ASSESS the impact of recent developments on the industry and its key players.
				CO214.6	CREATING	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).





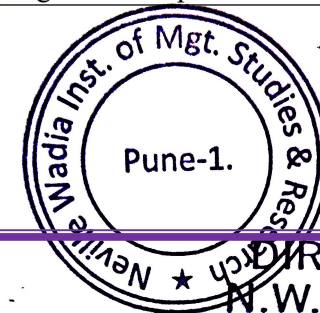
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MBA I SEM II	215 Generic Elective – Institute Level	Entrepreneurship Lab	2	CO215.1	REMEMBERING	IDENTIFY a basket of potential business opportunities in the local, regional or national context.
				CO215.2	UNDERSTANDING	COMPARE and CONTRAST the shortlisted business opportunities to SELECT the most suitable / promising opportunity.
				CO215.3	APPLYING	DEVELOP a business model around the shortlisted business opportunity.
				CO215.4	ANALYSING	FORMULATE the organization structure for the proposed start up
				CO215.5	EVALUATING	EVALUATE the market potential and ESTIMATE the financial requirements for the initial 1 to 3 years after launch.
				CO215.6	CREATING	CREATE a proposal for funding the start up.



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MBA I SEM II	216 Generic Elective – Institute Level	SPSS	2	CO216.1	REMEMBERING	IDENTIFY the key menus of SPSS and DESCRIBE their functionality.
				CO216.2	UNDERSTANDING	EXPLAIN the main features of SPSS
				CO216.3	APPLYING	MAKE USE OF various tools to manage data, describe data and display graphical output using SPSS.
				CO216.4	ANALYSING	ANALYSE data using various statistical tests of SPSS
				CO216.5	EVALUATING	INTERPRET and EXPLAIN the outputs from SPSS
				CO216.6	CREATE	DESIGN, DEVELOP and TEST advanced multivariate models using SPSS.



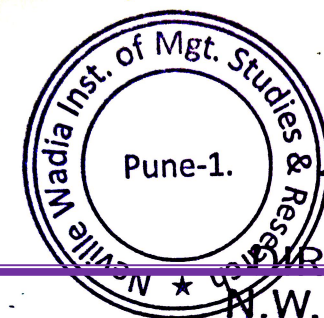
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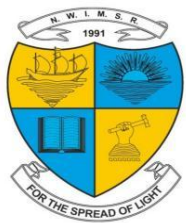
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MBA I SEM II	217 Generic Elective – Institute Level	Foreign Language II	2	CO217.1	REMEMBERING	LISTEN to simple audio-visual recordings in the foreign language.
				CO217.2	UNDERSTANDING	TRANSLATE simple letters from English to the foreign language and vice-versa.
				CO217.3	APPLYING	CONSTRUCT a business email, in the foreign language.
				CO217.4	ANALYSING	TAKE PART IN an interaction in a business setting using the foreign language.
				CO217.5	EVALUATING	COMPOSE a covering letter and resume in the foreign language.





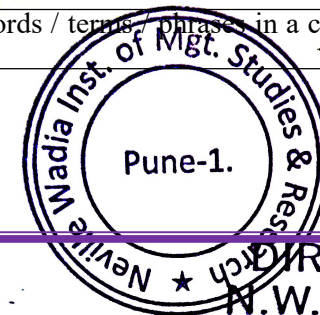
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MBA I SEM I	FOU – 001 Foundation Course (Elective)	Elementary English	1	CO-FOU001.1	REMEMBERING	LABEL the different parts of a sentence, correctly SPELL and PRONOUNCE the words in common usage and effectively LISTEN to short AV material (English).
				CO-FOU 001.2	UNDERSTANDING	PARAPHRASE published written and audio visual content (English) in own words.
				CO-FOU 001.3	APPLYING	CONSTRUCT short paragraphs and essays (English) for a specified task, to elicit, to select, to describe, to summarize information.
				CO-FOU001.4	ANALYSING	TAKE PART IN conversations using general, social and professional (English) language.
				CO-FOU001.5	EVALUATING	CHECK and audio content for grammatical written visual (English) correctness.
				CO-FOU001.6	CREATING	SUBSTITUTE right words / terms / phrases in a compiled text.





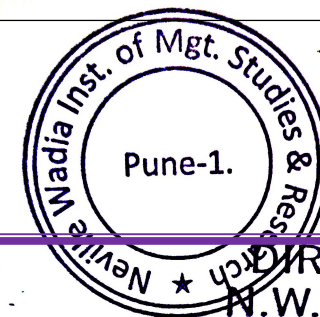
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MBA I SEM I	FOU – 002 Foundation Course (Elective)	Elementary Mathematics and Statistics	1	CO-FOU002.1	REMEMBERING	MEMORIZE and REPRODUCE all basic formulae covered in the syllabus.
				CO-FOU002.2	UNDERSTANDING	EXPRESS numbers in various forms such as fractions, percentages, equivalent simplest fractions.
				CO-FOU002.3	APPLYING	CALCULATE Percentages, Profit & Loss, Simple & Compound Interest, frequency, cumulative frequency, basic areas and basic volumes.
				CO-FOU002.4	ANALYSING	ILLUSTRATE relationships using direct and inverse proportion, simple graphs, linear and quadratic equations.
				CO-FOU002.5	EVALUATING	INTERPRET basic statistical data, graphs, and venn diagrams.
				CO-FOU002.6	CREATING	CREATING and SOLVING simple simultaneous equations.





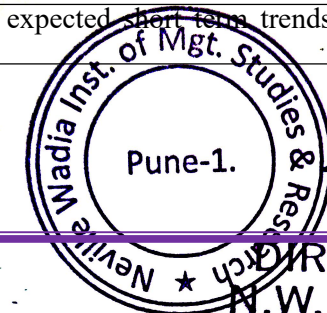
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Class	Course Code	Course	Credits	CO	COGNITIVE ABILITIES	COURSE OUTCOMES
MBA I SEM I	FOU – 003 Foundatio n Course (Elective)	Elementary Business Economics	1	CO-FOU003.1	REMEMBERING	ENUMERATE the basic terms covered in the syllabus.
				CO-FOU003.2	UNDERSTANDING	INTERPRET the historical trends in key economic data from a managerial and business perspective.
				CO-FOU003.3	APPLYING	MAKE USE OF key Government and Non-Government economic publications to gather insights from a managerial and business perspective.
				CO-FOU003.4	ANALYSING	ILLUSTRATE broad inter-relationships between various economic parameters within the national context and global context.
				CO-FOU003.5	EVALUATING	EXPLAIN the role and objectives of Monetary and Fiscal policy.
				CO-FOU003.6	CREATING	HYPOTHESIZE the expected short term trends of key economic indices.





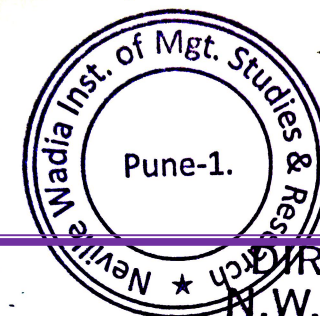
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MBA I SEM I	FOU – 004 Foundation Course (Elective)	Elementary Accounting	1	CO-FOU004.1	REMEMBERING	DESCRIBE the basic accounting terminologies and concepts covered in the course syllabus.
				CO-FOU004.2	UNDERSTANDING	EXPLAIN the concepts covered in the course syllabus.
				CO-FOU004.3	APPLYING	APPLY concepts covered in the course syllabus to accurately do the required calculations.
				CO-FOU004.4	APPLYING	DETERMINE the key elements of business transactions and complete their accounting.
				CO-FOU004.5	EVALUATING	DESIGN and OPERATE the entire accounting process (from entry to Balance - Sheet) for any given transaction.





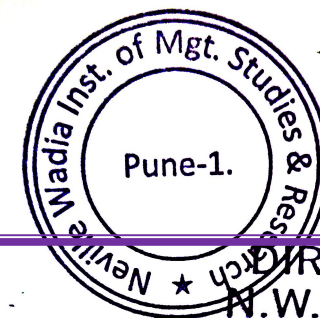
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MBA I SEM I	FOU – 005 Foundatio n Course (Elective)	Elementary Information Technology	1	CO-FOU005.1	REMEMBERING	DESCRIBE various components of a computer, network.
				CO-FOU005.2	UNDERSTANDING	EXPLAIN the characteristics and usage of various elements of a computer, a network and operating systems.
				CO-FOU005.3	APPLYING	USE various input, output, memory and local network devices.
				CO-FOU005.4	ANALYSING	TEST and do basic troubleshooting of a standalone desktop or desktop connected to a network.
				CO-FOU005.5	EVALUATING	EXPLAIN basic terminology related to data and information.
				CO-FOU005.6	CREATING	DISCUSS emerging trends in IT.





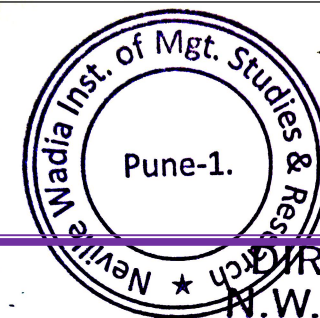
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MBA I SEM I	FOU – 006 Foundation Course (Elective)	Elementary Business Etiquette	1	CO-FOU006.1	REMEMBERING	DEFINE terms and concepts used to describe appropriate business etiquette attitudes and behaviors.
				CO-FOU006.2	UNDERSTANDING	EXPLAIN what is meant by business etiquette and how it impacts the workplace.
				CO-FOU006.3	APPLYING	DEMONSTRATE appropriate behaviors within specific business situations.
				CO-FOU006.4	ANALYSING	TAKE PART IN professional business meetings and real & virtual business conversations.
				CO-FOU006.5	EVALUATING	DETERMINE the right attire for business, casual and multicultural events.
				CO-FOU006.6	CREATING	PLAN a professional business meeting and a business meal.



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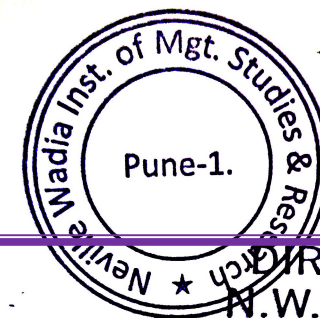
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MBA I SEM I	FOU – 007 Foundation Course (Elective)	Elementary MS Word	1	CO-FOU007.1	REMEMBERING	SHOW basic menus of MS WORD on the screen and RECALL the functionality.
				CO-FOU007.2	UNDERSTANDING	DEMONSTRATE the use of formatting, layout and printing tools of MS Word to create professional word documents.
				CO-FOU007.3	APPLYING	APPLY the viewing, referencing tools of MS Word.
				CO-FOU007.4	ANALYSING	ILLUSTRATE the use of reviewing tools for collaborative MS word documents.
				CO-FOU007.5	EVALUATING	DESIGN and execute Mail merged documents.
				CO-FOU007.6	CREATING	COMPILE a professional report using templates, Tables, Table of contents, referencing, headers, footers and page numbers.





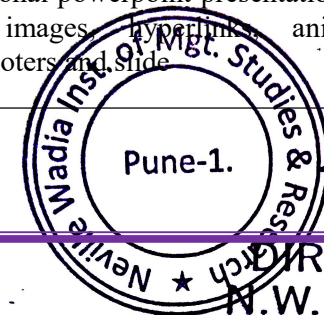
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MBA I SEM I	FOU – 008 Foundation Course (Elective)	Elementary MS Powerpoint	1	CO-FOU008.1	REMEMBERING	SHOW basic menus of MS Powerpoint on the screen and RECALL the functionality.
				CO-FOU008.2	UNDERSTANDING	DEMONSTRATE the use slide management, slide layout and reviewing tools of MS Powerpoint to create professional presentations.
				CO-FOU008.3	APPLYING	USE tables, charts, smart art, animation and references in a powerpoint presentation.
				CO-FOU008.4	ANALYSING	ILLUSRATE the various modes of delivery of the final powerpoint presentation.
				CO-FOU008.5	EVALUATING	DEVELOP custom themes and customize slide masters and layouts.
				CO- OU008.6	CREATING	COMPILE a professional powerpoint presentation using templates, tables, images, hyperlinks, animation, templates, headers, footers and slide numbers, etc.





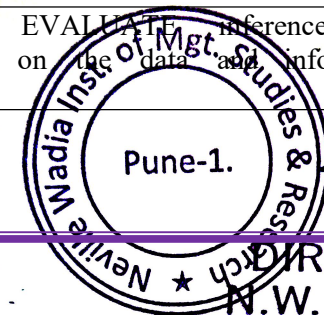
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MBA I SEM I	FOU – 009 Foundatio n Course (Elective)	Data Interpretati on and Logical Reasoning	1	CO-FOU009.1	REMEMBERING	RECOGNIZE when additional information is needed to solve problems.
				CO-FOU009.2	UNDERSTANDING	EXPRESS quantitative and non-quantitative data, associations and linkages in a logical format.
				CO-FOU009.3	APPLYING	USE statistical information when reported in condensed form or as summary statistics to make informed decisions.
				CO-FOU009.4	ANALYSING	DISSECT arguments, SEQUENCE relationships, EXAMINE assumptions, DETECT fallacies and INFERENCE from the same.
				CO-FOU009.5	EVALUATING	ESTIMATE and CHECK answers to logical and data sufficiency problems in order to determine reasonableness, identify alternatives, and select correct options.
				CO-FOU009.6	CREATING	DEVELOP and EVALUATE inferences and predictions based on the data and information provided.





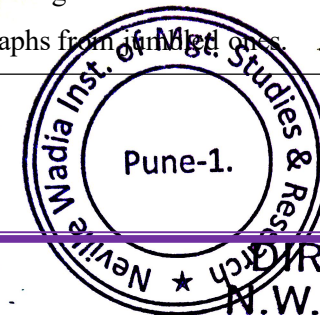
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MBA I SEM I	FOU – 010 Foundation Course (Elective)	Verbal Ability & Reading Comprehension	1	CO-FOU010.1	REMEMBERING	IDENTIFY parts of speech
				CO-FOU010.2	UNDERSTANDING	SUMMARIZE a given text material in defined word limits.
				CO-FOU010.3	APPLYING	MAKE USE OF foreign words in English Language, idioms and phrases.
				CO-FOU010.4	ANALYSING	EXAMINE given text sentences and paragraphs for errors and correct them.
				CO-FOU010.5	EVALUATING	SELECT the appropriate words in a given context.
				CO-FOU010.6	CREATING	CONSTRUCT meaningful sentences and COMPOSE meaningful paragraphs from jumbled ones.





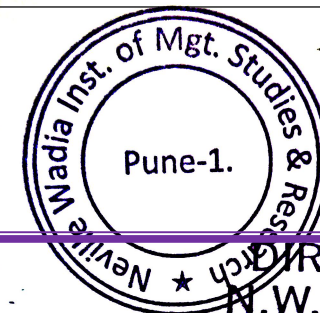
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MBA I SEM I	FOU – 011 Foundation Course (Elective)	Quantitative Ability	1	CO-FOU011.1	REMEMBERING	RECALL the formulas.
				CO-FOU011.2	UNDERSTANDING	INTERPRET quantitative information and INFER from it.
				CO-FOU011.3	APPLYING	DEMONSTRATE number sense, including dimensional analysis and conversions between fractions, decimals, and percentages.
				CO-FOU011.4	ANALYSING	EXAMINE the validity and DETECT possible biases in arguments presented in quantitative forms.
				CO-FOU011.5	EVALUATING	DETERMINE when approximations are appropriate and when exact calculations are necessary.
				CO-FOU011.6	CREATING	FORMULATE the problem quantitatively and USE appropriate arithmetical, and/or statistical methods to SOLVE the problems.





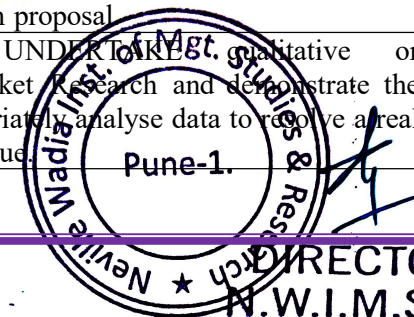
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MBA I SEM I	205MKT Subject Core (SC) Course – Marketing Management	Marketing Research	3	CO205MKT.1	REMEMBERING	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
				CO205MKT.2	UNDERSTANDING	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
				CO205MKT.3	APPLYING	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
				CO205MKT.4	ANALYSING	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
				CO205MKT.5	EVALUATING	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
				CO205MKT.6	CREATING	PLAN and UNDERSTAND qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.



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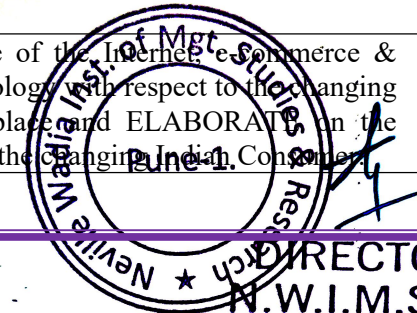
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MBA I SEM I	206MKT Subject Core (SC) Course – Marketing Management	Consumer Behavior	3	CO206MKT.1	REMEMBERING	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
				CO206MKT.2	UNDERSTANDING	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
				CO206MKT.3	APPLYING	APPLY consumer behavior concepts to real world strategic marketing management decision making.
				CO206MKT.4	ANALYSING	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
				CO206MKT.5	EVALUATING	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
				CO206MKT.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.





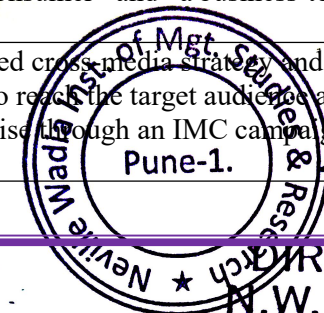
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MBA I SEM II	217MKT Subject Core (SC) Course – Marketing Management	Integrated Marketing Communications	2	CO217MKT.1	REMEMBERING	DESCRIBE the IMC mix and the IMC planning process.
				CO217MKT.2	UNDERSTANDING	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
				CO217MKT.3	APPLYING	CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
				CO217MKT.4	ANALYSING	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
				CO217MKT.5	EVALUATING	DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.
				CO217MKT.6	CREATING	DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.





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MBA I SEM II	218MKT Subject Core (SC) Course – Marketing Management	Product and Brand Management	2	CO218MKT.1	REMEMBERING	DEFINE the key concepts and DESCRIBE the elements of a product strategy.
				CO218MKT.2	UNDERSTANDING	EXPLAIN the process and methods of brand management, including how to establish brand identity and build brand equity.
				CO218MKT.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.
				CO218MKT.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.
				CO218MKT.5	EVALUATING	FORMULATE effective branding strategies for real life consumer, business products and services operating in various markets and in the digital space.
				CO218MKT.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.



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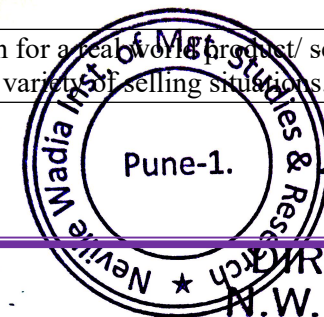
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MBA I SEM II	219MKT Subject Core (SC) Course – Marketing Management	Personal Selling Lab	2	CO219MKT.1	REMEMBERING	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals
				CO219MKT.2	UNDERSTANDING	EXPLAIN the theories and concepts that are central to personal selling.
				CO219MKT.3	APPLYING	Apply the interpersonal and team skills necessary in successful relationship selling.
				CO219MKT.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.
				CO219MKT.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.
				CO219MKT.6	CREATING	CREATE sales presentation for a real world product/ service / e-product / e- service and for variety of selling situations.





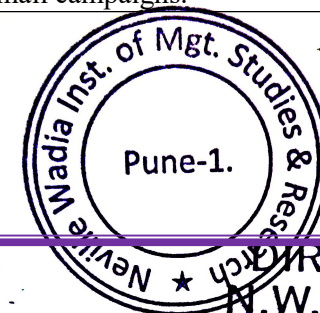
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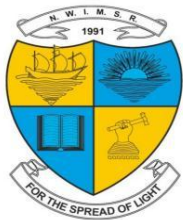
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MBA I SEM II	220MKT Subject Core (SC) Course – Marketing Management	Digital Marketing - I	2	CO220MKT.1	REMEMBERING	DEFINE various concepts related to Digital Marketing.
				CO220MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
				CO220MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
				CO220MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
				CO220MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
				CO220MKT.6	CREATING	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.





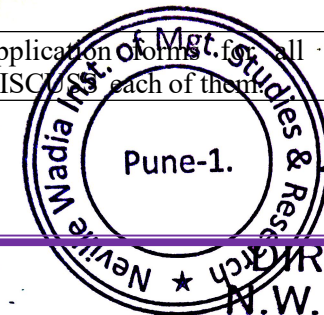
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MBA I SEM II	221MKT Subject Core (SC) Course – Marketing Management	Marketing of Financial Services - I	2	CO221MKT.1	REMEMBERING	RECALL and DESCRIBE the key terminology of Financial Services.
				CO221MKT.2	UNDERSTANDING	DESCRIBE the various types of financial products and services.
				CO221MKT.3	APPLYING	DEVELOP FAQs for each kind of financial products and services from an investment advisor's perspective.
				CO221MKT.4	ANALYSING	COMPARE and CONTRAST the various types of financial products and services and ILLUSTRATE their benefits and limitations.
				CO221MKT.5	EVALUATING	EVALUATE the financial products and services from an investment perspective, for various kinds of investors.
				CO221MKT.6	CREATING	COLLECT the application forms for all kinds of investments and DISCUSS each of them.





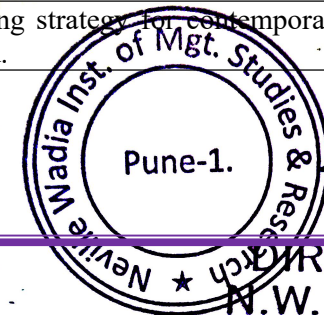
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MBA I SEM II	222MKT Subject Core (SC) Course – Marketing Management	Marketing of Luxury Products	2	CO222MKT.1	REMEMBERING	RECALL and DESCRIBE the key concepts and principles of luxury brand management and marketing.
				CO222MKT.2	UNDERSTANDING	DESCRIBE the unique consumer behavior in the context of luxury products .
				CO222MKT.3	APPLYING	IDENTIFY potential new luxury products and how they relate to a variety of markets, including emerging markets & India.
				CO222MKT.4	ANALYSING	COMPARE and CONTRAST the luxury products , brands and industry with routine products, brands and industry.
				CO222MKT.5	EVALUATING	ASSESS internal and external factors impacting the luxury markets, nationally, internationally and globally.
				CO222MKT.6	CREATING	Formulate marketing strategy for contemporary luxury products and brand.





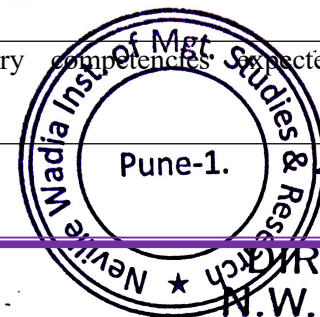
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MBA I SEM II	205FIN Subject Core (SC) Course – Financial Management	Financial Markets and Banking Operations	3	CO205FIN.1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
				CO205FIN.2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
				CO205FIN.3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
				CO205FIN.4	ANALYSING	ANALYZE the linkages in the Financial Markets.
				CO205FIN.5	EVALUATING	EXPLAIN the various banking and accounting transactions.
				CO205FIN.6	CREATING	DEVELOP necessary competencies expected of a finance professional.





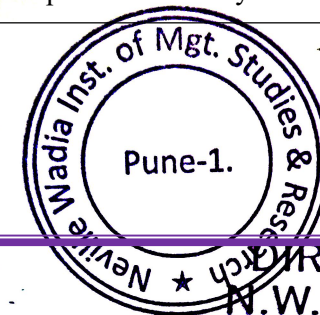
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Class	Course Code	Course	Credits	CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
MBA I SEM II	206FIN Subject Core (SC) Course – Financial Management	Personal Financial Planning	3	CO206FIN.1	REMEMBERING	UNDERSTAND the need and aspects of personal financial planning
				CO206FIN.2	UNDERSTANDING	Describe the investment options available to an individual
				CO206FIN.3	APPLYING	IDENTIFY types of risk and means of managing it
				CO206FIN.4	ANALYSING	DETERMINE the ways of personal tax planning
				CO206FIN.5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
				CO206FIN.6	CREATING	CREATE a financial plan for a variety of individuals.





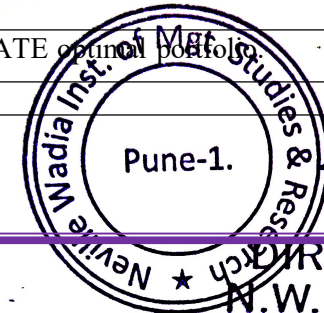
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MBA I SEM II	217FIN Subject Elective (SE) Course – Financial Management	Personal Financial Planning	2	CO217FIN.1	REMEMBERING	REMEMBER various concepts taught in the syllabus.
				CO217FIN.2	UNDERSTANDING	EXPLAIN various theories of Investment Analysis and Portfolio Management.
				CO217FIN.3	APPLYING	CALCULATE risk and return on investment using various concepts covered in the syllabus.
				CO217FIN.4	ANALYSING	ANALYZE and DISCOVER intrinsic value of a security.
				CO217FIN.5	EVALUATING	DESIGN/ CREATE optimal portfolios.





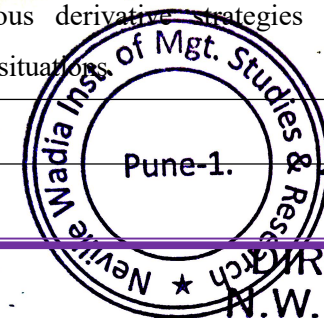
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MBA I SEM II	218FIN Subject Elective (SE) Course – Financial Management	Futures & Options	2	CO218FIN.1	REMEMBERING	DESCRIBE the basic concepts related to Derivatives, Types of Derivative products and Risk Management
				CO218FIN.2	UNDERSTANDING	EXPLAIN in detail the terminology used in the Futures and Options segment of finance domain
				CO218FIN.3	APPLYING	UNDERSTAND and DIFFERENTIATE between Options and Futures pricing and apply the understanding in the simulated virtual trading platform.
				CO218FIN.4	ANALYSING	ANALYZE and offer optimum solutions in the cases of risk management through hedging with futures and options.
				CO218FIN.5	EVALUATING	EVALUATE the various derivative strategies for their application in different situations.





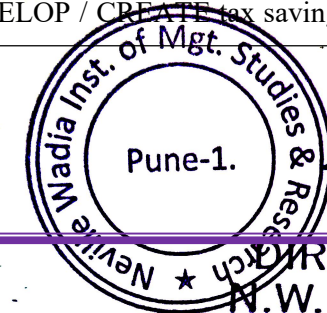
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MBA I SEM II	219FIN Subject Elective (SE) Course – Financial Management	Direct Taxation	2	CO219FIN.1	REMEMBERING	UNDERSTAND various basic concepts/ terminologies related Direct Taxation
				CO219FIN.2	UNDERSTANDING	EXPLAIN how tax planning can be done.
				CO219FIN.3	UNDERSTANDING	ILLUSTRATE how online filling of various forms and returns can be done.
				CO219FIN.4	APPLYING	CALCULATE Gross Total Income and Income Tax Liability of an individual assessee.
				CO219FIN.5	ANALYSING	ANALYZE and DISCOVER intrinsic value of a security.
					EVALUATING	DESIGN/ DEVELOP / CREATE tax saving plan.





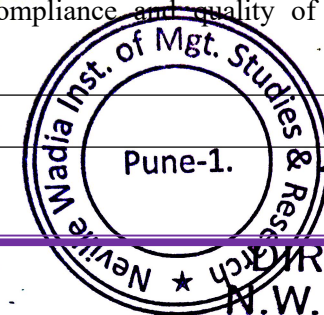
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MBA I SEM II	220FIN Subject Elective (SE) Course – Financial Management	Financial Reporting	2	CO219FIN.1	REMEMBERING	Describe the basic concepts related to Financial Reporting taught through the syllabus.
				CO219FIN.2	UNDERSTANDING	Explain, in detail, all the theoretical concepts taught through the syllabus.
				CO219FIN.3	APPLYING	Do all the necessary calculations pertaining to financial reporting.
				CO219FIN.4	ANALYSING	Analyze the situation and decide the key elements of financial reporting through the financial statements.
				CO219FIN.5	EVALUATING	Evaluate the compliance and quality of financial reporting.





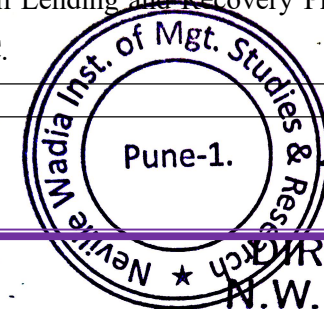
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MBA I SEM II	221FIN Subject Elective (SE) Course – Financial Management	Securities Analysis & Portfolio Managem ent	2	CO221FIN.1	REMEMBERING	Remember and describe the key concepts covered in the syllabus.
				O221FIN.2	UNDERSTANDING	Explain in detail the Retail Credit Evaluation, Lending and Recovery Process as well as other relevant concepts covered in the syllabus
				CO221FIN.3	APPLYING	Calculate the loan eligibility of the retail borrower and the amount to be classified as NPA.
				CO221FIN.4	ANALYSING	Determine the key elements of retail lending and recovery process and documentation therein.
				CO221FIN.5	EVALUATING	Design the Retail Lending and Recovery Process for a Bank & NBFC.





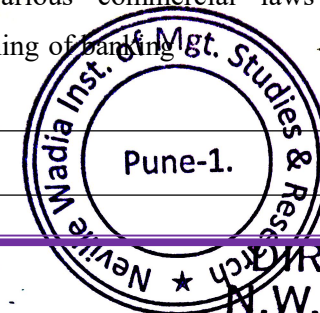
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MBA I SEM II	222FIN Subject Elective (SE) Course – Financial Management	Banking Laws & Regulations	2	CO222FIN.1	REMEMBERING	REMEMBER various concepts taught in the syllabus.
				CO222FIN.2	UNDERSTANDING	EXPLAIN the Regulatory Framework in the Indian Banking system.
				CO222FIN.3	UNDERSTANDING	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
				CO222FIN.4	UNDERSTANDING	DISCUSS the various laws related to banking.
				CO222FIN.5	APPLYING	APPLY the various commercial laws for the smooth functioning of banking operations.





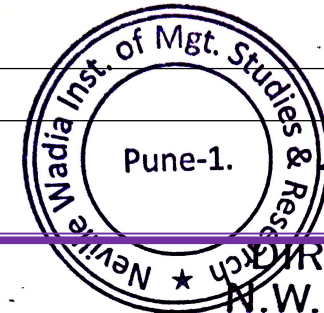
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MBA I SEM II	223FIN Subject Elective (SE) Course – Financial Management	Fundamenta ls of Life Insurance – Products and Underwritin g	2	CO223FIN.1	REMEMBERING	RECALL all the concepts pertaining to Life Insurance covered in the course syllabus.
				CO223FIN.2	UNDERSTANDING	Explain all the concepts pertaining to Life Insurance covered in the course syllabus.
				CO223FIN.3	UNDERSTANDING	DETERMINE the key elements of the Life Insurance Products and Services.
				CO223FIN.4	UNDERSTANDING	APPLY the life insurance product knowledge to suit to the clients' needs.
				CO223FIN.5	APPLYING	DESIGN the life insurance cover strategy for clients.





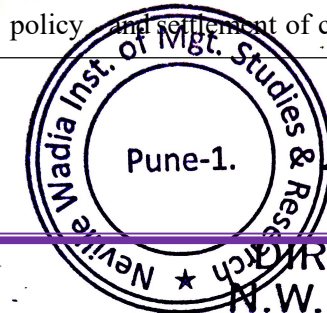
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MBA I SEM II	224FIN Subject Elective (SE) Course – Financial Management	General Insurance – Health and Vehicle	2	CO224FIN.1	REMEMBERING	DESCRIBE the various terms related to General insurance and Health Insurance.
				CO224FIN.2	UNDERSTANDING	UNDERSTAND General insurance, Health Insurance (including travel insurance) and Motor / Vehicle Insurance
				CO224FIN.3	ANALYSING	COMPARE and CONTRAST insurance plans
				CO224FIN.4	ANALYSING	ANALYZE and USE risk management techniques
				CO224FIN.5	EVALUATING	FACILITATE the development of an insurance claim.
				CO224FIN.6	EVALUATING	FACILITATE the compliance required for acquiring the policy and settlement of claims.





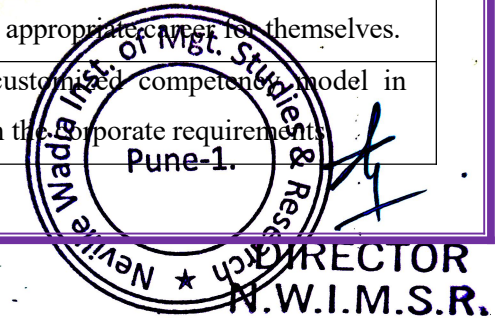
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MBA I SEM II	205HRM Subject Core (SC) Course – Human Resource Management	Competency Based Human Resource Management System	3	CO205HRM.1	REMEMBERING	DEFINE the key terms related to performance management and competency development.
				CO205HRM.2	UNDERSTANDING	EXPLAIN various models of competency development.
				CO205HRM.3	APPLYING	PRACTICE competency mapping.
				CO205HRM.4	ANALYSING	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
				CO205HRM.5	EVALUATING	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
				CO205HRM.6	CREATING	DEVELOP a customized competency model in accordance with the corporate requirements.



DIRECTOR
N.W.I.M.S.R.



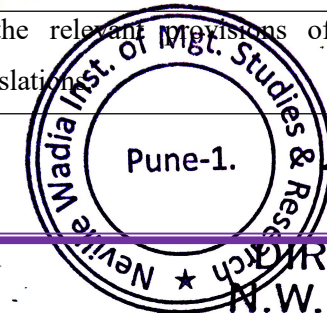
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MBA I SEM II	206HRM Subject Core (SC) Course – Human Resource Management	Employee Relations and Labour Legislations	3	CO206HRM.1	REMEMBERING	SHOW awareness of important and critical issues in Employee Relations
				CO206HRM.2	UNDERSTANDING	INTERPRET and relate legislations governing employee relations.
				CO206HRM.3	APPLYING	DEMONSTRATE an understanding of legislations relating to working environment.
				CO206HRM.4	ANALYSING	OUTLINE the role of government, society and trade union in ER.
				CO206HRM.5	EVALUATING	EXPLAIN aspects of collective bargaining and grievance handling.
				CO206HRM.6	CREATING	DISCUSS the relevant provisions of various Labour Legislations





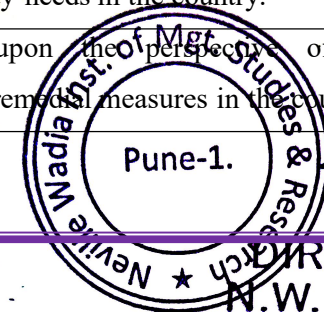
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MBA I SEM II	217HRM Subject Elective (SE) Course – Human Resource Management	Employee Relations and Labour Legislations	2	CO217HRM.1	REMEMBERING	ENUMERATE the key concepts of the subject matter.
				CO217HRM.2	UNDERSTANDING	DESCRIBE the key aspects of the labour policy regulation in the country.
				CO217HRM.3	APPLYING	IDENTIFY the applicability of various legislations to variety of real world organizations.
				CO217HRM.4	ANALYSING	EXAMINE the traditional concept of labour welfare in the industry.
				CO217HRM.5	EVALUATING	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
				CO217HRM.6	CREATING	ELABORATE upon the perspective of labour problems and remedial measures in the country.





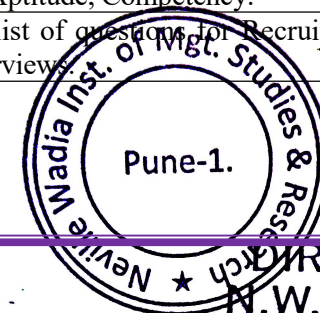
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MBA I SEM II	218HRM Subject Elective (SE) Course – Human Resource Management	Lab in Recruitment and Selection	2	CO218HRM.1	REMEMBERING	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
				CO218HRM.2	UNDERSTANDING	COMPARE and CONTRAST various methods of Recruitment and Selection.
				CO218HRM.3	APPLYING	DEVELOP Job Specifications and Job descriptions in a variety of context.
				CO218HRM.4	ANALYSING	ANALYZE various Personality types.
				CO218HRM.5	EVALUATING	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
				CO218HRM.6	CREATING	COMPILE a list of questions for Recruitment and Selection interviews.





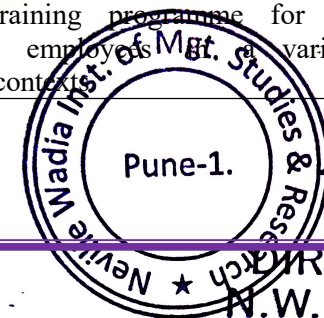
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MBA I SEM II	219HRM Subject Elective (SE) Course – Human Resource Management	Learning & Development	2	CO219HRM.1	REMEMBERING	DESCRIBE the key concepts associated with Learning & Development
				CO219HRM.2	UNDERSTANDING	EXPLAIN the training process and the various methods of training for various categories of employees in a variety of organizational contexts.
				CO219HRM.3	APPLYING	IDENTIFY training needs of various categories of employees in a variety of organizational contexts.
				CO219HRM.4	ANALYSING	EXAMINE the impact of training on various organizational and HR aspects.
				CO219HRM.5	EVALUATING	EVALUATE the training process of various categories of employees in a variety of organizational contexts.
				CO219HRM.6	CREATING	DESIGN a training programme for various categories of employees in a variety of organizational contexts.





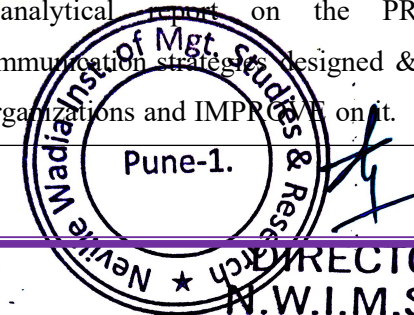
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MBA I SEM II	220HRM Subject Elective (SE) Course – Human Resource Management	Learning & Development	2	CO220HRM.1	REMEMBERING	DESCRIBE the various forms of Corporate Communications from a HR perspective.
				CO220HRM.2	UNDERSTANDING	EXPLAIN the role of Public Relations & Corporate Communications in HRM.
				CO220HRM.3	APPLYING	PLAN and EXECUTE a PR activity.
				CO220HRM.4	ANALYSING	EXAMINE the PR campaign & strategies of real world organizations.
				CO220HRM.5	EVALUATING	DEVELOP a strategic communication plan for a real life Corporate communication issue.
				CO220HRM.6	CREATING	COMPLIE an analytical report on the PR activities and communication strategies designed & practiced by the organizations and IMPROVE on it.





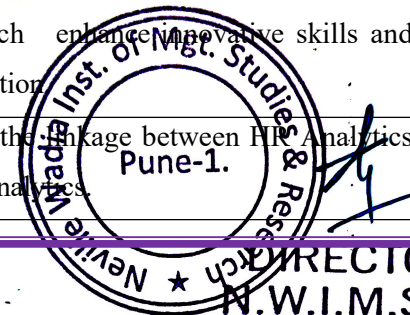
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MBA I SEM II	221HRM Subject Elective (SE) Course – Human Resource Management	HR Analytics	2	CO221HRM.1	REMEMBERING	ENUMERATE the key concepts related to the subject matter.
				CO221HRM.2	UNDERSTANDING	DEMONSTRATE experimentation and innovation.
				CO221HRM.3	APPLYING	USE thinking & decision making ability beyond the existing capabilities and present environment.
				CO221HRM.4	ANALYSING	ANALYSE the behavioral Patterns of an individual & Map the competency- the audit Perspective.
				CO221HRM.5	EVALUATING	EXPLAIN the innovative and formulate strategies which enhance innovative skills and Promote Innovation.
				CO221HRM.6	CREATING	FORMULATE the linkage between HR Analytics and Business Analytics.





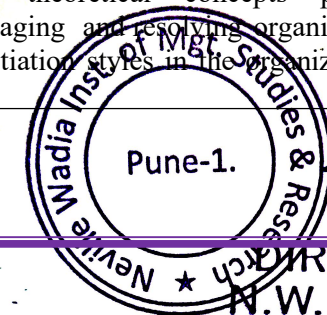
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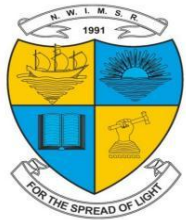
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MBA I SEM II	222HRM Subject Elective (SE) Course – Human Resource Management	Conflict & Negotiation Management	2	CO222HRM.1	REMEMBERING	DEFINE the key concepts of the subject matter.
				CO222HRM.2	UNDERSTANDING	EXPLAIN the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA)
				CO222HRM.3	APPLYING	APPLY the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA) for successful negotiations.
				CO222HRM.4	ANALYSING	APPRAISE the importance of in business negotiations and managing conflicts.
				CO222HRM.5	EVALUATING	DEVELOP the logical thinking, communication skills and other prerequisite for successful business negotiations and handling organizational conflict.
				CO222HRM.6	CREATING	COMBINE the theoretical concepts practical methods of managing and resolving organizational conflict and negotiation styles in the organizational context.





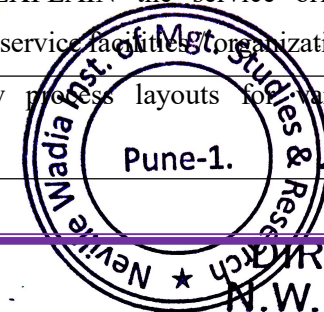
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MBA I SEM II	205-OSCM Subject Core (SC) Course – Operations & Supply Chain Management	Service Operations Management – I	3	CO205OSCM.1	REMEMBERING	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
				CO205OSCM .2	UNDERSTANDING	DESCRIBE the service design elements of variety of services.
				CO205OSCM .3	APPLYING	USE service blueprinting for mapping variety of real life service processes.
				CO205OSCM .4	ANALYSING	ANALYSE alternative locations and sites for variety of service facilities.
				CO205OSCM .5	EVALUATING	JUDGE and EXPLAIN the service orientation at variety of service facilities organizations.
				CO205OSCM .6	CREATING	CREATE flow process layouts for variety of services.





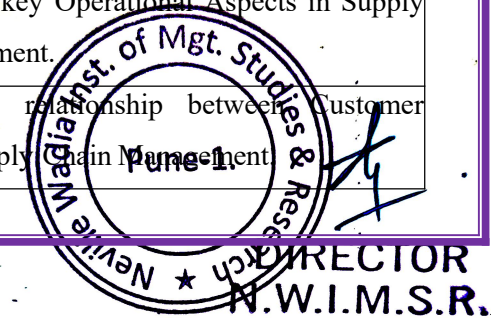
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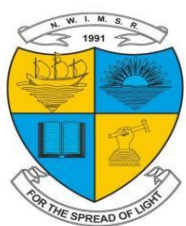
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MBA I SEM II	206-OSCM Subject Core (SC) Course – Operations & Supply Chain Management	Supply Chain Management	3	CO206OSCM.1	REMEMBERING	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
				CO206OSCM.2	UNDERSTANDING	EXPLAIN the structure of modern day supply chains.
				CO206OSCM.3	APPLYING	IDENTIFY the various flows in real world supply chains.
				CO206OSCM.4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
				CO206OSCM.5	EVALUATING	EXPLAIN the key Operational Aspects in Supply Chain Management.
				CO206OSCM.6	CREATING	DISCUSS the relationship between Customer Value and Supply Chain Management.



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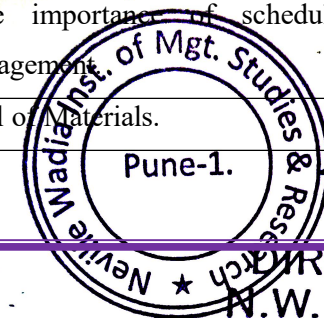
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MBA I SEM II	217-OSCM Subject Elective (SE) Course – Operations & Supply Chain Management	Planning & Control of Operations	2	CO217OSCM.1	REMEMBERING	DESCRIBE the building blocks of Planning & Control of Operations.
				CO217OSCM.2	UNDERSTANDING	EXPLAIN the need for aggregate planning and the steps in aggregate planning.
				CO217OSCM.3	APPLYING	MAKE USE OF the various forecasting approaches in the context of operations planning process.
				CO217OSCM.4	ANALYSING	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
				CO217OSCM.5	EVALUATING	EXPLAIN the importance of scheduling in operations management.
				CO217OSCM.6	CREATING	CREATE a Bill of Materials.





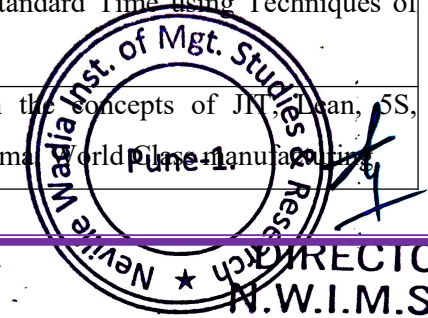
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MBA I SEM II	218-OSCM Subject Elective (SE) Course – Operations & Supply Chain Management	Productivity Management	2	CO218OSCM.1	REMEMBERING	DEFINE various types of productivity and measures of productivity.
				CO218OSCM.2	UNDERSTANDING	DEMONSTRATE the linkages between various measures of productivity.
				CO218OSCM.3	APPLYING	APPLY Value Analysis and Value Engineering principles to simple situations related to operations management.
				CO218OSCM.4	ANALYSING	APPLY various types of charts and diagrams to carry out work study and method study.
				CO218OSCM.5	EVALUATING	DETERMINE the Standard Time using Techniques of Work Measurement.
				CO218OSCM.6	CREATING	ELABORATE upon the concepts of JIT, Lean, 5S, TPM, BPR, Six Sigma, World Class Manufacturing.



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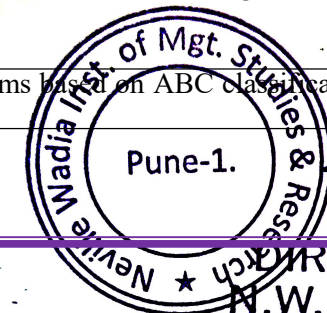
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MBA I SEM II	219-OSCM Subject Elective (SE) Course – Operations & Supply Chain Management	Inventory Management	2	CO219OSCM.1	REMEMBERING	DEFINE the key terms associated with Inventory Management.
				CO219OSCM.2	UNDERSTANDING	CLASSIFY various types of inventory, and inventory costs.
				CO219OSCM.3	APPLYING	CALCULATE Economic Order Quantity and stock levels under various conditions.
				CO219OSCM.4	ANALYSING	COMPARE and CONTRAST various methods of inventory control.
				CO219OSCM.5	EVALUATING	ASSESS various factors influencing Make-or Buy decisions.
				CO219OSCM.6	CREATING	SOLVE problems based on ABC classification of inventory.





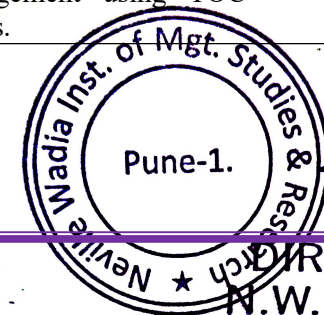
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MBA I SEM II	220-OSCM Subject Elective (SE) Course – Operations & Supply Chain Management	Theory of Constraints	2	CO220OSCM.1	REMEMBERING	DEFINE the key concepts of TOC.
				CO220OSCM.2	UNDERSTANDING	DEMONSTRATE knowledge & understanding of the fundamentals of TOC.
				CO220OSCM.3	APPLYING	IDENTIFY and mitigate both real constraints and managerial constraints.
				CO220OSCM.4	ANALYSING	ILLUSTRATE the tools and techniques that help in managing constraints to improve organizational performance.
				CO220OSCM.5	EVALUATING	EXPLAIN the benefits an organization may reap through the successful implementation of the TOC.
				CO220OSCM.6	CREATING	DEVELOP solutions to common problems in Project Management, Operations Management and Supply Chain Management using TOC principles and methods.





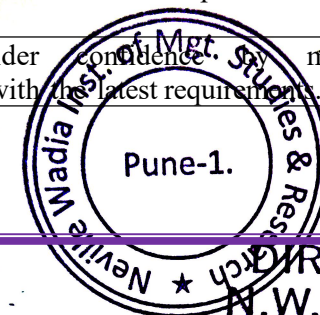
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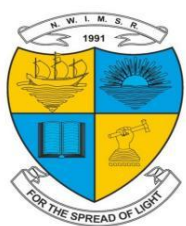
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MBA I SEM II	221-OSCM Subject Elective (SE) Course – Operations & Supply Chain Management	Quality Management Standards	2	CO221OSCM.1	REMEMBERING	DESCRIBE the concepts of Quality and importance of the Quality Management Principles.
				CO221OSCM.2	UNDERSTANDING	INTERPRET the requirements of ISO 9001:2015 standard.
				CO221OSCM.3	APPLYING	APPLY process based thinking and risk based thinking for managing and improving the functioning of an organization.
				CO221OSCM.4	ANALYSING	TAKE PART IN planning, conducting and follow-up of QMS audits directed towards maintenance and continual improvements of the QMS.
				CO221OSCM.5	EVALUATING	DEVELOP skills for Corrective Action Management and Continual Improvement Project management.
				CO221OSCM.6	CREATING	BUILD stakeholder confidence managing processes in line with the latest requirements.





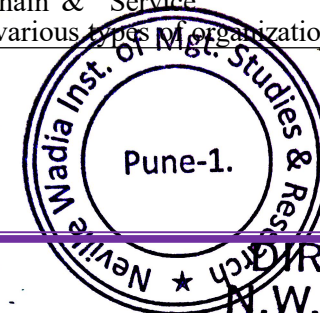
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MBA I SEM II	222-OSCM Subject Elective (SE) Course – Operations & Supply Chain Management	Service Value Management	2	CO222OSCM.1	REMEMBERING	DEFINE the core concepts related to Service Value Chain, Service Profit Chain, Innovation, CRM, networks.
				CO222OSCM.2	UNDERSTANDING	ILLUSTRATE managing the service process through service value chain.
				CO222OSCM.3	APPLYING	IDENTIFY factors influencing Innovation and service organizational design.
				CO222OSCM.4	ANALYSING	EXAMINE the inter-relationships between the Focal firm, Supplier Networks, Distribution Networks, etc.
				CO222OSCM.5	EVALUATING	EVALUATE the role of Business Networks as partners in value creation.
				CO222OSCM.6	CREATING	DEVELOP strategies built on Principles of Service Value Chain & Service Profit Chain for various types of organizations.





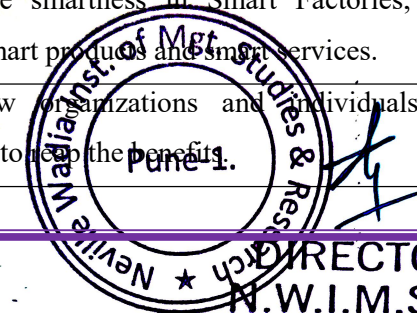
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MBA I SEM II	223-OSCM Subject Elective (SE) Course – Operations & Supply Chain Management	Industry 4.0	2	CO223OSCM.1	REMEMBERING	DESCRIBE the drivers, enablers and compelling forces for Industry 4.0's advancement.
				CO223OSCM.2	UNDERSTANDING	UNDERSTAND the power of Cloud Computing in a networked economy.
				CO223OSCM.3	APPLYING	IDENTIFY the opportunities, challenges brought about by Industry 4.0.
				CO223OSCM.4	ANALYSING	OUTLINE the various systems used in a manufacturing plant and their role in an Industry 4.0 paradigm.
				CO223OSCM.5	EVALUATING	APPRAISE the smartness in Smart Factories, Smart cities, smart products and smart services.
				CO223OSCM.6	CREATING	PREDICT how organizations and individuals should prepare to reap the benefits.





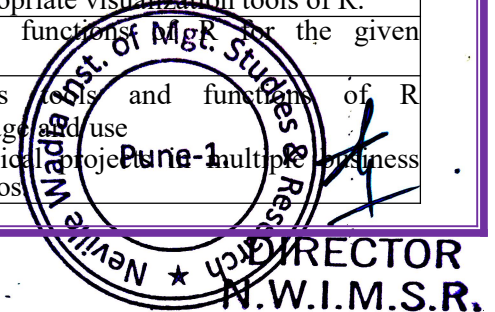
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MBA I SEM II	205-BA Subject Core (SC) Course – Business Analytics	Basic Business Analytics using R	3	CO205BA.1	REMEMBERING	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
				CO205BA.2	UNDERSTANDING	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
				CO205BA.3	APPLYING	DEVELOP a thought process to think like a data scientist/business analyst.
				CO205BA.4	ANALYSING	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
				CO205BA.5	EVALUATING	SELECT the right functions for the given analytics task.
				CO205BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.





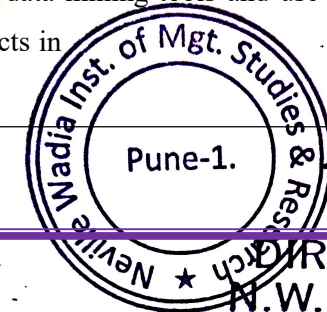
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MBA I SEM II	206-BA Subject Core (SC) Course – Business Analytics	Data Mining	3	CO206BA.1	REMEMBERING	DEFINE the key terms associated with Data Mining
				CO206BA.2	UNDERSTANDING	EXPLAIN the various aspects of Data
				CO206BA.3	APPLYING	APPLY classification models
				CO206BA.4	ANALYSING	ANALYSE using clustering models
				CO206BA.5	EVALUATING	SELECT appropriate association analysis and anomaly detection tools.
				CO206BA.6	CREATING	COMBINE various data mining tools and use them in live analytical projects in business scenarios.





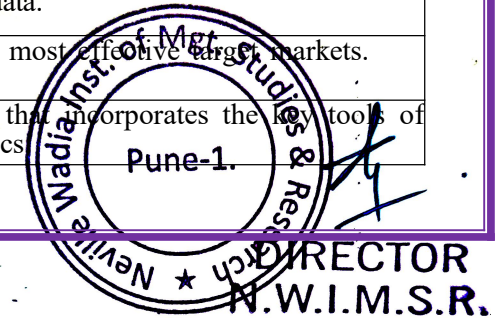
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MBA I SEM II	217-BA Subject Elective (SE) Course – Business Analytics	Marketing Analytics	2	CO217BA.1	REMEMBERING	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
				CO217BA.2	UNDERSTANDING	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
				CO217BA.3	APPLYING	IDENTIFY what customers' value in a product, and assess what they are willing to pay for it.
				CO217BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
				CO217BA.5	EVALUATING	DETERMINE the most effective target markets.
				CO217BA.6	CREATING	DESIGN a study that incorporates the key tools of Marketing Analytics



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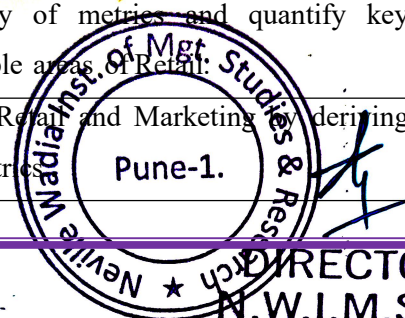
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MBA I SEM II	218-BA Subject Elective (SE) Course – Business Analytics	Retailing Analytics	2	CO2018BA.1	REMEMBERING	ENUMERATE the characteristics, opportunities and challenges of New Age Retailing and Digital Consumers.
				CO2018BA.2	UNDERSTANDING	UNDERSTAND Consumer Buying Behavior and Trends in new age retailing.
				CO2018BA.3	APPLYING	USE various kinds of data for performing Retailing Analytics.
				CO2018BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks for predictive retail analytics.
				CO2018BA.5	EVALUATING	DERIVE a variety of metrics and quantify key outcomes in multiple areas of Retail.
				CO2018BA.6	CREATING	BUILD value for Retail and Marketing by deriving Marketing ROI metrics.





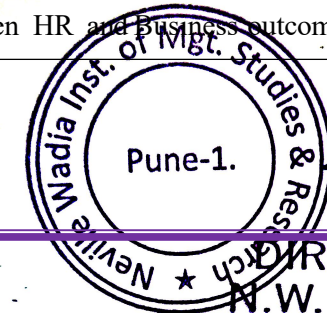
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MBA I SEM II	219-BA Subject Elective (SE) Course – Business Analytics	Workforce Analytics	2	CO2019BA.1	REMEMBERING	ENUMERATE the use of Workforce Analytics.
				CO2019BA.2	UNDERSTANDING	UNDERSTAND the process of creating and using HR analytics
				CO2019BA.3	APPLYING	USE dashboards, pivot tables for data driven decision making in HR.
				CO2019BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks for predictive analytics.
				CO2019BA.5	EVALUATING	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
				CO2019BA.6	CREATING	BUILD value for HR departments by showing clear links between HR and Business outcomes.





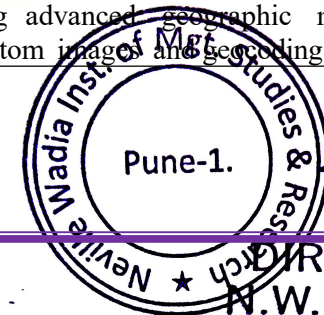
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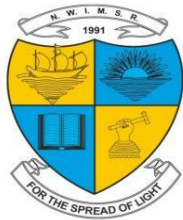
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MBA I SEM II	220-BA Subject Elective (SE) Course – Business Analytics	Tableau	2	CO221BA.1	REMEMBERING	DEFINE Tableau terminology and SHOW how to Connect to your data, Edit and save a data source.
				CO221BA.2	UNDERSTANDING	ILLUSTRATE the use of the Tableau interface to effectively create powerful visualizations and charts.
				CO221BA.3	APPLYING	MAKE USE OF statistical techniques to analyze your data, parameters and input controls to give users control over certain values.
				CO221BA.4	ANALYSING	INTEGRATE data sources using data blending and Combine data from multiple tables in the same data source using joins.
				CO221BA.5	EVALUATING	CREATE basic calculations including basic arithmetic calculations, custom aggregations and ratios, date math, and quick table calculations.
				CO221BA.6	CREATING	BUILD spatial visualizations of non-geographic data by using advanced geographic mapping techniques and custom images and geocoding.





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MBA I SEM II	221-BA Subject Elective (SE) Course – Business Analytics	Data Warehousing Project Life Cycle Management	2	CO221BA.1	REMEMBERING	DESCRIBE various stages in Data Warehouse development process.
				CO221BA.2	UNDERSTANDING	EXPLAIN the significance of and Project Management issues to be considered in the Data warehouse and Business Intelligence projects and the practicality of each phase.
				CO221BA.3	APPLYING	MAKE USE OF the Data warehouse Lifecycle.
				CO221BA.4	ANALYSING	FORMULATE Requirements Definition using requirements gathering methods.
				CO221BA.5	EVALUATING	DETERMINE users of information and SELECT appropriate Information Delivery Tools, OLAP models and Data Mining Techniques.
				CO221BA.6	CREATING	CREATE an Implementation Plan for a Data warehouse Project.

