

BGPS'  
**MUMBAI INSTITUTE OF MANAGEMENT & RESEARCH**  
Wadala (East), Mumbai-400 037

**PROGRAMME-M.M.S. (CBSGS)**

**A.Y. 2021-2022**

**COURSE OUTCOMES**

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Perspective Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

**Course outcome**

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	understand / explain the evolution of management
CO2	understand/explain different managerial functions
CO3	understand ethical and social responsibilities
CO4	explain management process

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Quantitative Techniques -I ( Business Stats)</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

**Course outcome**

<b>No</b>	
CO1	Understand and analyse appropriate descriptive statistical techniques for different types of data.
CO2	Analyse and present data based on appropriate statistical measures
CO3	Apply the statistical concepts to do variety of hypothesis tests to aid decision making in a business context.

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Organisational Behaviour</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

#### Course outcome

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To understand the theories, models and concepts of organization Behaviour
CO2	To apply and analyze organisational behaviour concepts, models and theories to real life management situations through case analysis
CO3	To enable students to synthesize the organizational behavioural related problems and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Organisational Behaviour</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

#### Course outcome

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To understand the theories, models and concepts of organization Behaviour
CO2	To apply and analyze organisational behaviour concepts, models and theories to real life management situations through case analysis
CO3	To enable students to synthesize the organizational behavioural related problems and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Marketing Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

#### Course outcome

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the key elements of Marketing Management
CO2	Enable the students to critically analyze the marketing environment
CO3	Apply the concept of Segmentation, Targeting, Positioning across sectors
CO4	Enable the students to formulate a marketing plan that will meet the goals of a business and develop creative solutions to marketing problems.

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Business Economics I</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>1.5</b>	<b>Duration in Hrs</b>	<b>15</b>

#### Course outcome

<b>Sr. No.</b>	<b>Course Outcome</b>
	At the end of the course students would be able to,
CO1	Record thoroughly financial transactions based on financial statements systematically
CO2	Apply precisely the underlying assumptions in preparation
CO3	Understand
CO4	

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Business Communication</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>15</b>

**Course outcome**

Sr. No	At the end of the course students will be able to :
CO1	Use the knowledge gained during the sessions to effectively
CO2	Learn strategies for effective decision making and influence others
CO3	Analyse and imbibe the
CO4	Effectively

<b>Trimester</b>	<b>I - Core</b>		
<b>Title of the Subject / course</b>	<b>Financial Accounting and control</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

**Course outcome**

Sr. No	At the end of the course students will be able to :
CO1	Provide a basic understanding of microeconomics concepts and the role of market structure
CO2	Application of microeconomic concepts in business
CO3	Solution to business problems and decision making in a real situation
CO4	Current learning will help students in future to take actual decision making in real business and relate the theory acquired into practice.

<b>Trimester</b>	<b>II</b>		
<b>Title of the Subject / course</b>	<b>Business Economics II</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>15</b>

**Course outcome**

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Use the knowledge gained during the sessions to effectively communicate
CO2	Learn strategies for effective decision making while communicating with others
CO3	Analyse and imbibe the global aspects of business communication
CO4	Effectively communicate for the the achievement of organisational goals, contributing effectively to a team environment

<b>Trimester</b>	II		
<b>Title of the Subject / course</b>	Digital Marketing		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	30

**Course outcome**

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To learn digital marketing tools like search engine optimization and associated analytics.
CO2	Apply practical tools to for designing and launching of the marketing campaign on social media,. Websites, and search engines.
CO3	Demonstrate competency related to launching, analyzing and taking corrective actions for better RoI
CO4	Develop critical thinking skills for developing and enhanced performance of digital marketing campaigns

<b>Trimester</b>	II		
<b>Title of the Subject / course</b>	Financial Markets and Services		
<b>Course Code</b>			
<b>Credits</b>	3	<b>Duration in Hrs</b>	30

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Trimester	II		
Title of the Subject / course	Financial Management		
Course Code			
Credits	3	Duration in Hrs	30

Sr. No	At the end of the course students will be able to :
CO1	Describe the key activities of financial manager and understand functions of finance aligned to the overall company objective of value for shareholders and other stakeholders.
CO2	Apply various concepts, theories, techniques and financial management to view a situation critically, monitor outcomes, solve business problems (investment, financing, liquidity and
CO3	Analyze the financial data and economic and business indicators to draw sound inferences in terms, inventory
CO4	Evaluate the performance of a firm

<b>Trimester</b>	<b>II</b>		
<b>Title of the Subject / course</b>	<b>Human Resource Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Students will be able to use right recruiting methods and selection process for successful staffing practice
CO2	To analyze and design appropriate training programs and evaluate the same to understand how beneficial training to the organization.
CO3	Apply right performance appraisals and develop performance-based compensation. Endeavour for good employer relation

<b>Trimester</b>	<b>II</b>		
<b>Title of the Subject / course</b>	<b>Labour Laws</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	The course would be helpful to students in legal aspects of employment. It will help students in the field of recruitment, selection, compensation as well as performance appraisal.
CO2	It will help students to understand to take Disciplinary actions with in Labour related legal framework.
CO3	It will help students to understand statutory compliances & learn to deal with Legal agencies and unions.
CO4	Able to and understand the Past & Current Aspects of Business.

<b>Trimester</b>	<b>II</b>		
<b>Title of the Subject / course</b>	<b>Legal Aspects of Business</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Through caselaws, know how legal practitioners apply knowledge of management theories and practices to solve business problems
CO2	Analyse and interpret laws for decision making
CO3	Understand the role of laws to preserve ethics and morals
CO4	Understand and analyse legal aspects of business
CO5	Use the legal knowledge gained by them for the benefit of the employers and employees of the company

<b>Trimester</b>	<b>II</b>		
<b>Title of the Subject / course</b>	<b>Quantitative Techniques II</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Trimester</b>	<b>III (FINANCE)</b>		
<b>Title of the Subject / course</b>	<b>Analysis of Financial Statements</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>1.5</b>	<b>Duration in Hrs</b>	<b>15</b>

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Understand the Financial Statements and need to analyze financial statements
CO2	Apply various tools for financial statement analysis i.e. common size statements, comparative statements and ratio analysis, for comprehensive analysis the financial statements

CO3	Evaluate important components of a business and impact of their changes on company's performance, position and valuation
CO4	Interpret the financial statements of a company for taking effective decisions with respect to company's profitability, liquidity, solvency and efficiency

<b>Trimester</b>	<b>III (FINANCE)</b>		
<b>Title of the Subject / course</b>	<b>BASICS OF DERIVATIVES</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>1.5</b>	<b>Duration in Hrs</b>	<b>15</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	<b>Explain the basic characteristics of derivatives market</b>
CO2	<b>Option Pricing valuation models</b>
CO3	<b>Explain Swap</b>
CO4	<b>Examine Greeks of the derivatives.</b>

<b>Trimester</b>	<b>III Marketing/Finance/Human Resource</b>		
<b>Title of the Subject / course</b>	<b>Cost Management and Accounting</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No.</b>	<b>Course Outcome</b>
CO1	Understand ,Examine, show and employ cost accounting theories for cost problems
CO2	Develop, restructure and apply cost accounting approaches to solve practical problems
CO3	Critically analyze and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques
CO4	Interpret cost and management accounting opportunities and threats

<b>Trimester</b>	<b>III Finance</b>		
<b>Title of the Subject / course</b>	<b>Corporate Finance</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

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<b>Trimester</b>	<b>III Finance</b>		
<b>Title of the Subject / course</b>	<b>Direct and Indirect Taxes</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Understand the important provisions of Income Tax and GST and its implication in business
CO2	Calculate income under different heads of income
CO3	Compute total income and tax liability

<b>Trimester</b>	<b>III Finance / Marketing / HR</b>		
<b>Title of the Subject / course</b>	<b>Business Research Methods</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course the students will be able to:</b>
CO 1	Understand the business research process – its importance and perspective
CO 2	Understand and interpret the various tools and techniques in business research for better decision making.
CO 3	Analyze and interpret data to make meaningful decisions
CO 4	Equip themselves in applying the concepts in the industry to solve business problems

<b>Trimester</b>	<b>III Finance</b>		
<b>Title of the Subject / course</b>	<b>Entrepreneurship Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>1.5</b>	<b>Duration in Hrs</b>	<b>15</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the concepts of entrepreneurship development, the theories of entrepreneurship and the relationship between theory and practice.
CO2	Comprehend the process of creating an entrepreneurial venture.
CO3	Develop analytical skills for evaluating new venture ideas and understanding both the opportunities and constraints faced by entrepreneurs.
CO4	Develop an entrepreneurial spirit and have feasible ideas for ventures.

<b>Trimester</b>	<b>III Finance / Marketing / HR</b>		
<b>Title of the Subject / course</b>	<b>Operations Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the basic concepts of Operations Management as a Course of Study and its Applications in the Industry with emphasis on Managing Operations
CO2	Understand the relationship among the interlinked areas of Operations like Process Planning, Layout Planning, Inventory Planning, Product Development and Forecasting
CO3	Apply and analyze the detailed aspects of Operations Management by deeper Research on the subject

<b>Trimester</b>	<b>III HR</b>		
<b>Title of the Subject / course</b>	<b>Human Resource Planning and Acquisition</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Students will be able to understand the human resource planning process and framework
CO2	Students will be able to understand talent acquisition process and challenges faced
CO3	Students will be able to apply all HR planning and talent acquisition practices in the organization.

<b>Trimester</b>	<b>III HR</b>		
<b>Title of the Subject / course</b>	<b>Learning &amp; Development</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the concepts and fundamentals of the function of Learning & Development.
CO2	Design an effective training module applying conceptual knowledge and execute the training program.
CO3	Aware of the various training practice used by the organizations across the globe.
CO4	Evaluate the effectiveness of the training program

<b>Trimester</b>	<b>III Marketing</b>		
<b>Title of the Subject / course</b>	<b>Consumer Buying Behaviour</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the various Consumer Behaviour concepts
CO2	Analyze the various factors influencing Consumer Behaviour
CO3	Analyze the impact of Culture and Subculture in influencing Consumer Behaviour
CO4	Apply the Consumer Behaviour strategies in real life marketing scenario

<b>Trimester</b>	<b>III Marketing</b>		
<b>Title of the Subject / course</b>	<b>Story Telling with Data</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the importance of Storytelling with Data and learn to identify the story out of data
CO2	Understand to spin the storyline by using available data visualization tools
CO3	Conversant with Tableau and apply the tools to story scenarios.

<b>Trimester</b>	<b>III Marketing</b>		
<b>Title of the Subject / course</b>	<b>Sales and Distribution Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to:
CO1	To be aware of selling skills/processes required to sell goods or services and comprehend its importance in any organization
CO2	To be able to identify issues related to design and implementation of sales strategy and manage sales force
CO3	Analyze roles and apply concepts related to improving performance of sales team
CO4	Design and implement channel strategies

<b>Trimester</b>	<b>IV</b>		
<b>Title of the Subject / course</b>	<b>BASICS OF DERIVATIVES</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>1.5</b>	<b>Duration in Hrs</b>	<b>15</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	<b>Explain the basic characteristics of derivatives market</b>
CO2	<b>Option Pricing valuation models</b>
CO3	<b>Explain Swap</b>
CO4	<b>Examine Greeks of the derivatives.</b>

<b>Trimester</b>	<b>IV HR</b>		
<b>Title of the Subject / course</b>	<b>Industrial Relations and Employee Welfare</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Explain and interpret the concepts, legal and ethical aspects of Industrial Relations while facing IR issues and deciding on employee welfare.
CO2	Exemplifying the IR issues through case studies and way to resolve it
CO3	Implementing the concepts and legal knowledge gained by them for successful handling of IR issues.

<b>Trimester</b>	<b>IV HR</b>		
<b>Title of the Subject / course</b>	<b>Performance Management System</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To understand the role of performance management in supporting the strategic objectives of the organization in different business environments and explain the Performance Management System process.
CO2	Students will understand different measures of performance management and practices used to improve organisational and employee performance.
CO3	To design an organizations performance management process that is compliant with the law and supports organizational mission and strategy.
CO4	Students will be equipped with the necessary skills and a critical understanding of the performance review process.

<b>Trimester</b>	<b>IV Marketing</b>		
<b>Title of the Subject / course</b>	<b>B2B Marketing</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will....
CO1	have advanced knowledge and skills to compete effectively in B2B context
CO2	Have increased self-belief to navigate successfully across clients and partners
CO3	Have improved ability to develop and/or strengthen relationship with their customers and suppliers
CO4	be able to apply B2B marketing concepts and tools in a stable as well as a tumultuous environment.

<b>Trimester</b>	<b>IV Marketing</b>		
<b>Title of the Subject / course</b>	<b>Integrated Marketing Communication (IMC)</b>		
<b>Course Code</b>	Elective		
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Ability to UNDERSTAND the meaning, relevance, and importance of IMC tools in branding.
CO2	Ability to DEMONSTRATE the knowledge of each of tool of IMC and their implications in consumer behaviour and overall communication campaign.
CO3	Ability to CONSTRUCT a basic media strategy and craft a rudimentary creative message strategy.
CO4	Ability to OUTLINE an IMC campaign, integrating all elements of IMC to achieve the desired objectives.

<b>Trimester</b>	<b>IV Marketing</b>		
<b>Title of the Subject / course</b>	<b>Retail Marketing</b>		
<b>Course Code</b>	Elective		
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To educate students about current retailing trends and strategies.
CO2	To develop the students towards managing the retail stores and organizations.
CO3	To identify the nuances of visual merchandising and its elements
CO4	To know the consumer purchase decision process in the context of organized retailing
CO5	To emphasis on global retailing strategies

<b>Trimester</b>	<b>IV Marketing</b>		
<b>Title of the Subject / course</b>	<b>Financial Aspects of Marketing</b>		
<b>Course Code</b>	Elective		
<b>Credits</b>	<b>3</b>	<b>Duration in Hrs</b>	<b>30</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the integral elements of Cost & Revenue in Marketing
CO2	Learn the different elements of Marketing Investment
CO3	Learn the policy decisions and marketing finance concepts
CO4	Understand the concepts of various pricing models

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject / course</b>	<b>Financial Analytics</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>2</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand the concept of financial analytics in financial decision making
CO2	Describe time series data and develop forecasting models
CO3	Analyse the credit risk data and evaluate the creditworthiness of borrower
CO4	Analyse financial investment data for more meaning full investment decisions

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject / course</b>	<b>International Finance</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Understand macro economic factors influencing International Finance, meaning, need and evolution of International Finance
CO2	Get famiarized with the various exchange rate systems, their pros and cons
CO3	Be able to apply quantitative techniques to caculate impact of various international finance products
CO4	Become familiar with the accounting methods for foreign trade followed by Nations and drivers of International Trade

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject / course</b>	<b>Mergers &amp; Acquisitions</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to:</b>
CO1	Understand functions of finance with respect to MACR aligned to the overall company objective of creation of value for shareholders and other stakeholders;
CO2	Understand and apply important principles and tools of MACR for performing the goals and functions;

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject / course</b>	<b>Treasury &amp; Risk Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

Sr. No	At the end of the course students will be able to:
CO 1	The students will learn the conceptual, theoretical as well as practical place in Treasury Unit.
CO 2	The student will get in-depth knowledge on Treasury functions of RBI in control of inflation and inflation and liquidity in the economy
CO 3	The students will learn practical
CO 4	The students will learn to make

<b>Trimester</b>	<b>V Finance</b>		
<b>Title of the Subject / course</b>	<b>International Business</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

Sr. No	At the end of the course students will be able to :
CO1	Understand the opportunity , scope and strategies of International Business
CO2	Understand the significance of International Business Environment
CO3	Analyse the cultural differences and its impact on International Business
CO4	Analyse the optimal way to enter a market and carry out International Business

<b>Trimester</b>	<b>V HR</b>		
<b>Title of the Subject / course</b>	<b>Assessment Centre and Competency Mapping.</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

Sr. No	At the end of the course students will be able to :
CO1	To enable the students to understand the leadership competencies and Human Resource competencies.
CO2	To provide the students with a sound framework of techniques of identifying and mapping competencies to deal with organizational problems

<b>Trimester</b>	<b>V HR</b>		
<b>Title of the Subject / course</b>	<b>HR Analytics</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>2</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Students will be able to understand evolution of HR Analytics and HRM
CO2	Students will be able to apply HR analytics to end to end employee lifecycle
CO3	Students will be able to develop insight and link data to make people management related decisions

<b>Trimester</b>	<b>V HR</b>		
<b>Title of the Subject / course</b>	<b>Organization Development &amp; Change Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>2</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Explain and understand the importance of organization development

CO2	Identify and explain OD concepts and problem areas
CO3	Apply OD concepts both as an individual and member of the organization

<b>Trimester</b>	<b>V HR</b>		
<b>Title of the Subject / course</b>	<b>Strategic HRM</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>2</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Students will be able to understand basics of and approaches
CO2	Students will be able to management pro
CO3	Stude

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject / course</b>	Marketing Metrics and Audit		
<b>Course Code</b>			
<b>Credits</b>	4	<b>Duration in Hrs</b>	40

<b>Sr. No</b>	At the end of the course students will be able to:
CO 1	Equip the students in understanding the basic tools & techniques used in Marketing Metrics and Measurements
CO 2	Instigate analytical thinking abilities for data based decision making
CO 3	Apply the tools & techniques in Marketing measurements for better decision making

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject / course</b>	Neuroscience and Consumer Behaviour		
<b>Course Code</b>			
<b>Credits</b>	2	<b>Duration in Hrs</b>	20

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Understand the importance of consumer psychology in influencing consumer behavior.
CO2	Interpret consumer behavior in terms of learning, motivation and interpretation of information by consumers.
CO3	Appreciate how to influence consumer behavior through various marketing stimuli.
CO4	Nil

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject / course</b>	<b>Retail Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Analyze & understand the retailing processes in modern day organized retail businesses, the environment within which these operate, and the institutions and functions that are performed. Also, achieve a foundation for working in retailing or related disciplines, while gaining an understanding of the concepts and tools used.
CO2	Interpret the applications of the principles of a retail business across various formats and markets.
CO3	Understand and appreciate the variables available to a manager in different functions with a retail business, and how to use these for the benefit of the business.
CO4	Formulate broad strategies and plans for a retail management business, and help to organize resources accordingly.

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject / course</b>	<b>Service Marketing</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>2</b>	<b>Duration in Hrs</b>	<b>20</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
CO1	Understand the Expanded Marketing Mix for Services
CO2	Analyze the GAPS model in Services, its application across various service sectors and the various strategies to close the GAPS
CO3	Apply the various Customer Defined Service Standards across Service sectors
CO4	Understand the role of Boundary Spanners in Services

<b>Trimester</b>	<b>V Marketing</b>		
<b>Title of the Subject / course</b>	<b>Strategic Brand Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	Understand why brands matter, know its functions and why are they so val
CO2	Analyze brands by comprehending the tools for meas concept of brand equity and customer based b
CO3	Familiarize the students with the marketing communicati
CO4	Strategie

<b>Trimester</b>	<b>VI Marketing / Finance</b>		
<b>Title of the Subject / course</b>	<b>Project Management</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	At the end of the course students will be able to :
CO1	To introduce students of Management to concepts of Project
CO2	To apply and evaluate success parameters of cost ,time and quality in project management
CO3	To apply various techniques as CPM/PERT/Earned Value Analysis and Projected Financial Statements
CO4	To enable student to conceive an idea, evaluate its feasibility and make it workable.

<b>Trimester</b>	<b>VI HR</b>		
<b>Title of the Subject / course</b>	<b>Business Ethics and Corporate Governance</b>		
<b>Course Code</b>			
<b>Credits</b>	<b>4</b>	<b>Duration in Hrs</b>	<b>40</b>

<b>Sr. No</b>	<b>At the end of the course students will be able to :</b>
<b>CO1</b>	<b>Students will be able to understand the basic concepts in business ethics</b>
<b>CO2</b>	<b>The student will be able to understand and analyze various ethical codes in corporate governance</b>
<b>CO3</b>	<b>The student will be able to understand and Analyze concepts in corporate social Responsibility</b>