

PROGRAM OUTCOMES (POs)

- PO1 - Able to communicate effectively both orally and in writing in the context of business management and its operations.
- PO2 - Demonstrate sensibilities relating to professional management ethics and social responsibilities.
- PO3 - Able to use analytical skills & effective tools, including digital tools relevant to management functions.
- PO4 - Display broader understanding of business environment and the knowledge related to the core functions of Management.
- PO5 - Able to interpret relevant management theories and practices towards evaluating and solving business problems.
- PO6 - Display motivation for self-directed & lifelong learning.
- PO7 - Able to organize and contributing effectively in a team environment.
- PO8 - Ability to plan for effective compliances of organizational policies & regulatory requirements.
- PO9 - Ability to analyze critically and creatively to contribute to the goals in a business context.
- PO10 - Demonstrate an entrepreneurial mindset and the skills relevant to it.

PROGRAM SPECIFIC OUTCOMES (POs)

- PSO1 – To study and explore challenges in international buyer behaviour and develop innovative products and solutions for customer satisfaction and profitability
- PSO2 – To apply current tools and techniques for effective international business decisions and develops efficient methodologies and processes
- PSO3- To impart national and global values in business and society and overcome global ethical issues with social responsibility and apply them in organisational settings globally
- PSO4 – To study current developments in global economy and evaluate strategies for business sustenance in challenging global environment
- PSO5 - To implement & explore theoretical concepts and develop strategic framework for international business and analyse global business challenges and arrive at solutions through focused and Contemporary managerial practices.

2019-20 Batch

| Semester | Course Code | Course Name | Course Outcomes (COs) |
|----------|-------------|--------------------------------------|---|
| I | 19BMSC1C03 | MANAGERIAL ECONOMICS | <p>CO1 : Identify the concept and importance of economics for business and management purpose.</p> <p>CO2 : Identify the factors affecting the demand and will be able to forecast demand for their new product.</p> <p>CO3 : Identify the consumption pattern of consumers in a given market by applying various approaches.</p> <p>CO4 : Identifying the law and theories related to production and cost and achieve managerial equilibrium by utilizing minimum and provide maximum satisfaction.</p> <p>CO5 : A brief knowledge about various market competitors and market structure in an economy and also identifying the markets under perfect or imperfect competition.</p> |
| I | 17BMS3C101 | FUNDAMENTALS OF FINANCIAL ACCOUNTING | <p>CO1 : Demonstrate the use of accounting concepts, principles and frameworks to analyze the effect of business transactions on organizations accounting records.</p> <p>CO2 : Reveals the use of accounting system to record, classify and summarize data and analyze the effect of business transactions in a business organization.</p> <p>CO3 : To Describe the Use tools and techniques to interpret the different transactions to be entered into various subsidiary books.</p> <p>CO4 : To Illustrate the Classify accounting information to solve errors in preparation of accounting records and the effect of such transactions in solving business problems.</p> <p>CO5 : Analyse and apply accounting principles in preparation of financial statements and interpret the information for effective decision making in business</p> |

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| I | 17BMS56C104 | MANAGEMENT CONCEPTS | <p>CO1 : After the module students should Conceptualizing and applying the management concepts and practices in real time scenarios in the organisation</p> <p>CO2 : After the module students should analyse the theories and evolution of management and apply them in current business</p> <p>CO3 : After the module students should evaluate, examine and implement the Planning process and decision making process for the survival, growth and development of the organisation</p> <p>CO4 : After the module students should Formulating the techniques of organising to allocate task and the resources between various departments by following centralization and decentralisation</p> <p>CO5 : After the module students should explore the various styles and techniques of leadership, motivation and communication for effective coordination, control and direction</p> |
| II | 17BMS3C202 | MARKETING MANAGEMENT | <p>CO1 : Understanding and examining the basic concepts of marketing and marketing environment</p> <p>CO2 : Appraise market research process and analyze STP process.</p> <p>CO3 : Breakdown and examine various product and pricing strategies.</p> <p>CO4 : Understand the elements of promotion mix and factors affecting choice of distribution.</p> <p>CO5 : Outline and analyze the recent trends in marketing.</p> |
| II | 17BMS3C203 | HUMAN RESOURCE MANAGEMENT | <p>CO1 : Ability to identify the managerial role, duties and responsibilities and their roles of HRM in the organization.</p> <p>CO2 : Skills to classify the manpower, recruitment and selection process for the organizational development as well as employee development.</p> <p>CO3 : Capacity to examine the performance of employees for promotion, transfer, and compensation systems.</p> <p>CO4:Capability to distinguish the legal provision of industrial laws and to adopt suitable measures to ensure the worker's safety.</p> <p>CO5 : Ability to design a suitable strategy for the organization to match with recent trends in HRM.</p> |

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| II | 19BCC4S06 1 | ENTREPRENEURSHIP | <p>CO1 : Illustrate the concept of entrepreneurship and its needs in current scenario.</p> <p>CO2 : Examine the business environmental analysis and preparing a planning.</p> <p>CO3 : Articulate technical, financial, managerial and personnel feasibility of a business plan.</p> <p>CO4 : Identify and learn the relationship between a business organization and various government schemes and regulations.</p> <p>CO5 : To understand why entrepreneurs fails and the various pitfalls of entrepreneurs.</p> |
| II | 19BMIF2C03 | ADVANCED ACCOUNTING | <p>CO1 : Ascertain the fire insurance claim in a business organization in order to provide financial protection against loss or damage of stock by fire.</p> <p>CO2 : Relate to the application of accounting treatments between a sale and a consignment transaction with the techniques for computation of stock.</p> <p>CO3 : Extract the differences between consignment, partnership and joint venture transactions under different methods.</p> <p>CO4 : Examine separate accounts for different branches or operating locations to know the cost/profit centers separately</p> <p>CO5 : Appraise the techniques to allocate expenses between different departments by selecting a rational basis to interpret the key parameters of financial performance</p> |
| III | 16BMIF3C03 | BUSINESS LAW | <p>CO1 : Demonstrate an understanding of the Legal Environment of Business and Communicate effectively using standard business and legal terminology.</p> <p>CO2 : Outline the nature, meaning, type of contracts and the impact of legislation upon contract law.</p> <p>CO3 : Enumerate the legal framework of contracts relating to sale of goods and understanding of legality and Statute of Frauds in Sale of Goods.</p> <p>CO4 : Stimulate the various provisions of Company Law into real world challenges.</p> <p>CO5 : Demonstrate a critical understanding of the Cyber law with respect to Information Technology Act and the use analytical skills with the help of case study analysis.</p> |

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| III | 17BMS3C201 | FUNDAMENTALS OF MANAGEMENT ACCOUNTING | <p>CO1 : Outline how cost accounting is used for decision making and performance evaluation.</p> <p>CO2 : Analyse and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques.</p> <p>CO3 : Evaluate the costs and benefits of different conventional and contemporary costing systems and apply cost accounting methods to evaluate and project business performance.</p> <p>CO4 : Demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.</p> <p>CO5 : Analyze cost-volume-profit techniques to determine optimal managerial decisions.</p> |
| III | 19BMIM3C01 | DIGITAL MARKETING ESSENTIALS | <p>CO1 : Identify the various challenges and opportunities of disruptive digital environment and dynamic digital environment.</p> <p>CO2 : Applying digital tools in different digital platforms as per the convenience.</p> <p>CO3 : Applying and measuring the performance of marketing campaigns as per emerging marketing trends in the market.</p> <p>CO4 : Identifying the characteristics of digital marketing with respect to various traditional marketing approaches.</p> <p>CO5 : Analyzing the behavior of digital Consumer.</p> |
| III | 19BMIB3C01 | B2B MARKETING | <p>CO1 : Demonstrate about the concepts, nature and need for Business-to-Business Marketing.</p> <p>CO2 : Describe about the Segmentation, Targeting & Positioning for B2B Markets.</p> <p>CO3 : Distinguish different models of B2B Marketing and the impact of various environmental factors on decision making.</p> <p>CO4 : Construct and develop product strategy for B2B markets.</p> <p>CO5 : Illustrate different factors influencing pricing decisions in international market.</p> |

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| III | 19MENVI0V E2 | ENVIRONMENTAL STUDIES | <p>CO1 : To describe the multidisciplinary nature of environment and identify its different components, scope and concept of sustainability.</p> <p>CO2 : To distinguish the different structure and function of ecosystem & analyze the ecosystem components with help of case studies.</p> <p>CO3 : To differentiate among natural, renewable and non-renewable resources and their usages.</p> <p>CO4 : To identify the different levels of bio diversity, and distinguish among ecosystem and biodiversity service's values at different grounds.</p> <p>CO5 : To identify different types of pollutants and its human hazards and to choose the best solid waste management measures with help of case studies.</p> |
| III | 16MATH0G5 | QUANTITATIVE TECHNIQUES | <p>CO1 : Generalized an introductory idea about statistical methods and tools that are essential for the empirical and analytical study of economics at the undergraduate level.</p> <p>CO2 : Have a better understanding about the quantitative aspects regarding research and economic analysis.</p> <p>CO3 : Evaluating the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.</p> <p>CO4 : Demonstrate an ability to apply various statistical tool to solve business problem.</p> <p>CO5 : Calculate and interpret statistical values by using statistical tool (correlation & regression).</p> |
| III | 18BMIM4CO 4 | CONTEMPORARY LEADERSHIP PRACTICES | <p>CO1 : Assess the framework of high-performance teams by studying Leadership Styles of high-performance teams.</p> <p>CO2 : Relate the components of emotional intelligence at the Workplace.</p> <p>CO3 : Examine the role of leaders in creating accountability and transparency within business organizations.</p> <p>CO4 : Evaluate the leadership lessons learnt by Indian Business Leaders</p> <p>CO5 : Explain the leadership theories in the context of Globalization.</p> |

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| IV | 19BMSC4C01 | BUSINESS RESEARCH METHODS | <p>CO1 : Familiarize participants with basic of research and the research process. So that the students can develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.</p> <p>CO2 : Appraise and integrate business research theory, specialist research tools and technical skills to conduct a guided research project and/or technical activity.</p> <p>CO3 : Enable the student in conducting research work and formulating research synopsis and interpret.</p> <p>CO4 : Examine current best practice in qualitative and quantitative research, the applications of both forms of research, the interrelationship between the various research methods, the implementation of research designs and analysis techniques.</p> <p>CO5 : Interpret knowledge on measurement & scaling techniques as well as the quantitative data analysis. So that the student is familiarized with Statistical packages such as SPSS/EXCEL.</p> |
| IV | 19BMSC4C02 | FINANCIAL MANAGEMENT | <p>CO1 : Demonstrate the ability to apply time value of money concepts to a variety of individual financial scenarios.</p> <p>CO2 : Perform EBIT and EPS analysis in obtaining optimum capital structures and apply cost of capital concept in raising funds in most economical manner.</p> <p>CO3 : Ability to compare and contrast various corporate projects using capital budgeting techniques.</p> <p>CO4 : Experiment various concepts and approaches of working capital management to real time business and corporate scenarios.</p> <p>CO5 : Project the ability to recommend dividend decisions by identifying the influencing factors.</p> |
| IV | 19BMIB4C01 | INTRODUCTION TO BUSINESS AND BRANDS | <p>CO1 : Demonstrate about the Brand concepts, Brand foundation and types of Marketing.</p> <p>CO2 : Describe about the Brand equity, Brand identity and Brand positioning.</p> <p>CO3 : Distinguish different market. Segmentation and Brand development</p> <p>CO4 : Develop Brand management strategies and Brand portfolio.</p> <p>CO5 : Illustrate new trends in branding and the impact of brands in various social media platforms.</p> |

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| IV | 19BMSGC02 | ENTREPRISE RESOURCE PLANNING | <p>CO1 : Describe the applications of Enterprise software, and its role in integrating business functions.</p> <p>CO2 : Categorize the strategic options for ERP identification and adoption.</p> <p>CO3 : Design and applying the ERP implementation strategies.</p> <p>CO4 : Formulate reengineered business processes for successful ERP implementation.</p> <p>CO5 : Develop mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components.</p> |
| IV | 19PSY0G1 | CONSUMER PSYCHOLOGY | <p>CO1 : The trends of customer loyalty and commitment towards new marketing trends.</p> <p>CO2 : The trends in socio-cultural and behavioral pattern and its impact on the business.</p> <p>CO3 : Gain an understanding of the dimensions of consumer behavior on business functions.</p> <p>CO4 : Consumer behavior decision process and factors affecting – External factors / Internal factors.</p> <p>CO5 : Models of consumer buying behavior such as comprehensive / multivariate explanation.</p> |
| V | 5BMS1 | Retail And Supply Chain Management | <p>CO1 : Embrace the tools and techniques required to succeed in the new media environment.</p> <p>CO2 : Assess and evaluate the performance of digital marketing campaigns through behavioural and attitudinal engagement metrics and measures, and make use of a broad spectrum of digital and consumer analytic tools and techniques.</p> <p>CO3 : Understand the functions of retail business and various retail formats and retail channels.</p> <p>CO4 : Understand the difference between Retail and Manufacturing Supply Chain</p> <p>CO5 : Understand, key drivers of retail supply chain and how to select a retail store location.</p> |
| V | 5BMS2 | Fundamentals of Business Taxation | <p>CO1 : State the meaning and types of taxes.</p> <p>CO2 : Enlist the incomes that are exempt from tax.</p> <p>CO3 : Compute income from Salary and House property.</p> <p>CO4 : Compute the taxable income of an individual and tax liability.</p> <p>CO5 : Implement the rules regarding registration and payment of tax under the various Indirect tax laws of the country such as – central sales tax, GST, Customs Act, Value Added tax, and Service tax.</p> |

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| V | NA | Foreign Trade Management | <p>CO1 : Apply knowledge about international business and trade barriers.</p> <p>CO2: Demonstrate understanding of the framework of international business environment and the concept of UNESCO guidelines, BOP and BOT.</p> <p>CO3 : Apply concepts learned to enumerate the growth, merits and demerits of foreign trade and different types of trade blocs.</p> <p>CO4 : Apply concepts learned to elaborate the various types of international economic institutions</p> <p>CO5 : Apply concepts learned to examine the Indian laws and regulations governing international business.</p> |
| V | 5BMS4 | Global Marketing | <p>CO1 : Demonstrate Knowledge about the institutions, vocabulary, and players in the world of international business.</p> <p>CO2 : Demonstrate Understanding of different cultures and the implication this has for marketers.</p> <p>CO3 : Demonstrate application of concepts learned to analyzing the marketing environment and marketing-related decisions for a firm entering non-domestic markets.</p> <p>CO4 : Demonstrate Knowledge of key sources for researching the cultural, economic, ethical, and political environments and anticipate the influence each will have on marketing strategies and decision-making.</p> <p>CO5 : Apply concepts learned to analyze global marketing problems and take decisions.</p> |
| V | 5BMS5 | Strategic Brand Management | <p>CO1 : Apply skills learned to manage brands strategically.</p> <p>CO2 : Apply knowledge of concepts learned to elicit and analyse brand associations, and derive strategic implications for positioning, brand elements, and the usage of secondary brand associations</p> <p>CO3 : Apply knowledge of concepts learned to recognize customer requirements within different contexts across organizations and to enhance customer experience.</p> <p>CO4 : Apply skills learned and understanding acquired to assess customer expectations in context and to develop and deliver activities that meet those expectations.</p> |

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| V | 5BMS6 | Exim Procedure And Documentation | <p>CO1 : Demonstrate knowledge and understanding of practices of the EXIM procedures.</p> <p>CO2 : Apply concepts learned to recognize the concept of Foreign Trade Policy, Customs Act, and Goods & Service Tax Act etc.</p> <p>CO3 : Demonstrate understanding of sea transport system, the post and pre shipment inspection and norms.</p> <p>CO4 : Apply concepts learned to identify the different types of credit risk associated with the business.</p> <p>CO5: Demonstrate Understanding of export oriented units along with EDI.</p> |
| VI | 6BMS2 | Strategic Management | <p>CO1 : Demonstrate understanding of major theories, background work, concepts and research output in the field of strategic management.</p> <p>CO2 : Demonstrate a clear understanding of the concepts, tools & techniques used by practitioners in developing and executing strategies and its integrative and interdisciplinary nature.</p> <p>CO3 : Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.</p> <p>CO4 : Demonstrate capability of making their own decisions in dynamic business landscape.</p> <p>CO5 : Develop the capacity to think and execute strategically.</p> |
| VI | 6BMS3 | International Business Environment | <p>CO1 : To demonstrate about the various constituents of global business environment.</p> <p>CO2 : To illustrate about the various theories of International trade.</p> <p>CO3 : To construct and develop framework for effective media usage and campaign planning along with media performance.</p> <p>CO4 : To distinguish various mode of entry strategies in International Business.</p> <p>CO5 : To describe the importance of emerging developments in International Business.</p> |

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| VI | 6BMS4 | Business Ethics and Negotiation Skills | <p>CO1 : Be able to apply course material to take actions at different stages of negotiations; appreciate and explain the importance of pre-negotiation and post-negotiation phases</p> <p>CO2 : Demonstrate understanding of the roles and functions in negotiation teams; demonstrate the skills of organizing and managing negotiation teams.</p> <p>CO3 : Formulate and apply the instruments of negotiation strategy and tactics.</p> <p>CO4 : Demonstrate Understanding of the zone of possible agreement (ZOPA) in negotiations.</p> <p>CO5 : Understand and apply the course concepts to the functions of the best alternative to a negotiated agreement (BATNA); recognize and use BATNA in negotiations.</p> |
| VI | NA | Foreign Exchange Management | <p>CO1 : Apply concepts learned to State the meaning and types of taxes.</p> <p>CO2 : Apply concepts learned to enlist the incomes that are exempt from tax.</p> <p>CO3 : Apply concepts learned to compute income from Salary and House property.</p> <p>CO4 : Apply concepts learned to Compute the taxable income of an individual and tax liability.</p> <p>CO5 : Apply concepts learned to implement the rules regarding registration and payment of tax under the various Indirect tax laws of the country such as – central sales tax, GST, Customs Act, Value Added tax, and Service tax.</p> |
| VI | 6BMS5 | Service Marketing | <p>CO1 : Demonstrate Understanding of how marketing communications can be used in practice to engage with customers.</p> <p>CO2 : To apply knowledge and understanding of the purpose and process of marketing communications, and the range of tools available.</p> <p>CO3 : To apply knowledge gained to develop a successful marketing communications campaign and learn how the campaign can be put into practice.</p> <p>CO4: Demonstrate Understanding of service products and markets.</p> <p>CO5: To demonstrate knowledge of the significance of marketing mix role in services.</p> |

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| VI | 6BMS6 | Global Logistic And Supply Chain | <p>CO1 : Demonstrate understanding of operations and supply chain procedures and techniques.</p> <p>CO2: Demonstrate understanding of practically how Supply Chain Process works in business organizations.</p> <p>CO3 : Apply knowledge and skills learnt to design a distribution network and strategic network.</p> <p>CO4 : Apply knowledge and skills learnt to develop a model of Warehouse Layout Docking and Marshalling.</p> <p>CO5 : Apply knowledge and skills learnt to identify and develop the interlinkages between Green Supply Chain Management, IoT in Supply Chain and E-Business.</p> |