

Major Discipline: **BUSINESS MANAGEMENT**

Programme: **BACHELOR OF BUSINESS ADMINISTRATION**

PROGRAMME OUTCOMES (POs)

PO1. Critical Thinking

- Analyse information objectively and make a reasoned judgment.
- Draw reasonable conclusions from a set of information and discriminate between useful and less useful details to solve problems or make decisions.
- Identify logical flaws in the arguments of others.
- Evaluate data, facts, observable phenomena, and research findings to draw valid and relevant results that are domain-specific

PO2. Complex Problem-Solving

- Solve different kinds of problems in familiar and no-familiar contexts and apply the learning to real-life situations.
- Analyse a problem, generate and implement a solution and to assess the success of the plan.
- Understand how the solution will affect both the people involved and the surrounding environment

PO3. Creativity

- Produce or develop original work, theories and techniques.
- Think in multiple ways for making connections between seemingly unrelated concepts or phenomena.
- Add a unique perspective or improve existing ideas or solutions.
- Generate, develop and express original ideas that are useful or have values

PO4. Communication skills

- Convey or share ideas or feelings effectively.
- Use words in delivering the intended message with utmost clarity.
- Engage the audience effectively, Be a good listener who are able to understand, respond and empathize with the speaker.
- Confidently share views and express himself/herself



PO5. Leadership qualities

- Work effectively and lead respectfully with diverse teams
- Build a team working towards a common goal
- Motivate a group of people and make them achieve the best possible solution.
- Help and support others in their difficult times to tide over the adverse situations with courage.

PO6. Learning 'how to learn' skills.

- Acquire new knowledge and skills, including 'learning how to learn' skills, that are necessary for pursuing learning activities throughout life, through self-paced and self-directed learning
- Work independently, identify appropriate resources required for further learning
- Acquire organizational skills and time management to set self-defined goals and targets with timelines.
- Inculcate a healthy attitude to be a lifelong learner

PO7. Digital and technological skills

- Use ICT in a variety of learning and work situations, access, evaluate, and use a variety of relevant information sources.
- Use appropriate software for analysis of data.
- Understand the pitfalls in the digital world and keep safe from them

PO8. Value inculcation

- Embrace and practice constitutional, humanistic, ethical, and moral values in life including universal human values of truth, righteous conduct, peace, love, nonviolence, scientific temper, citizenship values.
- Formulate a position/argument about an ethical issue from multiple perspectives.
- Identify ethical issues related to work, and follow ethical practices, including avoiding unethical behaviour such as fabrication, falsification or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights.
- Adopt an objective, unbiased, and truthful actions in all aspects of work



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PROGRAMME SPECIFIC OUTCOMES (PSOs)

- PSO1.** Gain an in-depth knowledge about the business and management processes and functions.
- PSO2.** Build a mind-set for critical thinking and problem solving during challenging situations.
- PSO3.** Become good leader with efficient communication and presentation skill.
- PSO4.** Gain professional and technical competency required by the global business world.
- PSO5.** Design and start innovative business projects with efficient entrepreneurial skills.
- PSO6.** Become good businessman by keeping ethical values for professional, environmental and social obligations.



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COURSE OUTCOMES (COs)

SEMESTER 1

UK1DSCMGT101-FUNDAMENTALS OF MANAGEMENT

- CO1. Explain the basic principles, management theories and their implications
- CO2. Outline the functions and functional areas of management
- CO3. Examine the managerial competencies required for a manager
- CO4. Demonstrate diversity management, change management and crisis management strategies
- CO5. Develop practical knowledge to diagnose and solve organizational problems

UK1DSCMGT102-ENVIRONMENTAL MANAGEMENT

- CO1. Explains the Environmental Management, Natural resources, Role of an individual in conservation of natural resources
- CO2. Describes Concept of ecosystem, Functions of an ecosystem, biodiversity and Conservation of biodiversity
- CO3. Evaluates environmental pollution, Urban and industrial waste and its management
- CO4. Identify Social issues and rehabilitation of people
- CO5. Describes Environment and human health
- CO6. Explains Environmental ethics and environment legislation
- CO7. Evaluate Environmental Protection measures

UK1DSCMGT103-E-COMMERCE AND CYBER LAWS

- CO1. Describe the knowledge about E-commerce,
- CO2. E-business and the application
- CO3. Understand the knowledge about the avenues of
- CO4. E-banking.
- CO5. Understand cyber law and analyse cyber crime
- CO6. Understand Cyber Security
- CO7. Understand Cyber Regulations

UK1DSCMGT104-MANAGEMENT FUNCTIONS AND SPECIALISATIONS

- CO1. Understand various functions of Management.



- CO2. Identify factors influencing plant location and select an appropriate plant site
- CO3. Comprehend the scope and functions of marketing management.
- CO4. Know various HR management techniques.
- CO5. Analyse financial decisions and suggest investment options.

UK1MDCMGT101-ORGANISATIONAL BEHAVIOUR

- CO1. Understand concepts, theories and techniques in the field of human behaviour at individual, group and organisational level
- CO2. Understand why people and groups in organisations feel and behave as they do
- CO3. Evaluate the role of team dynamics and composition in the team performance
- CO4. Analyse and evaluate real company models in dealing with people
- CO5. Create models and develop expertise in dealing with and handling people

UK1MDCMGT102-AUTOMATION SKILL DEVELOPMENT

- CO1. Understand various business computer applications
- CO2. Create practical knowledge in creating word documents
- CO3. Create practical knowledge in creating excel sheets
- CO4. Create and present power point presentations
- CO5. Practice accounting packages

SEMESTER - 2

UK2DSCMGT101-MARKETING MANAGEMENT

- CO1. Explain the basic concepts of marketing
- CO2. Demonstrate different aspects of market segmentation, targeting and positioning
- CO3. Understand and develop different product pricing strategies.
- CO4. Assess the role of various distribution channels in marketing.
- CO5. Analyse the impact of market research related to recent trends

UK2DSCMGT102-MANAGERIAL ECONOMICS

- CO1. Explain the basic concepts of business economics U 1
- CO2. Compare the effect of demand and supply on market dynamics
- CO3. Justify the implications of production function and economies of scale.
- CO4. Examine different market structures and develop innovative business strategies based on these structures
- CO5. Build the basic concepts of National Income



UK2DSCMGT103-BUSINESS ETHICS AND CORPORATE GOVERNANCE

- CO1. Describe the concept and definition of business ethics and its relevance.
- CO2. Describe the ethical values and their significance in personal and professional contexts.
- CO3. Assess and develop the strategies for managing cultural changes within an organization.
- CO4. Assess the effectiveness of corporate governance practices and ethical policies in ensuring business sustainability and stakeholder trust
- CO5. Demonstrate the role of CSR in fostering positive social and environmental impacts, enhancing reputation, and building stakeholder trust.

UK2DSCMGT104-BUSINESS COMMUNICATION

- CO1. Understand effective business communication
- CO2. Demonstrate effective and necessary business communications
- CO3. Critically assess and improve the effectiveness of letters and documents for both personal and professional use
- CO4. Design and deliver impactful presentations, speeches, debates, and interviews by applying advanced spoken communication techniques
- CO5. Demonstrate effective listening skills.

UK2MDCMGT101-STOCK MARKET OPERATIONS

- CO1. Explain stock market operations in terms on structure and instruments
- CO2. Demonstrate the process of online trading and settlement procedure
- CO3. Understand the regulations in capital market trading and the functions of SEBI
- CO4. Analyse the theory and construct practical sense of stock marketing in the real scenario
- CO5. Evaluate the role of SEBI in investor protection

UK2MDCMGT102-SERVICE MARKETING

- CO1. Understand the challenges faced by Service
- CO2. Marketing in comparison with traditional marketing
- CO3. Understand the Service Marketing Mix and its components
- CO4. Analyse and evaluate the challenges faced by various service industries
- CO5. Analyse and design various service marketing techniques in different areas.
- CO6. Evaluate case studies in a services marketing context



SEMESTER 3

UK3DSCMGT201-HUMAN RESOURCES MANAGEMENT

- CO1. Explain the evolution of the HRM as a functional area in management
- CO2. Explain the role of Human Resource Management function in an organisation
- CO3. Demonstrate the methods and processes involved in procuring, developing and compensating people
- CO4. Demonstrate the relevance of Integration and Maintenance functions of HRM
- CO5. Describe the relevance and process of off-boarding and employer branding

UK3DSCMGT202-ENTREPRENEURSHIP AND STARTUP ECOSYSTEM

- CO1. Identify entrepreneurial behaviour
- CO2. Analyse the entrepreneurial competencies and traits
- CO3. Evaluate the failure, causes, preventive measures and strategies of entrepreneurs
- CO4. Analyse the business environment of a start-up
- CO5. Develop a start-up business plan
- CO6. Explain the regulatory norms and legal aspects of startups
- CO7. Designing project report
- CO8. Describe the concept of startups and its growth stages
- CO9. Compare various institutional support to startups.
- CO10. Identify the new trends in entrepreneurship sector

UK3DSCMGT203-BUSINESS LAWS

- CO1. Understand the fundamental legal principles of Business.
- CO2. Apply the legal aspects of contracts.
- CO3. Examine the sale of goods act
- CO4. Analyse the concept of bailment and guarantee
- CO5. Understand the regulatory compliance of business

UK3DSCMGT204-EVENT MANAGEMENT

- CO1. Understand the practicalities of Event Management
- CO2. Practice event planning, organising and marketing
- CO3. Understand the importance of MICE
- CO4. Understand the capabilities of organizing travel marts
- CO5. Demonstrate knowledge and ability to review, analyze events and relate to case studies

UK3DSEMGT201-DATA MANAGEMENT & CLOUD TECHNOLOGIES

- CO1. Understand the foundations of data and data processing
- CO2. Apply Data Warehousing Architecture for decision making process



- CO3. Compare cloud service models and their implications for data management
- CO4. Illustrate the best practices for storing and managing data in the cloud
- CO5. Apply how cloud environments intersect within the context of Business Analytics

UK3DSEMGT203-ORGANISATIONAL DEVELOPMENT AND CHANGE

- CO1. Understand the concepts and practices relating to the processes of organisational change.
- CO2. Explain organizational development models and their association with planned change
- CO3. Determine necessary OD interventions
- CO4. Construct various change management strategies for making the impact of change on organisations.
- CO5. Describe the forms and management of resistance to change in organisations

UK3DSEMGT204-CONSUMER BEHAVIOUR

- CO1. Remember fundamental concepts and models of consumer behaviour, including its nature, scope, and practical applications within diverse marketing contexts.
- CO2. Understand the complex relationship between consumer behaviour and lifestyle marketing, recognizing strategies for engaging consumers effectively.
- CO3. Apply knowledge of organizational buying behaviour to analyse its effects for business strategies and decision-making processes.
- CO4. Analyse individual influences on buying behaviour, including perception, learning, memory, attitude, motivation, and group dynamics, to assess their impact on consumer decisions.
- CO5. Evaluate the ethical considerations and privacy issues in consumer behaviour research, particularly in the context of global consumer behaviour and online buying habits, to propose responsible marketing strategies.

UK3DSEMGT205-LOGISTICS AND SUPPLY CHAIN MANAGEMENT

- CO1. Understand the nature of supply chains
- CO2. Utilise supply chain strategy and co-ordination for competitive advantage
- CO3. Examine the role of plant and warehouse in the performance of supply chain
- CO4. Examine the role of inventory, transportation and information in the performance of supply chain
- CO5. Appraise the features of world class supply chains



UK3DSEMGT206-TOURISM PRINCIPLES AND PRACTICES

- CO1. Understand the fundamental concept, growth and development in tourism.
- CO2. Describe the motivators and determinants in tourism
- CO3. Compare the components and models of tourism
- CO4. Evaluate the measurement of tourism and its impact
- CO5. Critique tourism legislation and its usage in the current scenario.

UK3VACMGT201-SKILLS FOR MANAGERS

- CO1. Discover individual personality to function effectively in different situations.
- CO2. Create self-confidence in individuals by mastering team management skills and leadership skills
- CO3. Create communication skills (Spoken and Written)
- CO4. Create presentation skills
- CO5. Develop business correspondence
- CO6. Analyze situations critically and make informed decisions.
- CO7. Create CV

SEMESTER 4

UK4DSCMGT201-FINANCIAL MANAGEMENT

- CO1. Explain the Fundamental Financial Concepts, Time Value of Money, Profit Maximization and Wealth Maximization.
- CO2. Describe the Knowledge on the Allocation, Management and Funding of Financial Resources
- CO3. Evaluate the Projects on the Basis of Investment Evaluation Methods
- CO4. Compute the Working Capital
- CO5. Identify the Sources of Working Capital and Demonstrate the Various Sources of Working Capital in Various Firms
- CO6. Compare the Relevance and Irrelevance Theories of Dividend
- CO7. Evaluate the Different Methods of Dividend

UK4DSCMGT202-ORGANISATIONAL BEHAVIOUR AND GROUP DYNAMICS

- CO1. Describe the evolution of organisation behaviour and its importance
- CO2. Outline the personality determinants of individual behaviour
- CO3. Analyse the difference in behaviour during group processes
- CO4. Determine how organisational structure influence behavioural changes
- CO5. Demonstrate dynamics of workplace behaviour

UK4DSCMGT203-CORPORATE REGULATIONS

- CO1. Understand the requirements for registering a Company
- CO2. Familiarise with key company documents.
- CO3. Comprehend a company's administrative procedures.



- CO4. Apply different life scenarios of a company and its procedures
- CO5. Understand and describe the winding up procedures of a company

UK4DSEMGT201-DATA MINING AND BUSINESS INTELLIGENCE

- CO1. Understand the role and importance of data mining and business intelligence in decision-making
- CO2. Apply data cleaning, integration and transformation techniques to prepare datasets for analysis
- CO3. Implement and evaluate supervised learning algorithms for classification and regression tasks
- CO4. Utilize unsupervised learning techniques such as clustering and association rule mining to discover patterns in data
- CO5. Identify and analyze real-world business applications for data mining and business intelligence techniques

UK4DSEMGT202-FINANCIAL MARKETS, INSTITUTIONS AND INSTRUMENTS

- CO1. Identify the basic concepts of Financial System
- CO2. Describe the functions of Stock exchanges
- CO3. Compare and differentiate the technique to be adopted in New issue Market
- CO4. Identify role of Securities Exchange Board of India
- CO5. Compare various derivative instruments used in security market

UK4DSEMGT204-ADVERTISEMENT AND SALES PROMOTION

- CO1. Recall and explain the fundamental concepts and roles of advertising and sales promotion in the marketing mix.
- CO2. Apply market research techniques to segment, target, and position for a specific market, enhancing advertising effectiveness
- CO3. Analyse various advertising campaigns and media plans to determine their effectiveness and applicability to different market scenarios.
- CO4. Evaluate the ethical implications of advertising practices and their impact on consumer behaviour and society.
- CO5. Design and create a comprehensive advertising and sales promotion strategy incorporating digital and traditional media platforms

UK4DSEMGT205-TRANSPORTATION MANAGEMENT

- CO1. Understand the dimensions of transportation decisions.
- CO2. Explain the Transport Management system and Documents
- CO3. Choose the appropriate mode of transportation in a given situation
- CO4. Appraise the different transportation networks
- CO5. Evaluate the real-world practices in Transportation



UK4DSEMGT206-TOURISM LAW AND ETHICS

- CO1. Understand ethics and principles in tourism, including ethical dilemmas and global codes
- CO2. Analyze the role of security management for guest safety
- CO3. Examine regulations in tourism
- CO4. Critique legal requirements for tourists and operators
- CO5. Compare laws and regulations in tourism

UK4SECMGT201-DIGITAL MARKETING

- CO1. Understand the fundamentals and importance of Digital Marketing in contemporary business environments.
- CO2. Design e-commerce platforms
- CO3. Formulate user-friendly websites
- CO4. Apply social media platforms for digital marketing purposes.
- CO5. Design Pay-Per-Click (PPC) advertising campaigns using Google Analytics.

UK4SECMGT202-CORPORATE COMMUNICATION

- CO1. Understand effective business communication
- CO2. Conduct effective and necessary business communications
- CO3. Draft letters and documents for both personal and professional use.
- CO4. Gain expertise in all areas of communication
- CO5. Improve listening skill

UK4VACMGT201-CAREER PLANNING AND DEVELOPMENT

- CO1. Identify the importance of Career Planning and Development
- CO2. Assess personal interests, strengths and values for career alignment
- CO3. Design short term and long-term career goals and create action plans.
- CO4. Create job search skills, resume writing, interview preparation and network strategies
- CO5. Examine different career paths, industries and job roles.

UK4VACMGT202-GOODS AND SERVICE TAX – THEORY AND PRACTICES

- CO1. Explain the concept and principles of GST
- CO2. Analyze the structure of GST including the various tax rates and exemptions
- CO3. Perceive the procedures for Registration of GST
- CO4. Perceive the basic procedures of return filing and payment of tax
- CO5. Explain the concept of Supply, Time and Value of Supply.



SEMESTER 5

UK5DSCMGT301-OPERATIONS MANAGEMENT

- CO1. Understand the role of operations in manufacturing and service organizations and the Role of operations strategy in Competitive Strategy.
- CO2. Apply Suitable methods and tools for Product design, Process Design and Layout design
- CO3. Examine the options in Location selection and Scheduling
- CO4. Appraise the Dimensions of Quality and Performance of Supply Chains
- CO5. Compare the models of Inventory Management and Evaluate Maintenance Practices.

UK5DSCMGT302-BASICS OF FINANCIAL ACCOUNTING

- CO1. Explain the accounting concepts, principles and conventions
- CO2. Describe the rules for debit and credit for types of accounts
- CO3. Demonstrate the preparation of journal, ledger, Trial Balance and Subsidiary Books
- CO4. Differentiate cash book and petty cash book
- CO5. Demonstrate the preparation of financial statements

UK5DSCMGT303-MANAGEMENT SCIENCE

- CO1. Understand the concept of Management Science
- CO2. Understand the mechanism to select an optimum solution with profit maximization
- CO3. Apply transportation techniques for reducing the cost of operational tasks
- CO4. Compute critical path to solve real time project scheduling
- CO5. Apply assignment methods for optimum resource allocation

UK5DSCMGT304-CUSTOMER RELATIONSHIP MANAGEMENT

- CO1. Understand the Basics of Relationship Marketing and CRM.
- CO2. Study application of information technology in CRM and customer service
- CO3. Understand analytical CRM.
- CO4. Understand the concept CRM implementation. CRM practices of various services sectors in India
- CO5. Analyse customer data for targeted marketing

UK5DSCMGT305-BUSINESS ANALYTICS

- CO1. Describe the role of business analytics in decision-making
- CO2. Demonstrate skills in data mining, and interpretation
- CO3. Demonstrate use of analytical tools and techniques to real-world business problems
- CO4. Perform the skills of communicating data-driven insights effectively
- CO5. Explain the importance of ethical use of data for business decision-making

UK5DSCMGT306-MANAGEMENT INFORMATION SYSTEM

- CO1. Explain the basic concepts and technologies of a computer system which support the management information system.
- CO2. Demonstrate the applications of different types of information systems in business.
- CO3. Demonstrate the role of MIS in different functional areas in an organisation.
- CO4. Explain the techniques for system analysis and the appropriate method for system building.
- CO5. Describe the ethical issues of information systems and ensuring quality in MIS.

UK5DSEMGT301-DATA VISUALIZATION AND INTERPRETATION

- CO1. Understand Introduction To Data Visualization
- CO2. Analyze the structure and characteristics of datasets to determine the most suitable visualization approaches
- CO3. Apply basic visualization techniques to create visualizations using software tool Excel and Google Sheets
- CO4. Apply advanced visualization techniques using Excel, Google Sheets and Tableau Public
- CO5. Create comprehensive reports or presentations

UK5DSEMGT302-MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE

- CO1. Understand the fundamentals of Big Data and its Applications in various Domains
- CO2. Conceptualize and Incorporate the Technologies behind Big Data
- CO3. Understand HDFS File Structure, Map Reduce Framework, the architectures related and to use them to solve complex problems
- CO4. Integrate R with Hadoop and solve analytical problems
- CO5. Understand and Use Hive/Hbase shell pertaining to relational data handling

UK5DSEMGT303-INCOME TAX LAW AND PRACTICE – I

- CO1. Understand the basic concepts of income tax
- CO2. Determine the residential status of individuals
- CO3. Compute Income from Salaries
- CO4. Compute Income from House Property
- CO5. Understand the concept of income from business or profession

UK5DSEMGT304-FINANCIAL SERVICES

- CO1. Identify the basic concepts of Financial Services
- CO2. Describe the role of financial services
- CO3. Compare and differentiate the classification of financial services.



- CO4. Identify the functions of merchant banking.
- CO5. Demonstrate the procedure of portfolio management

UK5DSEMGT305-PERFORMANCE MANAGEMENT

- CO1. Identify and designate the parties for performance management in organisations
- CO2. Explain the different methods of performance appraisal
- CO3. Analyse the various strategic aims and applications of PM
- CO4. Design an appraisal system by understanding the contemporary techniques of performance appraisal and management.
- CO5. Describe the role of technology in the practice of performance management

UK5DSEMGT306-PERSONNEL COUNSELLING

- CO1. Describe the processes and techniques of counselling.
- CO2. Explain the different therapies of counselling
- CO3. Realise the various problem areas where counselling interventions are necessary.
- CO4. Design developing alternative approach to dealing with problem situations in organisations.
- CO5. Explain the role of counselling in maintaining the mental health of employees in an organisation

UK5DSEMGT307-SERVICES AND RETAIL MARKETING

- CO1. Understand the Basic Concept of Services and Services Marketing
- CO2. Examine the Management of Services Marketing Mix
- CO3. Remember and Describe the Fundamentals of Retail Marketing
- CO4. Understand the importance of retail site location, target market analysis, site characteristics, and environmental considerations for optimal store placement.
- CO5. Apply Principles of Merchandise Management, Store Display, and Retail Signage to Enhance Store Ambience and Customer Engagement Effectively.

UK5DSEMGT308-SALES MANAGEMENT

- CO1. Understand the Basic Concepts of Personal Selling.
- CO2. Explain the Ideas Related to Personal Selling Steps.
- CO3. Recall the Role of Sales Organization.
- CO4. Understand the Sales force Management, Motivation, Compensation and Performance Appraisal.
- CO5. Evaluate and Discuss the Growth of Internet Selling in India with examples.



UK5DSEMGT309-FACILITY MANAGEMENT

- CO1. Understand the role, components and performance indicators of facility management.
- CO2. Select suitable location for plant and warehouse
- CO3. Analyse the capacity planning strategies and measure performance of capacity
- CO4. Create suitable facility layout and manage bottlenecks

UK5DSEMGT310-SHIPPING AND PORT MANAGEMENT

- CO1. Understand the features and functions of ports
- CO2. Evaluate the models of port development
- CO3. Analyse port operation
- CO4. Assess Port Administration
- CO5. Compile best practices in port administration

UK5DSEMGT311-TOURISM PRODUCTS IN INDIA

- CO1. Define the concept of Tourism Product.
- CO2. Explain the important Natural Tourism Products of India.
- CO3. Describe the Cultural Tourism Products of India.
- CO4. Explain the Emerging Tourism Products and its Availability.
- CO5. Understand the major Tourism Circuits of India and The promotional measures initiated by Ministry of Tourism, Govt. of India

UK5DSEMGT312-WORLD TOURISM GEOGRAPHY

- CO1. Understand world geography
- CO2. Understand destination management and development
- CO3. Compare tourist attractions in various destinations
- CO4. Assess aviation geography and travel formalities
- CO5. Examine tourism planning and sustainable development
- CO6. Evaluate responsible tourism and stakeholder management

UK5SECMGT302-STOCK TRADING PRACTICES

- CO1. Explain stock market operations in terms on structure and instruments
- CO2. Identify the process of online trading and settlement procedure
- CO3. Recognise the regulations in capital market trading and understand the functions of SEBI
- CO4. Integrate the theory and practical sense in stock marketing in the real scenario
- CO5. Evaluate the role of investors protection



SEMESTER 6

UK6DSCMGT301-RESEARCH METHODOLOGY

- CO1. Understand types of research and to identify the process of Research
- CO2. Develop a good Research Design
- CO3. Identify Sampling techniques
- CO4. Analyse Statistical Tools and Techniques for Data
- CO5. Create research report

UK6DSCMGT302-ACCOUNTING FOR MANAGERS

- CO1. Understand the concept of management accounting, cost accounting, Design a cost sheet.
- CO2. Apply the methods of costing in decision making
- CO3. Implement the concept of analysing the financial statements.
- CO4. Evaluate fund flow and cash flow statements
- CO5. Evaluate cash flow statements

UK6DSCMGT303-STATISTICS FOR BUSINESS DECISIONS

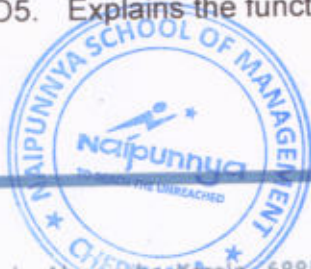
- CO1. Understand the basic concepts of statistics.
- CO2. Apply dispersion
- CO3. Compare variables using correlation
- CO4. Evaluate variables using regression
- CO5. Measure uncertainties

UK6DSCMGT304-BUSINESS TAX PLANNING

- CO1. Understand Corporate Taxation
- CO2. Understand tax planning for the corporate sector
- CO3. Analyse existing taxation and suggest plans for the corporate sector
- CO4. Understand International taxation for supporting tax planning
- CO5. Understand the taxation of E-Commerce transactions

UK6DSCMGT305-INTERNATIONAL BUSINESS

- CO1. Explains the concepts in the International business with respect to foreign trade / internationalizing process/evaluate various modes of entry
- CO2. Explains the concepts of International Business Environment and Multinational Companies
- CO3. Explains about the international investment, Documentation and Foreign Exchange Management
- CO4. Explains the export import procedure and trade policy regulations in India
- CO5. Explains the functions of International Economic Institutions.



UK6DSEMGT302-BIG DATA ANALYTICS

- CO1. Understand the fundamentals of Big Data and its Applications in various Domains
- CO2. Conceptualize and Incorporate the Technologies behind Big Data
- CO3. Understand HDFS File Structure, Map Reduce Framework, the architectures related and to use them to solve complex problems
- CO4. Integrate R with Hadoop and solve analytical problems
- CO5. Understand and Use Hive/Hbase shell pertaining to relational data handling

UK6DSEMGT303-INCOME TAX LAW AND PRACTICE II

- CO1. Understand the concept of Capital Gain and its classification
- CO2. Describe and list the income under other sources
- CO3. Apply the deductions from Gross Total Income
- CO4. Understand the concept of Set off and carry forward of income
- CO5. Compute the tax liability of individuals

UK6DSEMGT305-REWARD MANAGEMENT

- CO1. Describe the elements of compensation
- CO2. Explain ways to operationalising compensation management
- CO3. Analyse the various strategic aims and applications of compensation
- CO4. Design a compensation policy and structure for effective compensation.
- CO5. Explain the strategic role of compensation in an organization

UK6DSEMGT306-LEARNING AND DEVELOPMENT

- CO1. Describe the importance of learning and development in organisations.
- CO2. Demonstrate the process of conducting training need analysis(TNA)
- CO3. Design a training programme based on training needs identified
- CO4. Explain the different models of training evaluation
- CO5. Describe the integration of technology in learning and development function

UK6DSEMGT307-BRAND MANAGEMENT

- CO1. Recall key brand management concepts, including brand equity, brand positioning, and the strategic brand management process.
- CO2. Understand the importance of consumer psychology and its impact on brand perceptions and decision-making processes.
- CO3. Analyse the different strategies in digital platforms for brand building
- CO4. Analyse brand crises and develop strategic responses to protect and enhance brand equity.
- CO5. Design comprehensive brand strategy for a new or existing product incorporating principles of sustainability and ethical considerations.



UK6DSEMGT308-SOCIAL MEDIA MARKETING

- CO1. Identify the evolution, significance, and current trends of social media marketing.
- CO2. Understand the principles of content creation, storytelling, and the impact of visual and video marketing on engagement strategies.
- CO3. Design and implement targeted advertisement campaigns on social media platforms.
- CO4. Employ analytics tools to monitor social media performance and interpret data to gain insights.
- CO5. Assess and evaluate the integration of social media with search engine optimization.

UK6DSEMGT310-SUSTAINABLE SUPPLY CHAIN MANAGEMENT

- CO1. Understand the meaning, importance, and challenges of sustainable supply chains.
- CO2. Develop green practices in technology and product design.
- CO3. Examine the options in Eco logistics.
- CO4. Evaluate sustainable supply chain systems using appropriate parameters.
- CO5. Compile World Class practices in sustainable supply chain management

UK6DSEMGT311-HOSPITALITY MANAGEMENT

- CO1. Describe the evolution of hospitality industry and inculcate a culture of hospitality.
- CO2. Explain the different departments of Hotel and its various functions.
- CO3. Understand the important housekeeping activities
- CO4. Explain the Food and beverage Operations
- CO5. Compare the hotels based on their facilities

UK6DSEMGT312-TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

- CO1. Explain the formation and recognition of Travel Agency
- CO2. Understand the operations in a Travel Agency and Tour Operator
- CO3. Assess the products and services of a Travel Agent.
- CO4. Design tour itineraries.
- CO5. Demonstrate tour packaging

SEMESTER 7

UK7DSCMG401-BUSINESS POLICY AND STRATEGIC MANAGEMENT

- CO1. Understand the different business policy determinants
- CO2. Identify the basic strategic concepts and their application in Business
- CO3. Assess the different structures of business strategies and their applications

- CO4. Compare different strategies and identify which will be better suited for gaining competitive advantage.
- CO5. Examine different successful business organisation and identify the strategies that helped to achieve it

UK7DSCMGT402-STATISTICS FOR RESEARCH

- CO1. Identify the basic statistical concepts and their application to research.
- CO2. Identify the statistical techniques relevant to given research question
- CO3. Explain the hypothetical testing procedure
- CO4. Differentiate between parametric and non-parametric test
- CO5. Demonstrate the use of statistical software to conduct research and generating inferences

UK7DSEMGT401-SOCIAL MEDIA ANALYTICS

- CO1. Understand The Fundamentals Of Social Media Analysis
- CO2. Social Media Monitoring
- CO3. Interpret Different Methods For Social Network Analysis
- CO4. Understand Web Scraping Methods
- CO5. Attribute Advanced Social Media Analytics

UK7DSEMGT402-BEHAVIOURAL FINANCE

- CO1. Analyse the various behavioural finance factors related to corporate & individual investors
- CO2. Understand the various theories associated with behaviour finance and parameters of investing in financial market.
- CO3. Understand, analyse and communicate the theories, models and aspects of behavioural finance.
- CO4. Understand some psychological biases which lead to various anomalies
- CO5. Understand and analyse the irrational behaviour of investors and its impact on financial markets

UK7DSEMGT403-TALENT MANAGEMENT

- CO1. Describe the process of talent management in organisations
- CO2. Explain the different sources of talent relevant to an organisation
- CO3. Demonstrate the talent selection tools useful for organisations
- CO4. Demonstrate the various talent development methods
- CO5. Describe the appropriate talent retention strategies

UK7DSEMGT404-INTERNATIONAL MARKETING

- CO1. Recall the definitions and key differences between domestic and international marketing, as well as the benefits and processes of internationalisation.



- CO2. Understand the impact of cultural, economic, political, and legal dimensions on global marketing dynamics and decision-making.
- CO3. Apply planning and design principles in creating service offerings and marketing strategies that accommodate international customer value hierarchies and demand patterns.
- CO4. Analyse case studies to identify effective strategies for managing international service operations, including capacity constraints and demand fluctuations.
- CO5. Critically evaluate the strategic management practices of global services marketing, including the development and implementation of service blueprints and integrated promotional strategies, to determine their effectiveness in real-world applications.

UK7DSEMGT405-QUALITY MANAGEMENT

- CO1. Understand the basic concepts in Quality Management and compare the contributions of Quality philosophers.
- CO2. Assess process performance using control charts
- CO3. Apply methods in quality management
- CO4. Compare quality management systems and awards
- CO5. Evaluate Six Sigma implementation in organisations

UK7DSEMGT406-SUSTAINABLE TOURISM

- CO1. Understand the relevance of environmental sustainability in tourism
- CO2. Analyse the environmental issues in the tourism industry
- CO3. Evaluate the role of local communities in tourism
- CO4. Assess best practices for community engagement and empowerment.
- CO5. Critique the principles of ecotourism and the ethical considerations involved in wildlife conservation and natural resource management.
- CO6. Differentiate responsible tourism marketing strategies and marketing strategies in tourism
- CO7. Formulate sustainable tourism planning and development



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