

Quantum University, Roorkee

Course Outcomes for the Syallbus 2022-24 Batch



Program

Name: **Master of Business Administration**

Course Name **Professional Communication I**

Course Code **MB4101**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	<ul style="list-style-type: none"> The course helps students understand the communication process, its benefits and challenges. Practice and perform professional written and oral communication are the main focus. This enables critical thinking, creativity of the students. 	2	Em
CO2	This helps in applying the conceptual understanding of communication into everyday practice, works on students to improve their spoken English skills so that they can communicate effectively in various situations. It prepares the students in reading, listening, speaking and writing skills in English language.	2	S
CO3	This also helps to build self-confidence, enhance self-esteem and improve overall personality of the students. It focuses on grooming the students through sensitizing them about proper behavior, socially and professionally, in formal and informal circumstances.	3	S
CO4	Projecting the Right First, Impression, Enhancing the ability to handle casual and formal situations. Handling difficult situations with grace, style, and professionalism	3	En
CO5	Sharpening appropriate Business Communication tactics to meet ever changing needs of modern world. Soft skills such as body language, gesture, postures will be the core learning through this course.	3	En

Course Name **Information Technology Applications for Managers**

Course Code **MB4102**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will learn about basic computer like generations, input devices, output devices, hardware & software.	2	S



CO2	Student will able to understand Ms Word tools like editing etc.	3	Em
CO3	Student will learn the usage of Spread Sheet in MS-Excel and formulas in order to apply in real business	3	S
CO4	Students will learn to make effective presentations in Ms- Power point with animations etc.	3	En
CO5	Student will learn about professional communication through E-mails	3	En

Course Name **Principles and Practices of Management**
Course Code **MB4103**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Develop understanding of the concepts and theories of management.	2	En/Em/S
CO2	The students will be able to understand the concept of planning and decision making	2	En/Em/S
CO3	The students will be able to Learn and further create organization structure.	3	En/Em/S
CO4	To help students in analyzing circumstances and direct subordinates at work.	4	En/Em/S
CO5	Evaluate the outcome and apply control mechanism in the system to accomplish goal of the organization	5	En/Em/S

Course Name **Organisational Behaviour**
Course Code **MB4104**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students should able to elaborate the concept of Organizational Behavior.	2	S
CO2	The students should able to illustrate the concept of individual behavior.	3	En/Em/S
CO3	The students should able to illustrate the concept of interpersonal behavior.	4	Em/S
CO4	The students should able to illustrate the concept of group behavior	4	Em/S
CO5	Student should be able to summarize the concept of organizational process.	3	En/Em/S

Course Name **Marketing Management**



Course Code **MB4105**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The student will be able to understand the concept of marketing management and the factors affecting consumer behavior.	2	En/Em/S
CO2	The student will be able to apply the concept of segmentation, targeting and positioning.	3	En/Em/S
CO3	The student will be able to analyze the role of new product development and pricing strategies.	4	En/Em/S
CO4	The student will be able to evaluate the role of middle men and performance of promotional tools.	5	En/Em/S
CO5	The student will be able to understand the concept of digital marketing.	2	En/Em/S

Course Name **Statistics for Managers**

Course Code **MB4106**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand about the Statistics and gain the knowledge of data representation through graphs and tables.	2	En/Em/S
CO2	Students will be able to gain the knowledge of data analysis through different methods	3	En/Em/S
CO3	Students will be able to apply the concept of probability and gain the knowledge of Probability Distribution, Poisson distribution , Normal Distribution and their importance	3	En/Em/S
CO4	Student will be able to calculate and correlation and regression and evaluate the data	5	En/Em/S
CO5	Students will be able to do analysis on time series and index number basis	4	En/Em/S

Course Name **Financial Accounting**

Course Code **MB4107**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand and aware students for accounting concept and practices of Business Entity	2	S
CO2	To understand and apply accounting Procedure and financial statements preparation process.	4	S
CO3	To understand and apply ratio analysis concept in business in decision making.	5	S
CO4	To understand, apply and analysis the principles of fund flow statement for decision making along with practical application.	4	S
CO5	To understand apply and analysis the principles of Cash flow statement for decision making along with practical application.	4	S

Course Name **Managerial Economics**

Course Code **MB4108**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.	2	En/Em/S
CO2	The students would be able to understand the law of demand & supply & their elasticity's , evaluate & analyze these concepts and apply them in various changing situations in industry . Students would be able to apply various techniques to forecast demand for better utilization of resources.	3	En/Em/S
CO3	The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyze the effect of cost to business and their relation to analyze the volatility in business World.	3	En/Em/S
CO4	The students would be able to understand the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategies	3	En/Em/S

CO5	The students would be able to analyze the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.	4	En/Em/S
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Course Name **Human Resource Management**

Course Code **MB4109**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand the concept of HRM and its relevance in an organization.	2	En/Em/S
CO2	To recognize and understand the human resource forecasting. To understand the logic of job design and job specification.	2	En/Em/S
CO3	To create the new methods of recruitment. To understand the interview patterns.	3	En/Em/S
CO4	To analyze and understand the different methods of pay band systems.	4	En/Em/S
CO5	To understand the concept of E-HRM and importance of HRM in Global Market.	2	En/Em/S

Course Name **Professional Communication-II**

Course Code **MB4201**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.	2	S/Em
CO2	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.	3	S/Em
CO3	To draft effective business correspondence with brevity and clarity	4	S/Em
CO4	To stimulate their Critical thinking by designing and developing clean and lucid writing skills	3	S/Em
CO5	To demonstrate his verbal and non-verbal communication ability through presentations	3	S/Em

Course Name **Legal Aspects of Business**

Course Code **MB4202**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the basic concept of business law and understand the general principles of contract and extend the knowledge of special kind of contract.	2	En/Em/S
CO2	Students will be able to explain the provision of the Negotiable instruments and their uses in Business operations and importance of Limited Liability Partnership.	2	En/Em/S
CO3	Students will be able to understand the basic overview and use of the companies Act 2013 and recognize how to promote and incorporate the company and what are the legal formalities.	3	En/Em/S
CO4	Students will be able to know the provisions of sales of goods act apply in business.	2	En/Em/S
CO5	Students will be able to know the use and impact of Information technology law and competition Act on business.	3	En/Em/S

Course Name **Cost and Management Accounting**
Course Code **MB4203**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students would be able to get a clear picture of cost concept; role of management accounting in the business, students will be able to take a decision while solving the problems of Business.	2	En/Em/S
CO2	Students would understand about profit planning, absorption costing, marginal costing, Break Even Analysis, make or buy decisions, cost reduction and cost control.	3	En/Em/S
CO3	Students would analyse the motive behind preparing the various budgets, establishing a budgetary control system and its administration, Evaluating the real problems while preparing the budget in Business.	4	En/Em/S
CO4	Students would be able to determine standard cost and its types, determine total standard cost and variances and its applicability in real Business world.	5	En/Em/S

CO5	Students would be able to determine various neo cost concepts for decision making and its applicability in real Business world, students would also be evaluate and design the plan for new business on the basis of Neo concept for decision making.	4	En/Em/S
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Course Name **Operations Research**

Course Code **MB4204**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Understand the Collaborative project experiences involving both written and oral presentations. Courses with significant experiential learning components	2	En/Em/S
CO2	Will develop Proficiency with tools from optimization, including fundamental applications of those tools in industry and the public sector in contexts involving uncertainty and scarce or expensive resources	4	En/Em/S
CO3	Supply chain and manufacturing systems; data analysis; information engineering; financial engineering; or service systems.	4	En/Em/S
CO4	Analysis with mathematical and computational modeling of real decision-making problems, including the use of modeling tools and computational tools, as well as analytic skills to evaluate the problems	4	En/Em/S
CO5	Will gain Experience with identifying, accessing, evaluating, and interpreting information and data in support of assignments, projects, or research. Course experiences with large-scale datasets.	4	En/Em/S

Course Name **Financial Management**

Course Code **MB4205**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Exemplify and determine the applicability of the concept of financial management to understand the managerial decisions	2	En/Em/S



CO2	Determine the important factors considered while taking long term investment decisions in an organization.	3	En/Em/S
CO3	Analyzing and calculating the cost of capital, analyzing capital structure theories and concepts of leverage analysis	4	En/Em/S
CO4	Analyzing the various factors helpful in taking working capital decisions in organizations. Estimation of working capital requirement	4	En/Em/S
CO5	Evaluation of the different dividend policies implemented in different companies, Implications of Walter, Gordon and MM approach	5	En/Em/S

Course Name **Business Research Methods**
Course Code **MB4206**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students would be able to get Knowledge of concept / fundamentals for different types of research.	2	En/Em/S
CO2	Students would be able to formulate research problem and develop a sufficiently coherent research design.	3	En/Em/S
CO3	Analyzing relevant scaling & measurement techniques and should use appropriate sampling techniques.	4	En/Em/S
CO4	Students would be able to Synthesizing different techniques of coding, editing, tabulation including descriptive & inferential measures use in analysis the data.	4	En/Em/S
CO5	Students would be able to evaluate statistical analysis which includes various parametric test and non parametric test using SPSS and prepare report.	5	En/Em/S

Course Name **Operations and Supply Chain Management**
Course Code **MB4207**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the concept of product design, facility location, facility layout and capacity planning.	2	En/Em/S



CO2	Students will be able to do scheduling of design, method study, understanding purchasing and inventory management needed in an organization.	3	En/Em/S
CO3	Students will be able to do stores management and understand and apply modern production techniques needed in today's time.	3	En/Em/S
CO4	Analyzing the need and importance of Supply Chain management.	4	En/Em/S
CO5	Students will be able to do revenue management and integration the role of IT in Supply Chain.	4	En/Em/S

Course Name **Business Environment**
Course Code **MB4208**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand and get familiarize with the environment in which business operates.	2	En/Em/S
CO2	Students will be able to analyze the various techniques of environmental analysis.	4	En/Em/S
CO3	Students will be able to understand and analyze the impact of different government formulated policies on business.	4	En/Em/S
CO4	Students will be able to remember and understand the impact of socio-cultural, technological factors on business.	2	En/Em/S
CO5	Students will be able to analyze and evaluate different strategies and challenges faced by the organisations while getting global.	5	En/Em/S

Course Name **Entrepreneurship Development**
Course Code **MB4209**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Know basic concept of Entrepreneurship and the challenges faced by them while managing the enterprise.	2	En/Em/S
CO2	Able in estimating financial funds requirements and seeking financial aid given by government and other financial institutions in this regard.	3	En/Em/S
CO3	Analyze and evaluate the process of developing an entrepreneurial mind-set.	5	En/Em/S



CO4	Able to analyze and develop a business plan and further evaluate its feasibility of devising further.	4	En/Em/S
CO5	Analyzing and evaluating the steps involved in launching a business and try to overcome the factors hindering business launch.	5	En/Em/S

Course Name **Project Management**

Course Code **MB4301**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To enable students understand concepts of Project Management and their relevance.	2	Em/S/En
CO2	To enable students analyze concepts of Execution in different task of a project.	3	Em/S/En
CO3	To facilitate students to analyze concepts of key area like technical , marketing and environment.	4	Em/S/En
CO4	To facilitate students to analyze concepts of financial viability.	4	Em/S/En
CO5	To facilitate students to analyze concepts of project controls.	4	Em/S/En

Course Name **International Business**

Course Code **MB4302**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Describe the outcomes of globalizing and liberalizing trade environment, trade policy frameworks and macroeconomic linkages of the open economy.	2	Em/S/En
CO2	Critical examination and discuss the various theories of international trade.	3	Em/S/En
CO3	Illustrate steps involved in International Marketing Segmentation, Training and development policy for expatriate employees of an organization, COMPARE important points that needs to be included while drafting global workforce performance & development management system of an organization	4	Em/S/En
CO4	Analyzing the mechanisms and working of the foreign exchange markets. Illustrating various factors affecting exchange rates	4	Em/S/En

CO5	Evaluating appraise the implications of trade related policies under different International Organizations, Effects of regional economic integration	5	Em/S/En
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Course Name **Financial Markets and Institutions**
Course Code **MB4303**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students would be able to assess the components of a financial system with respect to real economy linkages and . financial market participants.	2	Em/S/En
CO2	Students would be able to analyze the impact of central bank monetary policy on financial systems and the entire economy.	4	Em/S/En
CO3	Students would be able to appraise the role of financial intermediaries as both brokers and asset transformers.	3	Em/S/En
CO4	Students would be able to evaluate the different financial intermediaries and risk management services .and need for govt. regulations.	5	Em/S/En
CO5	Students would be able to assess the development of financial markets and securities in response to market participants requirements.	4	Em/S/En

Course Name **Risk Management &Insurance**
Course Code **MB4304**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Learn to apply and analysis of concept of risk, types of risk, historical background and principles of risk management.	2	Em/S/En
CO2	Understand and analyze the life insurance policy and business in India.	3	Em/S/En
CO3	Understand and analyze the General insurance policy and business in India.	4	Em/S/En
CO4	Understand, aware and analyze the financial aspect of insurance management including mutual fund business, premium etc.	4	Em/S/En
CO5	Understand, aware and analyze students legal laws applicable on insurance business in India and its impact on insurance business.	4	Em/S/En



Course Name **Financial Services**
Course Code **MB4305**

Unit-wise Course Outcome			
CO1	To enable students understand concepts of Financial Services, Elicit knowledge on Venture Capital Funds.	2	Em/S/En
CO2	To enable students to understand concepts of Credit Rating Agencies, Acquaint with the Investing, Controlling and Regulating services.	3	Em/S/En
CO3	To facilitate students to analyze concepts of Commercial Banking & Mechanism, Understand the Functioning of Banks, Financial Services and Banking System.	4	Em/S/En
CO4	To enable students analyze concepts of Bills Discounting Mechanism.	4	Em/S/En
CO5	To enable students to understand the Mechanism of Merchant Banking, Acquaint with Legal procedure and Financial Aspects of Factoring & Forfeiting and To Develop the ability to apply the techniques in decision making of Financial services.	3	Em/S/En

Course Name **Working Capital Management**
Course Code **MB4306**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Acquire knowledge of Inventory Management, Receivables Management, Cash Management and Payables.	2	Em/S/En
CO2	Student able to apply the techniques for effective cash management	3	Em/S/En
CO3	Students able to analyse the accounts of receivable with credit standards and credit period	4	Em/S/En
CO4	Students able to apply the various techniques of inventory management in an organization to manage the inventory	3	Em/S/En
CO5	Skill to create and evaluate sources of financing working capital	5	Em/S/En

Course Name **Security Analysis and Portfolio Management**
Course Code **MB4307**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Acquire knowledge of concept of investment in Equity, Preference and Debt instruments .	2	Em/S/En
CO2	Acquire knowledge of risk associated with investment into Equity, Preference and Debt.	2	Em/S/En
CO3	Skill to apply risk management and portfolio management.	3	Em/S/En
CO4	Skill to analyze investment scenario and to identify right time to buy assets for investment and right time to book profit on investment,	4	Em/S/En
CO5	Skill to evaluate investment opportunities and risk associated with it.	5	Em/S/En

Course Name **Consumer Behaviour**
Course Code **MB4308**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	After course completion, the student will be able to understand meaning basic concept of Consumer Behavior and appreciate the Applications of consumer behaviour knowledge in marketing.	2	Em/S/En
CO2	After course completion, the student will be able to understand and apply the concept of Personality in Consumer Behavior, Aspects of Personality, Impact on Consumer Behavior and Personality Theories.	3	Em/S/En
CO3	After course completion, the student will be able to understand Consumers in the Social Context and Social Class & Cultural context and application in Consumer Behavior.	3	Em/S/En
CO4	After course completion, the student will be able to understand Consumer Decision Making and Types of decision making & involvement.	3	Em/S/En
CO5	After course completion, the student will be able to learn Consumer Post-Purchase Behavior and Consumer Post-Purchase satisfaction, handling complaints and achieving customer loyalty.	3	Em/S/En

Course Name **Digital Marketing**
Course Code **MB4309**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand and explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.	2	Em/S/En
CO2	Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.	3	Em/S/En
CO3	Students will be able to apply the understanding of relationship between content and branding and its impact on sales which will be helpful in business development in future.	3	Em/S/En
CO4	Students will be able to interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.	4	Em/S/En
CO5	The students will be able to understand the contemporary digital revolution and also trends in digital marketing in India and rest of the world.	2	Em/S/En

Course Name **Marketing of Services**
Course Code **MB4310**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The student will be able to understand the concept of marketing of services and the services industry.	2	Em/S/En
CO2	The student will be able to understand the role of consumer behavior while buying the services and apply the new service development process.	3	Em/S/En
CO3	The student will be able to analyze the role of people in service industry and the various pricing strategies applied in services industry.	4	Em/S/En
CO4	The student will be able to evaluate the service quality, its measurement and gap models.	4	Em/S/En
CO5	The student will be able to analyze the current trends in service industries.	4	Em/S/En

Course Name **Brand Management**
Course Code **MB4311**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The students will able to outline the concepts of Branding.	2	Em/S/En
CO2	Students able to gain Knowledge and understanding the techniques of Brand equity and Positioning.	3	Em/S/En
CO3	Evaluate creative strategies in the light of Branding structures.	4	Em/S/En
CO4	Analyze and evaluate the brand identity and personality as per the product.	4	Em/S/En
CO5	Students able to analyzing the various brand metrics to measuring brand equity.	4	Em/S/En

Course Name **Integrated Marketing Communication**
Course Code **MB4312**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The students will able to outline the nature of IMC and describe its environment	2	Em/S/En
CO2	Able to set IMC objectives and formulate IMC budget	3	Em/S/En
CO3	Evaluate creative strategies in the light of given marketing objectives and strategies	5	Em/S/En
CO4	Analyze and evaluate the cost effectiveness of various forms of media	4	Em/S/En
CO5	To understand and apply the behavioral factors that influence the effectiveness of communications	3	Em/S/En

Course Name **Industrial Psychology**
Course Code **MB4313**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
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CO1	Students will learn about nature, scope and problems of Industrial psychology and also psychological testing, utility, reliability and validity.	2	Em/S/En
CO2	Students will learn how important the role of Psychologist in industrial and personal level.	2	Em/S/En
CO3	Students will learn industrial behavior, learning, leadership, personality and attitude in Organizations and application of effective decisions when needed in this regard.	3	Em/S/En
CO4	Students will be able to apply the concepts of efficiency increase through Industrial Psychology.	3	Em/S/En
CO5	Students will learn handling contemporary issues like grievances , bi-partite and tri-partite agreements, strikes and lockouts with the help of case studies.	4	Em/S/En

Course Name **Human Resource Planning and Development**
Course Code **MB4314**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able Know basic human resource planning concepts and the context of HRD practices.	2	Em/S/En
CO2	Students will be able to Illustrate different ways to strengthen the employee.	3	Em/S/En
CO3	Students will be able to Illustrate different ways to strengthen the employee.	3	Em/S/En
CO4	Students will be able To apply the knowledge for development various compensation strategies.	3	Em/S/En
CO5	Students will be able to develop appropriate reward and understand the labour market changes	3	Em/S/En

Course Name **Organizational Change and Intervention Strategies**
Course Code **MB4315**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students should be able to elaborate the concept of Organization structure & culture	3	Em/S/En
CO2	The students should able to illustrate the concept of efficiency and effectiveness in an organization.	3	Em/S/En

CO3	Students should be able to analyze the concept of organization structure.	4	Em/S/En
CO4	Students should be able to apply the concept of organizational change.	3	Em/S/En
CO5	Student should be able to summarize the concept of organizational transformation.	4	Em/S/En

Course Name **Counselling Skills for Managers**

Course Code **MB4316**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be introduced to importance of counseling skills with the help of videos and demos helping them to understand it practically.	2	Em/S/En
CO2	Learning of changing behaviors through counseling, and some specific techniques will help the students to understand the role of managers in this regard.	3	Em/S/En
CO3	Students will be able to apply the art of negotiations, its importance, scope and negotiation process.	3	Em/S/En
CO4	Applying of ethical values in negotiation processes will be the major take always for the students.	3	Em/S/En
CO5	Students will learn and understand the current and emerging trends of counseling.	2	Em/S/En

Course Name **Industrial Relations and Labour Laws**

Course Code **MB4317**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students should able to elaborate the concept of Industrial Relations.	2	Em/S/En
CO2	The students should able to illustrate the role of trade union in the industrial setup.	3	Em/S/En
CO3	Students should able to outline the important causes & impact of industrial disputes.	3	Em/S/En
CO4	Students should able to elaborate Industrial Dispute settlement procedures.	3	Em/S/En
CO5	Student should be able to summarize the important provisions of Wage Legislations, in reference to Payment of Wages Act 1936, Minimum Wages Act 1948 & Payment of Bonus Act 1965	3	Em/S/En



Course Name **Technology Innovation Management**
Course Code **MB4318**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the Importance and impact of technological innovation	2	Em/S/En
CO2	Students will be able to explain the factors influencing optimal timing, strategies to improve timing	3	Em/S/En
CO3	Students will be able to analyze quantitative and qualitative methods of choosing innovation projects	4	Em/S/En
CO4	Students will be able to analyze the organization and management of Innovation Process	4	Em/S/En
CO5	Students will be able to manage new product development team, constructing new product development teams.	3	Em/S/En

Course Name **Service Operations Management**
Course Code **MB4319**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the nature and characteristics of services - classification and analysis of service operations	2	Em/S/En
CO2	Students will be able to explain service system design and delivery process & managing people in service organization	2	Em/S/En
CO3	Students will be able to apply the basic TQM tools – quality philosophy and performance excellence	3	Em/S/En
CO4	Students will be able to analyze service facility design, process analysis of facility layout	4	Em/S/En
CO5	Students will be able to analyze Queuing system – queuing models, Service inventory management	4	Em/S/En

Course Name **Materials Management**
Course Code **MB4321**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the basic concept of master scheduling-manufacturing planning and control system-manufacturing	2	Em/S/En
CO2	Students will be able to explain the manufacturing resource planning-capacity management-scheduling	3	Em/S/En
CO3	Students will be able to apply the basics of inventory management	3	Em/S/En
CO4	Students will be able to know & analyze purchasing management	4	Em/S/En
CO5	Students will be able to analyze the impact of Warehousing functions – types - Stores management-stores systems and procedures-incoming materials	4	Em/S/En

Course Name **Retail Distribution and Logistics**
Course Code **MB4322**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the Importance, Functions & Objectives of logistics and distribution	2	Em/S/En
CO2	Students will be able to explain the channels of distribution: role of marketing channels – channel functions – channel structure	3	Em/S/En
CO3	Students will be able to apply the basics of transportation management: legal types, modes of transportation	3	Em/S/En
CO4	Students will be able to analyze the importance of order processing and unitization. Defining Order Processing – order acquisition – order entry –document processing	4	Em/S/En
CO5	Students will be able to analyze. E-Logistics – Structure and operation. Logistics resource management E-LRM.	4	Em/S/En

Course Name **Total Quality Management**
Course Code **MB4323**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the basic concept of quality – vision, mission and policy statements	2	Em/S/En
CO2	Students will be able to explain the principles and philosophies of quality management	3	Em/S/En
CO3	Students will be able to apply statistical process control (SPC) – construction of control charts for variables and attributed. Process capability	3	Em/S/En
CO4	Students will be able to analyze the various tools and techniques of quality management	4	Em/S/En
CO5	Students will be able to analyze the ISO 9004:2000 – quality management systems – guidelines for performance improvements, Quality Audits	4	Em/S/En

Course Name **International Business Laws**
Course Code **MB4324**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand basic Legal framework of International Business	2	Em/S/En
CO2	To understand the working concept of International Organizations and their technicalities.	2	Em/S/En
CO3	To understand and apply the complete framework of electronic commerce in Business	3	Em/S/En
CO4	To apply the fundamentals of international Business Taxation.	3	Em/S/En
CO5	To understand and apply the taxation of foreign income.	3	Em/S/En

Course Name **International Business Environment**
Course Code **MB4325**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
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CO1	To understand the concept of International financial system; Institutional support to International Business	2	Em/S/En
CO2	To understand and remember the basic fundamentals of Regional Economic Co-operation and Integration between Countries	2	Em/S/En
CO3	To understand and analyze the framework of MNCs and Foreign technology Acquisition	4	Em/S/En
CO4	To understand and Analyze the complete concept of international Market and their related Risks	4	Em/S/En
CO5	To understand and remember the basic overview of international capital flow and barriers of international market	2	Em/S/En

Course Name **EXIM Financing and Documentation**
Course Code **MB4326**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand and remember the basic need of international trade.	2	Em/S/En
CO2	To recognize and understand the various methods of export and analyze the main components of market selection.	2	Em/S/En
CO3	To be able to assess all documentation work related to Export	3	Em/S/En
CO4	To analyze and understand the working of different international financing institutions	4	Em/S/En
CO5	To be able to assess all documentation work related to Imports.	3	Em/S/En

Foreign Exchange Management and Currency

Course Name **Derivatives**
Course Code **MB4327**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand basic fundamentals of foreign exchange markets and merchant rates.	2	Em/S/En
CO2	To analyze various Fixed Vs Floating Exchange Rate systems	4	Em/S/En
CO3	To be able to assess the Foreign Exchange Transactions and Purchase and Sale transactions	3	Em/S/En



CO4	To analyze and understand the types of exchange rates.	4	Em/S/En
CO5	To understand and analyze the currency derivatives.	4	Em/S/En

Course Name **E-business**
Course Code **MB4328**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The students will be able to understand E-Business applications, infrastructure requirements and mobile information devices.	2	Em/S/En
CO2	Students will understand different E-payment options taking place in inter-organizations and apply it when needed.	3	Em/S/En
CO3	It will help the students to understand different electronic market places and also develop digital documents and knowing about data-warehouses.	3	Em/S/En
CO4	Students will be able to assess the need of security required in E-business. It will also make him to understand firewalls, cyber crimes etc.	3	Em/S/En
CO5	Students will have understanding of virtual factory, web portals and crypto currencies and applying it in real world when needed.	3	Em/S/En

Course Name **Content Marketing**
Course Code **MB4329**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will understand the need and importance of content marketing. Also help creating and applying content marketing strategy.	2	Em/S/En
CO2	Students will create and map personas for target segment. Also help in creating keyword report.	3	Em/S/En
CO3	Students will create; re-create contents as required by the time for the purpose of attraction, affinity, action and authority..	3	Em/S/En
CO4	Students will be able to frame plans for content distribution. They will also understand how influencers help tip content to target segment.	4	Em/S/En
CO5	Students will be able to calculate return on content marketing and do analytics.	5	Em/S/En



Course Name **Mobile Marketing**
Course Code **MB4330**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand mobile marketing and experiences. It will also make them understand reviewing the mobile marketing landscape.	2	Em/S/En
CO2	To understand the app-building process and also knowing about marketing through different apps.	2	Em/S/En
CO3	Students will be able to assess the value of mobile e-tailing, infotainment services, ticketing, loyalty programs, and mobile wallet.	3	Em/S/En
CO4	Students will be able to understand and create mobile advertising to target audiences. They would also understand SMS marketing, driving traffic and Ad Campaigns.	4	Em/S/En
CO5	To assess the future of mobile marketing, avoiding mobile spams, viruses and knowing privacy violations.	3	Em/S/En

Course Name **Digital Marketing**
Course Code **MB4309**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand and explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.	2	Em/S/En
CO2	Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.	3	Em/S/En
CO3	Students will be able to make understanding the relationship between content and branding and assess its impact on sales which will be helpful in business development in future.	3	Em/S/En
CO4	Students will be able to interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.	4	Em/S/En



CO5	The students will be able to understand the contemporary digital revolution and also assess trends in digital marketing in India and rest of the world.	3	Em/S/En
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Course Name **Strategic Management**
Course Code **MB4401**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the concept of strategic management and purpose of strategy formulation.	2	Em/S/En
CO2	Students will be able to do environmental scanning.	3	Em/S/En
CO3	Students will be able to do strategy formulation needed for the growth of any organization.	4	Em/S/En
CO4	Students will be able to apply strategies formulated.	3	Em/S/En
CO5	Students will be able to evaluate the strategies formulated and make amendments.	5	Em/S/En

Course Name **Corporate Tax Planning**
Course Code **MB4403**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students who complete this course will be able identify the difference between tax evasion and tax planning; students will be able to take a decision while solving the problems of Business.	2	Em/S/En
CO2	By the end of the course students will able to describe how the provisions in the corporate tax laws can be used for tax planning.	3	Em/S/En
CO3	Students of the course will able to explain different types of incomes and their taxability and expenses and their deductibility.	4	Em/S/En
CO4	Students who complete this course will be able to outline the corporate tax laws and its applicability in real Business world.	4	Em/S/En
CO5	Students of the course will able to state the use of deductions of expenses to reduce the taxable income concepts for decision making and its applicability in real Business world.	4	Em/S/En



Course Name **Merger and Acquisitions**
Course Code **MB4404**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to learn the motives and theories behind mergers. Course will also help them to understand financial and managerial synergy of mergers.	2	Em/S/En
CO2	Students will learn corporate restructuring and different methods so that they will be able to develop the understand and use it when needed in real corporate world.	3	Em/S/En
CO3	Process of merger integration, organizational and human aspects in mergers, and managerial challenges will be the core areas students will learn.	3	Em/S/En
CO4	How to apply different valuation methods, leveraged buy-outs, methods of financing, share exchange ratios and taking capital budgeting decisions will be the key areas of understanding and applying when needed.	3	Em/S/En
CO5	Developing strategies is considered to be the most crucial aspect in any business. Students will learn, understand and create strategies in the areas of mergers and acquisitions after going through this course.	4	Em/S/En

Course Name **Financial Derivatives**
Course Code **MB4405**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Exemplify all aspects of derivative market theory and the roles they play in the financial markets	2	Em/S/En
CO2	Determine and Identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments and their implications	3	Em/S/En
CO3	APPRAISE the basic risk management and trading strategies using futures and options	4	Em/S/En



CO4	Analyze the techniques used to value options, option pay-off's and the factors that determine valuation	4	Em/S/En
CO5	Evaluate swaps and the roles they play in the financial markets	5	Em/S/En

Course Name **International Financial Management**

Course Code **MB4406**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will learn the objectives, functions, market imperfections and political risk involved in international financial management.	2	Em/S/En
CO2	Understanding of international monetary system is not that easy because the world has gone through so many changes in the last century. Students will go through and understand the same in this course.	3	Em/S/En
CO3	Students will gain knowledge related to markets and market participants and also assess exchange rate determination.	3	Em/S/En
CO4	Students will learn that economies never grow alone where the role of foreign and euro bonds also plays an important role. Students will also assess the role of bank for international settlements and its functioning.	3	Em/S/En
CO5	Student will be able to assess the process of cash management and international trade management	3	Em/S/En

Course Name **Retail Management**

Course Code **MB4407**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will gain knowledge of retailing, types of stores, product retailing versus service retailing. It will help them to know the market and take decisions when it comes regarding retailing.	2	Em/S/En
CO2	Examining of store location and its layout will be the basic learning. Students will gain knowledge of exterior design and layout and also interior design of stores and elements.	3	Em/S/En

CO3	Students will get in-depth knowledge of planning merchandise needs and merchandise budgets. Apply Pricing of merchandising will be the core focus area.	3	Em/S/En
CO4	The most important component of trade i.e., communication will be the focus areas where students will be applying retailing communication and selling process.	3	Em/S/En
CO5	Assess Latest retail trends at national and international level will be the core focus areas where students will learn about interactive kiosks, customer-made stores etc.	3	Em/S/En

Course Name **International Marketing**

Course Code **MB4408**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be introduced with International marketing and its scope along with a difference with domestic marketing. They would also know the management of MNCs and TNCs.	2	Em/S/En
CO2	Students will be able to start with learning international marketing research, segmentation and understand cross cultural consumer behaviour.	3	Em/S/En
CO3	International Product Policy, the New Product Development and Product Planning will be the necessary key understanding areas of students.	3	Em/S/En
CO4	Students will be able to differentiate the pricing policy in international markets in comparison to domestic markets. Knowing dumping and price distortion will also be the focus.	3	Em/S/En
CO5	Students will learn international distribution helping them to apply logistics planning at international level. Developing international promotional strategies will also be the focus areas.	3	Em/S/En

Course Name **Rural Marketing**

Course Code **MB4409**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
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CO1	Students will be able to understand and analyze the dimensions and potential in rural areas.	2	Em/S/En
CO2	Students will be able to analyze and evaluate the various constraints and challenges for business in Rural Areas.	4	Em/S/En
CO3	Students will be able to analyze and evaluate the pricing strategies need to be followed while targeting rural customers.	4	Em/S/En
CO4	Students will be able to analyze challenges of transportation and storage in rural areas.	4	Em/S/En
CO5	Students will be able to apply effective promotional tools to target rural consumers.	3	Em/S/En

Course Name **Sales and Distribution Management**

Course Code **MB4410**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the concept of sales management and process of personal selling.	2	Em/S/En
CO2	Students will be able to analyze and manage the sales force.	3	Em/S/En
CO3	Students will be able to apply the sales force management techniques and evaluate the sales performance of sales man.	3	Em/S/En
CO4	Students will be able to analyze and evaluate the various distribution channels.	4	Em/S/En
CO5	Students will be able to analyze and manage the marketing channels	4	Em/S/En

Course Name **International Human Resource Management**

Course Code **MB4411**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	1. Students will able to Understand the issues, opportunities and challenges pertaining to international HRM;	2	Em/S/En
CO2	Develop competency in dealing with cross cultural situations	3	Em/S/En

CO3	Apply the strategic and functional roles of HRM in various international contexts, specially in areas such as recruitment and selection, performance management, training, learning and development, career management,	3	Em/S/En
CO4	Assess the role of international HRM in context of Selection and performance appraisal.	3	Em/S/En
CO5	Students will able to analyze the Key Issues in context of International Labour Relations.	4	Em/S/En

Course Name **Compensation Management**
Course Code **MB4412**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Understand the fundamentals of design, funding, administration, and communication of compensation programs.	2	Em/S/En
CO2	Identify and locate appropriate internal and external market data.	3	Em/S/En
CO3	Assessment of employee compensation management function.	3	Em/S/En
CO4	Analyzing the tax and regulatory issues associated with compensation programs	4	Em/S/En
CO5	Be able to analyze a compensation program, identify problem areas and make recommendations for improvement to the program.	4	Em/S/En

Course Name **Performance Management**
Course Code **MB4413**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To explain the concept of performance management and different advantages of implementing well-designed performance management systems.	2	Em/S/En
CO2	To understand and develop key skills involved in measuring the effective performance management.	3	Em/S/En
CO3	To design a performance management system to measure employee behavior and for the employee development.	4	Em/S/En
CO4	Analyzing the role of performance consulting.	4	Em/S/En
CO5	Students will able to assess the Contemporary issues in performance management	3	Em/S/En



Course Name **Training and Development**
Course Code **MB4414**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	To understand basic overview and concept of training	2	Em/S/En
CO2	To recognize and understand the various methods of job training.	3	Em/S/En
CO3	To assess various needs for training. To apply how Training surveys are conducted. To understand the training needs assessment.	3	Em/S/En
CO4	To analyze and understand how to assess and evaluate training effectiveness in an organization. To apply the various models of training	4	Em/S/En
CO5	To evaluate emerging issues in Training and development system. To apply value-based management approaches in Training programmes.	5	Em/S/En

Course Name **Operations Strategy and Control**
Course Code **B4415**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Describe and demonstrate knowledge of the key operations strategy concepts. Student will be able to know about competitive dimensions.	2	Em/S/En
CO2	Analyze and evaluate various facility alternatives and their capacity decisions, develop skills regarding purchase supply strategy	4	Em/S/En
CO3	Develop knowledge about process technology strategy, Student will be able in developing his knowledge about improving operations capabilities	3	Em/S/En
CO4	Student will learn the practical development and implementation of operations strategy. Students will be able to formulate Plan and implement suitable practices in the operations	3	Em/S/En
CO5	Students will be able Plan and implement suitable monitoring and quality control strategies. Students will know about the problems and errors in monitoring and controlling	3	Em/S/En



Course Name **E Business Operations**
Course Code **MB4416**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the e-business concepts and Recognize the e-business models and infrastructure. Students will learn how e business concepts are applied to different fields.	2	Em/S/En
CO2	Students will be able to discuss different components and importance of SCM	3	Em/S/En
CO3	Students will develop the skills of inventory management and transportation scheduling	4	Em/S/En
CO4	Demonstrate an understanding of retailing in E-commerce by order processing, unitization and packaging	3	Em/S/En
CO5	Students will be able to assess techniques of collaborating material flows. Students will come to analyze recent trends of Supply chain restructuring and mapping.	4	Em/S/En

Course Name **Infrastructure Project Management**
Course Code **MB4417**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand the concepts of Infrastructure. Students develop knowledge about infrastructure scenario in India about key issues players and phases.	2	Em/S/En
CO2	Demonstrate an understanding of Construction and maintenance of Infrastructure on different models and risk management	3	Em/S/En
CO3	Students will be able to analyze and evaluate infrastructure economics and financing options. Students will learn about project restructuring and risk allocation in project finance	4	Em/S/En
CO4	Demonstrate an understanding of project governance and database management.	3	Em/S/En
CO5	Students will learn the methodology of selecting the developers. Students will be able to do project life cycle and benefit analysis	3	Em/S/En

Course Name **Supply Chain Performance Measurement**



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100 Portable Document Lane
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Registrar
Quantum University

Course Code **MB4418**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Describe and demonstrate knowledge of SCM performance measurement, its criteria and steps in developing SCM PM	2	Em/S/En
CO2	Student will be able to analyze and evaluate supply chain strategy for customer services and comparing them with the cost of service.	4	Em/S/En
CO3	Student will be able to analyze and evaluate different performance measures of supply chain management	4	Em/S/En
CO4	Students will be able to understand about different models of SCM performance measurement. Student will be able to benchmark the supply chain performance using financial data.	3	Em/S/En
CO5	Students will learn about different methods of enhancing supply chain performance through Supply chain integration, optimization and reconfiguration	3	Em/S/En

Course Name **Reverse logistics**

Course Code **MB4419**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Student will be able to define reverse logistics and basic elements of it. Student will be able demonstrate knowledge of strategic use of reverse logistics and challenges in it.	2	Em/S/En
CO2	Understand and analyze the various reverse logistics information management systems. Student will learn the different aspects of managing returns through financial management and outsourcing reverse logistics.	4	Em/S/En
CO3	Students will be able to apply reverse logistics flow through disposition and strategic elements secondary market	3	Em/S/En
CO4	Students will be able to demonstrate their knowledge about the environment concerns in reverse logistics	3	Em/S/En



CO5	Student will be able to analyze and evaluate current scenario of reverse logistics and future trends in different emerging industries	4	Em/S/En
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Course Name **Procurement Management**

Course Code **MB4420**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Describe and demonstrate knowledge of the key concepts of Procurement Management. Student will be able to develop knowledge of influencing factors in organization of procurement department.	2	Em/S/En
CO2	Student will be able to analyze and evaluate modern purchasing process and technologies with traditional processes.	4	Em/S/En
CO3	Student will be able to analyze and develop strategies of requirement specifications, researching and analyzing markets and strategies for selection of selection of suppliers.	4	Em/S/En
CO4	Students will learn different aspects and develop their skills for Contract preparation and negotiation and management of logistics	3	Em/S/En
CO5	Students will be able to analyze different aspects of procurement of capital equipment, service procurement and services.	3	Em/S/En

Course Name **Cross-Cultural Management**

Course Code **MB4109**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to understand culture, values, world views and socio-cultural systems and their importance relating to other countries of the world.	2	Em/S/En
CO2	Measuring cross cultural development, impact of culture on individual's behaviour, cross cultural communications will be the key take-aways.	3	Em/S/En
CO3	Students will assess gender differences, multi-ethnicity, geography, cultural aspects of international business negotiations and develop negotiation strategies.	3	Em/S/En



CO4	Students will develop cross cultural intelligence and managerial competence, management of cross culture team and developing leadership traits required to deal with for the development of their business.	3	Em/S/En
CO5	Students will assess the significance of cultural values & ethics in cross border businesses. They would also learn about cross border HRM and employment practices prevailing with major countries.	3	Em/S/En

Course Name **International Marketing**
Course Code **MB4408**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be introduced with International marketing and its scope along with a difference with domestic marketing. They would also know the management of MNCs and TNCs.	2	Em/S/En
CO2	Students will be able to start with learning international marketing research, segmentation and understand cross cultural consumer behaviour.	3	Em/S/En
CO3	Analyzing International Product Policy, the New Product Development and Product Planning will be the necessary key understanding areas of students.	3	Em/S/En
CO4	Differentiate the pricing policy in international markets in comparison to domestic markets. Knowing dumping and price distortion will also be the focus.	3	Em/S/En
CO5	Students will learn international distribution helping them to apply logistics planning at international level. Developing international promotional strategies will also be the focus areas.	3	Em/S/En

Course Name **Global Financial Markets and Instruments**
Course Code **MB4422**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will be able to know about international business environment and global financial institutions.	2	Em/S/En



CO2	Students will be able to assess foreign exchange markets, fixed and flexible exchange rates and also growth & development of MNCs.	3	Em/S/En
CO3	Students will learn the international financial system specially Bretton wood conference and European monetary system. Good knowledge on ADRs, GDRs, Euro Bonds will help to develop them in international business arena.	3	Em/S/En
CO4	Students will learn multinational financial management, investment and analyzing financing decisions in international environment, and also learning international portfolio management.	4	Em/S/En
CO5	Students will learn about international banking where key focus areas will be Basel guidelines, LIBOR, portfolio operations of global banking organisations.	2	Em/S/En

Course Name **International Logistics Management**
Course Code **MB4423**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will learn about international logistics management, logistics and marketing interface, value-chain and production efficiency.	2	Em/S/En
CO2	Assessing different systems of shipping, chartering, Baltic freight exchange and containerization will be the major focus and understanding areas.	3	Em/S/En
CO3	Students will be able to learn about Air Transport, Air Freight, IATA, Cargo handling etc. It will help the students to evaluate and plan for costing and also savings.	3	Em/S/En
CO4	Designing supply chain at international level will be the key understanding for students. They will also be able to take international decisions on supply chain management.	4	Em/S/En
CO5	Forecasting and planning in supply chain management will be the key focus area. Students will learn about role of Information Technology in supply chain management and its coordination.	4	Em/S/En

Course Name **Social Media Marketing**
Course Code **MB4424**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	It will help students to understand history and need for social media marketing.	2	Em/S/En
CO2	Students will understand the value of blogs and also create them. Also Podcasts and Webinars understanding and creation.	3	Em/S/En
CO3	Students will be updated on different Social Networks and its importance.	3	Em/S/En
CO4	Creating micro-blogging and discussion boards will help students to understand its value.	5	Em/S/En
CO5	Monitoring and understanding the relevance of social media will be the focus and also connecting with ethics.	4	Em/S/En

Course Name **Business Intelligence and Analytics**

Course Code **MB4425**

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	The students will understand the basics of business intelligence, its need and role of mathematical models in developing businesses.	2	Em/S/En
CO2	The linking of business strategy and business analytics will help the students developing mindset for creating new strategies.	3	Em/S/En
CO3	Students will assess data warehousing techniques , physical database. It will help them deploying and supporting data warehousing and business in intelligence systems.	3	Em/S/En
CO4	Students will analyze cycle of business intelligence, spread sheets, decision engineering using business intelligence tools.	4	Em/S/En
CO5	Students will apply the business intelligence in different domains of CRM, HR, and Productions.	3	Em/S/En

Course Name **Cyber Law**

Course Code **MB4426**



Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will learn and understand about different acts related to Information Technology Act in India.	2	Em/S/En
CO2	Analyzing technical and legal issues in digital signature and also certifying authorities.	4	Em/S/En
CO3	Gaining knowledge about cyber crimes, legal issues, and investigations will be the prime understanding of students.	3	Em/S/En
CO4	Assessing whether consumers of India are really covered under the Consumer Protection Act if the cyber crime happens with them.	3	Em/S/En
CO5	Able of Proofing and management of electronics records will be the prime focus. Also Intellectual Property Rights coverage will help them understanding legality in IPR issues.	3	Em/S/En

Course Name Search Engine Optimization Methods

Course Code MB4427

Unit-wise Course Outcome	Descriptions	BL Level	Employability (Emp)/ Skill(S)/ Entrepreneurship (Ent)/ None (Use , for more than One)
CO1	Students will gain knowledge of internet marketing. They will also know HTML Tags, code verification and validation.	2	Em/S/En
CO2	Students will understand search engines & ranking concepts. Students will also learn how to perform Keyword Research.	3	Em/S/En
CO3	Analyzing SEO best practices to incorporate on a Website. They will also be able to Analyze & Monitor SEO progress using free tools.	4	Em/S/En
CO4	Help students to link building strategies. Also developing mindset to linking different concepts.	4	Em/S/En
CO5	Students will do web traffic analysis, web stats tools, and also tracking end-users.	4	Em/S/En

