

Program Education Objectives

The MBA and BBA programs offered by IM, JKLU have been designed to prepare students for a meaningful career and life-long learning. Our alumni are expected to:

PEO1: Meaningfully contribute to the organizations, economies, and societies through appropriate set of knowledge, skills, attitude and behavior.

PEO2: To identify and tap entrepreneurial opportunities within and outside the organizations they work for.

PEO3: Continue their intellectual development through critical thinking, self-study, higher education and research as well as through participation in research groups and professional networks.

Program Outcomes

Graduates of MBA program offered by IM, JKLU will have the following competencies:

PO1: Lifelong Learning: Demonstrate inquisitiveness, open mindedness and the ability to engage in independent and life-long learning.

PO2: Citizenship, Sustainability and Professional Ethics

PO2a: Demonstrate knowledge of constitution with an understanding of the impact of managerial solutions in organizational, societal and environmental contexts.

PO2b: Use and allocate resources in a sustainable manner.

PO2c: Demonstrate commitment for professional integrity, excellence and responsibilities as prescribed for the management profession.

PO3: Management Practice and Modern Tool Usage

PO3a: Demonstrate a clear conceptual understanding and application orientation of the fundamentals of management discipline.

PO3b: Plan, direct and control their own efforts and those of others to help achievement of organizational objectives.

PO3c: Identify and collate relevant data from within and outside organization and analyze it using appropriate tools and techniques for taking well-informed decisions.

PO3d: Apply interdisciplinary perspectives while proposing solutions to managerial problems.

PO3e: Apply new age technologies and exhibit proficiency in usage of modern management/IT tools while solving business problems.

PO4: Communication, Critical Thinking and Problem Solving

PO4a: Identify, formulate, review research literature and analyze complex problems to arrive at justified conclusions using critical thinking along with domain knowledge.

PO4b: Think creatively and communicate effectively to solve business problems.

PO5: Leadership and Teamwork

PO5a: Ability to work effectively as an individual and as a team member in diverse and distributed teams, and in multidisciplinary settings.

PO5b: Demonstrate leadership qualities at workplace by taking initiatives and accepting challenges.

PO6: Innovation and Entrepreneurship

PO6a: Take an innovative and entrepreneurial viewpoint amidst changing situations while proposing creative solutions to complex organizational, societal and environmental issues.

PO6b: Undertake meaningful economic activities with a focus on having a sustainable business mode

JK LakshmiPat University, Jaipur
Institute of Management
Course Structure for the MBA (Batch 2019-2021)

S. No.	Course Code	Course Title	Credits	Total Credits
Year 1				
Trimester I				
1	CC2111	Fundamentals of Communication	2	19
2	ED2111	Product Launch	2	
3	EP2102	Economics for Business	3	
4	FA2101	Financial Accounting for Decision Making	4	
5	ID2111	Foundation of Data Analysis	3	
6	LD2111	SEE Learning: Mindfulness, Compassion and Ethics	2	
7	MA2101	Introduction to Marketing	3	
Trimester II				
8	BS2101	Fundamentals of Human Resource Management	2	21
9	CC2105	Design Thinking	2	
10	CC2112	Critical Thinking & Storytelling	2	
11	ED2104	Entrepreneurial Mindset and Problem Identification	2	
12	EP2103	Macro Economics	3	
13	FA2102	Introduction to Corporate Finance	3	
14	ID2112	Data Analysis for Decisions	2	
15	OP2102	Introduction to Production & Operation Management	3	
16	MA2105	Digital Marketing and Communication	2	
Trimester III				
17	BS2102	Organizational Behavior	2	19
18	MA2111	Marketing Research	3	
19	ID2101	Business and Intelligent Machines	3	
20	ED2105	Problem, Ideas and Concept	3	
21	CC2201	Perspectives on Contemporary Issues	2	
22	ID2113	Business Modeling using Excel	3	
23	PW2101	Capstone-I	3	
Electives				
24	LS2104	Law & Citizenship	1	3
25	EP2281	Special Topics in Economics & Public Policy	1	
26	LS2105	Filmmaking- Using Creativity to Drive Action	1	
Year 2				
Trimester IV				
27	MA2201	Sales & Channel Management	3	17
28	CC2113	Communication & Identity	2	
29	ED2201	Prototype & Pilot	3	
30	PW2106	Business Simulation	3	
31	PW2102	Summer Internship Project	6	
Electives				
32	MA2211	Product & Brand Management	3	13
33	FA2203	Retail Banking & Operations	2	
34	OP2211	Supply Chain Management	3	
35	BS2104	Organization Culture & Change	3	
36	FA2205	Options, Futures and Risk Management	2	
Trimester V				

37	ST2102	Strategic Management	2	13
38	MA2212	B2B Marketing	2	
39	MA2213	Sales & Marketing of Services	1	
40	FA2103	Essentials of Taxation	1	
41	CC2115	Understanding & Managing Conflict	2	
42	ED2202	Business Plan & Pitch	3	
43	ID2180	Mathematical Thinking	2	
Electives				
44	FA2202	Financial Markets and Services	3	12
45	MA2214	Marketing Analytics	3	
46	OP2213	Quality & Operations Excellence	3	
47	BS2105	Acquiring Human Capital	3	
Trimester VI				
48	ST2203	Strategy Formulation and Implementation	3	10
49	MA2203	Advance Topics in Digital Marketing	2	
50	ST2202	Special Topics in Management	3	
51	CC2114	Critical Thinking for Decisions at Workplace	2	
Electives				
52	FA2204	Security Analysis and Portfolio Management	3	8
53	MA2202	Cases in Sales & Marketing	2	
54	BS2106	Measurement and Management of Performance	3	

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Trimester-I

Course Code: CC2111

Course Name: Fundamentals of Communication

Course Outcomes: After course completion, the student will be able to

CC2111.1: Identify different cultural differences and their impact on communication.

CC2111.2: Deliver effective oral presentations following appropriate kinesics and paralinguistic features.

CC2111.3: Apply appropriate communication skills across settings, purposes, and audiences

CC2111.4: Compose grammatically correct sentences and paragraphs

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
CC2111.1	3										2	2		2	
CC2111.2	2				3					2				2	
CC2111.3	3										3	2		2	
CC2111.4	1				2									1	

Course Code: ED2111

Course Name: Product Launch

Course Outcomes: After course completion, the student will be able to

ED2111.1: Develop an awareness of the role of multiple functions in creating a business of a Service or a product (e.g. marketing, finance, design, photography, engineering, production, retail....).

i. Awareness of the role of multiple functions in creating a new product

ED2111.2: Attain an ability to coordinate multiple, interdisciplinary tasks in order to achieve a common objective

ED2111.3: To assimilate how Product, Proposition and Values are integral in the process of business and specifically product and solutions development. Soto understand that a solution through a product could be incremental or evolutionary.

ED2111.4: Service businesses, Products and Solutions allied communication need to be culturally and contextually, relevant (e.g., Cannot attempt to market meat-products to vegetarian and vegan customers)

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ED2111.1	2	1	1					1	2		2				
ED2111.2			1		1	1	1								
ED2111.3		1		1						1		1	1	2	2
ED2111.4				1						1					

Course Code: EP2102

Course Name: Economics for Business

Course Outcomes: After course completion, the student will be able to understand:

EP2102.1: Demand, Supply, Equilibrium, Pareto optimality

EP2102.2: Elasticity and its relationship with pricing and revenue

EP2102.3: Economics of production

EP2102.4: Economic costs for decision-making

EP2102.5: Different types of market structures (e.g., Perfect Competition, Monopoly, Duopoly)

EP2102.6: Basic models of Game Theory

EP2102.7: Pricing

EP2102.8: Market Failures: Public Goods, Externalities, Moral Hazard, And Adverse Selection

EP2102.9: The role of government in correcting market failures. Of particular interest is the effect of taxes and government policies on markets.

EP2102.10: Applications of economic principles to policy questions

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
EP2102.1	2				3		3								
EP2102.2					3		3		2						
EP2102.3					3	2		2							
EP2102.4					3		3		2						
EP2102.5					3		3	2	2	2					
EP2102.6					3		3								
EP2102.7					3		3		2						
EP2102.8		3	2		3		2								
EP2102.9					2	2	3								
EP2102.10					3		2						2		

Course Code: FA2101

Course Name: Financial Accounting for Decision Making

Course Outcomes: After course completion, the student will be able to

FA2101.1: Assess the impact of business transactions on the financial health of the business including performance, position, and liquidity

FA2101.2: Understand the preparation of the three financial statements of a corporate enterprise –Balance Sheet, Statement of Profit and Loss and the Cash Flow Statement

FA2101.3: Analyze the financial statements using various tools of analysis such as ratio analysis, common sizing, and trend analysis

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
FA2101.1	2				2					2	2				
FA2101.2					2		2			2					
FA2101.3	2				2	2	2	1	3	2	2	1	1		

Course Code: ID2111

Course Name: Foundation of Data Analysis

Course Outcomes: After course completion, the student will be able to

ID2111.1: Understand and appreciate the role of data analysis in business decisions.

ID2111.2: Use spreadsheet software to perform exploratory data analysis.

ID2111.3: Set up and work with discrete and continuous random variables.

ID2111.4: Know what expectation, variance and covariance mean and compute them.

ID2111.5: Understand binomial, Poisson and normal distributions and their properties.

ID2111.6: Compute estimates of population from samples and assess their accuracy.

ID2111.7: Calculate sample size required for any desired level of precision in estimation.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ID2111.1	2	2			2			3	3						
ID2111.2	3		2				2	2							
ID2111.3	2				3										
ID2111.4	2				3										
ID2111.5	2		2		3										
ID2111.6			3	3								2		2	
ID2111.7			3	3								2		2	

Course Code: LD2111

Course Name: SEE Learning: Mindfulness, Compassion and Ethics

Course Outcomes: After course completion, the student will be able to

LD2111.1: Gain attentiveness and awareness of their own thoughts and feelings and develop self-regulation skills.

LD2111.2: Reflect and assess their experience

LD2111.3: Develop consciousness and compassion for others and their interdependence in broader systems within which they live.

LD2111.4: Engage effectively and confidently with larger groups.

LD2111.5: Assess and analyze the importance of ethical behavior in professional life as well as in building a sustainable society.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
LD2111.1	3														
LD2111.2	3														
LD2111.3		3													
LD2111.4												3	2		
LD2111.5		2	2	3											

Course Code: MA2101

Course Name: Introduction to Marketing

Course Outcomes: After course completion, the student will be able to

MA2101.1: understand basic marketing concepts bucketed into four main topics - branding, customer-centricity, go-to-market strategies and effective brand communications strategies.

MA2101.2: obtain a more in-depth understanding of the subject

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2101.1	1	2			3					2					
MA2101.2	2	1			2		2				2			2	

Trimester-II

Course Code: BS2101

Course Name: Fundamentals of Human Resource Management

Course Outcomes: After course completion, the student will be able to

BS2101.1: Critique the impact of external environment on the enterprise's HR system.

BS2101.2: Evaluate the connect between business and HR deliverables

BS2101.3: Identify contemporary issues in HRM and change in human resource practices with changing business environment.

BS2101.4: Analyze the application of HR concept and tools in a case setting.

Course Outcome	Correlation with program outcomes													
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
BS2101.1	2	2												
BS2101.2	2				2			2						
BS2101.3	2	2					1	2						
BS2101.4					3									

Course Code: CC2105

Course Name: Design Thinking

Course Outcomes: After course completion, the student will be able to

CC2105.1: have an understanding of design thinking methodology and its application in businesses.

CC2105.2: Convergent, divergent and Visual thinking in context of design thinking.

CC2105.3: Empathy and ethnography in the context of design thinking and design thinking resource.

CC2105.4: Exposure to diverse design thinking approaches (IDEO: Human Centered Design, D School, Double Diamond).

CC2105.5: Visualization, mind mapping, value chain, rapid prototyping.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
CC2105.1	3				3										
CC2105.2	2					2									
CC2105.3				2						3					
CC2105.4							3	2							
CC2105.5						3									

Course Code: CC2112

Course Name: Critical Thinking and Storytelling

Course Outcomes: After course completion, the student will be able to

CC2112.1: Define Critical Thinking, its applications and the methods to think critically

CC2112.2: Formulate intelligent questions to investigate.

CC2112.3: Articulate the impact of narratives and examine them critically.

CC2112.4: Distinguish between facts, assumptions and opinion

Course Outcome	Correlation with program outcomes													
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
CC2112.1	1				3					2				
CC2112.2	2									2	2			
CC2112.3	2				2		2			1	1			
CC2112.4	2						2			2				

Course Code: ED2104

Course Name: Entrepreneurial Mindset and Problem Identification

Course Outcomes: After course completion, the student will be able to:

ED2104.1: improve upon the students' existing strengths as learners and potential corporate/entrepreneurial leaders and address their weaknesses.

ED2104.2: build the 21st century skill set of "Forever Learning" and collaborate with their peers in an inclusive atmosphere towards entrepreneurial success.

ED2104.3: hone their creative ideation and problem solving skills by giving them conceptual knowledge supplemented with activities and assignments to work on the same.

ED2104.4: build a skill of identifying problems as opportunities and undertaking field specific research activities towards building a valuable product/service.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ED2104.1	2												3		
ED2104.2	3													3	1
ED2104.3					2					2					
ED2104.4										2				2	2

Course Code: EP2103

Course Name: Macro Economics

Course Outcomes: After course completion, the student will be able to:

EP2103.1: Describe the different concepts, tools and techniques of macroeconomic analysis and how the economy functions as a whole.

EP2103.2: Analyse various macroeconomic variables and their interdependence and interrelation with each other like income, saving, consumption, investment, money, rate of interest and multiplier etc.

EP2103.3: Reason out the basic problems of an economy which have been faced by the countries and policy makers over time like achieving high rate of growth, controlling inflation, preventing business cycles and solving problems of unemployment.

EP2103.4: Interpret monetary policy and Fiscal policy in Indian context.

EP2103.5: Evaluate and compare the economies of developing and developed countries with respect to certain key macro-economic variables such as inflation, exchange rate, BOT and BOP, Employment.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
EP2103.1	2				3		2	2	3						
EP2103.2					3		2	3	1						
EP2103.3							2	2		2			2		
EP2103.4					2			3		2					
EP2103.5					2		2	2	2						

Course Code: FA2102

Course Name: Introduction to Corporate Finance

Course Outcomes: After course completion, the student will be able to

FA2102.1: Understand the role of the finance function in a modern corporation and key financial decisions: investment, financing and dividend

FA2102.2: Understand fundamentals of valuation of bonds and stocks (the financial obligations of the firm), based on economic profit and cash flows

FA2102.3: Understand Capital budgeting techniques and decision making

FA2102.4: Calculate Risk and return (valuation under uncertainty)

FA2102.5: Understand Significance of Capital Structure

FA2102.6: Understand Basics of derivative products

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
FA2102.1	2		2		2	2									
FA2102.2	2				2		2	2	2						
FA2102.3			2		3	3	3		2	2	3				
FA2102.4	1				2	2	2			2	2				
FA2102.5					2	2	2			2					
FA2102.6					2	2									

Course Code: ID2112

Course Name: Data Analysis for Decisions

Course Outcomes: After course completion, the student will be able to

ID2112.1: Formulate hypotheses and collect data for testing of hypotheses.

ID2112.2: Test hypotheses using various parametric and non-parametric statistical tests.

ID2112.3: Apply simple and multiple regression techniques to predict unknowns.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ID2112.1	2		1		1		2								2
ID2112.2	1				1			1							
ID2112.3			2			1	1			1					

Course Code: OP2102

Course Name: Introduction to Production and Operations Management

Course Outcomes: After course completion, the student will be able to

OP2102.1: Demonstrate an understanding of production as a process of converting or transforming resources into products.

OP2102.2: Demonstrate an understanding of productivity measures, quality and costs both, direct and indirect; understand how to measure process efficiency and effectiveness.

OP2102.3: Understand the link between process characteristics and other strategic choices.

OP2102.4: Apply tools and techniques for analysis of Production Scenarios.

OP2102.5: Understand basics of tools and techniques presented by Operations

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
OP2102.1	2		1			1	1	1		2	2	2		2	
OP2102.2	1	2	2		1		1	1		1	1				
OP2102.3	1				1		1					1			
OP2102.4					1			1		1					
OP2102.5					1			1		1					

Course Code: MA2105

Course Name: Digital Marketing and Communication

Course Outcomes: After course completion, the student will be able to

MA2105.1: Understand the changes that the advent of digital technologies have brought about in the practice of Marketing (the 4 Ps), why and how

MA2105.2: Broadly understand the process and channels involved in the practice of digital marketing (Promotion “P”)

MA2105.3: Understand the importance and use of data that drives digital marketing

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2105.1	2				3										
MA2105.2	2				2									1	
MA2105.3			1					1	1	1				1	

Trimester-III

Course Code: BS2102

Course Name: Organizational Behavior

Course Outcomes: After course completion, the student will be able to

BS2102.1: Analyze five conceptual anchors of organizational Behavior

BS2102.2: Appreciate the multiple dimensions of individual variations in Human behavior.

BS2102.3: Interpret organizational problems in terms of individual, interpersonal and group processes.

BS2102.4: Analyze management issues as related to organizational behavior

BS2102.5: Explain the impact of culture on organizational behavior.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
BS2102.1	2				2			3							
BS2102.2					3			2				3			
BS2102.3	2			2								3			
BS2102.4					1	2									
BS2102.5											2				

Course Code: MA2111

Course Name: Marketing Research

Course Outcomes: After course completion, the student will be able to

MA2111.1: Understand consumers and trade customers, which is essential for taking appropriate marketing decisions for any marketing professional.

MA2111.2: Equip themselves with the understanding of marketing research tools and techniques so that they can use it as an aid to marketing decision making

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2111.1	2				2										
MA2111.2	2				2		2	1		1					2

Course Code: ID2101

Course Name: Business and Intelligent Machines

Course Outcomes: After course completion, the student will be able to

ID2101.1: Discuss insightfully role of Artificial Intelligence, Machine Learning, IoT, Robotics and Data science in design and development of Intelligent Machines

ID2101.2: Use Weka for Clustering, Classification and Prediction

ID2101.3: Consider the opportunities and challenges brought about by Intelligent automation

ID2101.4: Analyze case studies pertaining to application of Intelligent Machines in business

ID2101.5: Propose and Evaluate use-cases involving Artificial Intelligence, IoT, Robotics and Automation considering economic, social, sustainability and ethical aspects

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ID2101.1	1														
ID2101.2									2						
ID2101.3		2													
ID2101.4									1	1	1				
ID2101.5							1		1	1	1				

Course Code: ED2105

Course Name: Problem Ideas and Concept

Course Outcomes: After course completion, the student will be able to:

ED2105.1: Develop the ability to understand and analyse the various aspects of entrepreneurship.

ED2105.2: Learn to ideate, design, market and pitch products or services to the right audience.

ED2105.3: Apply concepts such as design thinking, value proposition and business model in replication of the entrepreneurial process.

ED2105.4: Learn to define and communicate a business concept and fine tune their presentation skills.

ED2105.5: Learn how to identify new opportunities as well as understand myriad marketing and venture development strategies and Go-To-Market strategies

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ED2105.1	3				3									2	
ED2105.2					2					3				3	2
ED2105.3					3									3	3
ED2105.4					2						3				
ED2105.5					3			2						3	3

Course Code: CC2201

Course Name: Perspectives on Contemporary Issues

Course Outcomes: After course completion, the student will be able to

CC2201.1: Identify different perspectives objectively.

CC2201.2: Explain interconnectedness of the issues and their impact at micro and macro levels.

CC2201.3: Recognize their own beliefs, biases, claims and assumptions.

CC2201.4: Evaluate sources, argue and defend effectively

Course Outcome	Correlation with program outcomes													
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
CC2201.1	3	2								2				
CC2201.2	2									3	2			
CC2201.3	3									2				
CC2201.4	3						2				2			

Course Code: ID2113

Course Name: Business Modeling using Excel

Course Outcomes: After course completion, the student will be able to

ID2113.1: Understand and appreciate the role of data analytics in creating value for business.

ID2113.2: Model structured decision-making situations in various functional domains.

ID2113.3: Perform sophisticated data analysis using Microsoft Excel.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ID2113.1	2				2				2	1					
ID2113.2	2				2		2	2		1					
ID2113.3	1	1						1	2						

Course Code: PW2101

Course Name: Capstone-I

Course Outcomes: After course completion, the student will be able to

PW2101.1: Increasing student's motivation and engagement through increased academic rigor

PW2101.2: Enhancing a student's educational and career aspirations

PW2101.3: Boosting student's confidence, self-perception and self-esteem

PW2101.4 Providing a platform for demonstrating learning and proficiency in the acquisition of knowledge and skills

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
PW2101.1	2									2	2				
PW2101.2	2														
PW2101.3	2											2	2		
PW2101.4					3	3	3	3	2	2	3	3			

Course Code: LS2104

Course Name: Law & Citizenship

Course Outcomes: After course completion, the student will be able to

LS2104.1: Equip themselves to fulfill the role of a public-spirited citizen.

LS2104.2: Take the perspective of the citizen, draw on and enrich practical experience, and aim for a combination of facts, values and strategies that work in India

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
LS2104.1		2	2		2			2							
LS2104.2							2		2	3	3				

Course Code: LS2105

Course Name: Filmmaking- Using Creativity to Drive Action

Course Outcomes: After course completion, the student will be able to

LS2105.1: Identify the difference between fictional and non-fictional story frames and to identify the elements that differentiate fictional and nonfictional work.

LS2105.2: Understand the difference between fictional and non-fictional narrative; technicalities of shoot (frame, light and sound); how to build a narrative using ‘The Story Spine’ tool.

LS2105.3: Apply the previously explained parameters to their favorite stories to understand how effective storytelling tools work to move people.

LS2105.4: Understand what is consent; how to take consent; rule of thumb for shoots.

Course Outcome	Correlation with program outcomes													
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 6a	PO 6b
LS2105.1	2										1			
LS2105.2	2									1	1			
LS2105.3	2										2			
LS2105.4	2										1			

Trimester-IV

Course Code: MA2201

Course Name: Sales & Channel Management

Course Outcomes: After course completion, the student will be able to

MA2201.1: Understand and appreciate the strategic role of the sales and distribution function

MA2201.2: Develop an understanding of Go To Market/ Route To Market strategies in distribution and how do they evolve as per company's sales and distribution strategies

MA2201.3: Understand the drivers and levers impacting various distribution challenges and enhancing field force effectiveness.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2201.1	1	2			2										
MA2201.2	1	2	2		2	2					2			1	
MA2201.3	2	2	2		2	2				2	2	1		1	

Course Code: CC2113

Course Name: Communication and Identity

Course Outcomes: After course completion, the student will be able to

CC2113.1: Analyse their personal identities, both private and social

CC2113.2: Identify their different values, strengths and areas of professional interest

CC2113.3: Articulate their personal statement and use it to craft an influential pitch

CC2113.4: Express themselves through various communication formats, on different platforms

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
CC2113.1	2										3		1		
CC2113.2	2			2		2						2			
CC2113.3	2			2							2		2		
CC2113.4	2				2										

Course Code: ED2201

Course Name: Prototype & Pilot

Course Outcomes: After course completion, the student will be able to

- ED2201.1: improve upon the students' existing strengths as learners and potential corporate/entrepreneurial leaders and address their weaknesses
- ED2201.2: Empower students and help them learn how to present their ventures and ideas effectively
- ED2201.3: Enable students to learn how to identify new opportunities as well as understand myriad marketing and venture development strategies and Go-To-Market strategies
- ED2201.4: Equip students with technical knowledge around building Pitch Decks

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ED2201.1	2				2	2	2	1	1					1	1
ED2201.2		2	1	1	1	1	1	1	1			2	2	2	2
ED2201.3										2	2				
ED2201.4			2	2						2	2	2	2		

Course Code: PW2106

Course Name: Business Simulation

Course Outcomes: After course completion, the student will be able to

- PW2106.1:** Develop an appreciation for at decision making in an organization with the interconnectedness in the organization (e.g. marketing, finance, industrial design, engineering, HR, production....).
 a. Awareness of the role of multiple functions in creating a new product (e.g. marketing, finance, industrial-design, engineering, production).
 b. Ability to coordinate multiple, interdisciplinary tasks in order to achieve a common objective.
- PW2106.2:** Develop managerial-skills that are budgetary, yet result-oriented in the face of constraints of financial-budgets.
- PW2106.3:** Bet-on Product development, R&D and continuous-improvement of products and organizational processes as matters of utmost importance for the sustainability of any organization (in the organization's context).
- PW2106.4:** Develop Products, Solutions and allied communication need to be culturally, relevant (e.g., Cannot attempt to market meat-products to vegetarian customers)
- PW2106.5:** Appreciate an overall organizational perspective in decision-making and how to play a constructive role in decision making.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
PW2106.1	2	2	2	2			2	2	2						
PW2106.2		2	2	2						2	2	2	2		
PW2106.3							2	2		2	2			2	2
PW2106.4			2						2	2	2				
PW2106.5					1	1				2	2	2	2		

Course Code: PW2102

Course Name: Summer Internship

Course Outcomes: After course completion, the student will be able to:

PW2102.1: Apply theoretical concept in live projects.

PW2102.2: Integrate theoretical knowledge with the application of technical and managerial skills involved in professional environment.

PW2102.3: Closely understand and participate in business operations and decision making process.

PW2102.4: Work under the guidance and support of industry mentors to become industry ready professionals.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
PW2102.1					3	2	3	3	3	2					
PW2102.2				2	3	3	3	3	3						
PW2102.3								2	3	3	2				
PW2102.4				3		2		3				3	2		

Course Code: MA2211

Course Name: Product & Brand Management

Course Outcomes: After course completion, the student will be able to

MA2211.1: Understanding of the challenges and choices in creating a winning product and managing a portfolio of products (identifying and selecting a product launch opportunity, product design, packaging, pricing, positioning, launch strategy and promotion)

MA2211.2: Provide students with a working knowledge of the financial aspects of managing a product or portfolio of products

MA2211.3: How a brand's positioning should be developed, established, protected and evolved and the role of communication programs in the same

MA2211.4: The process of sustaining and managing a brand's equity over the long term while facing short term business pressure

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2211.1	2	2			2					1					
MA2211.2	2	2			2			2							
MA2211.3	1	1	1		1		1							2	
MA2211.4	2	2	2		2									1	

Course Code: FA2203

Course Name: Retail Banking & Operations

Course Outcomes: After course completion, the student will be able to be

Course Code.1: Aware of various facets of retail banking and its operations

Course Code.2: How Fintech is transforming functions across retail banking specifically and financial services in a broader manner

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
FA2203.1	2		1		3		1	2							
FA2203.2	2		2		1		2		2	1					

Course Code: OP2211

Course Name: Supply Chain Management

Course Outcomes: After course completion, the student will have able to

OP2211.1: Understand the fundamental concepts and theories of supply chain management.

OP2211.2: Identify and design the better supply chains for an organization.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
OP2211.1	2		2	1	2	1	1	1	1		1				
OP2211.2			1	2	1		2			3	2	2	1		

Course Code: BS2104

Course Name: Organization Culture and Change

Course Outcomes: After course completion, the student will be able to

BS2104.1: Describe what organizational culture and it's important for an organization

- BS2104.2: Recognize key factors determining organizational culture
- BS2104.3: Illustrate their understanding with examples from own experience, research and business environment.
- BS2104.4.: Assess whether a culture is weak or strong
- BS2104.5: Explain the emotions and dynamics of change
- BS2104.6: Identify particular external issues impacting on a businesses' need to change.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
BS2104.1	1				3			2					2		
BS2104.2	1				3			3							
BS2104.3	1							3		3	3				
BS2104.4	1				2		2							1	
BS2104.5	1				3							2			

Course Code: FA2205

Course Name: Options, Futures and Risk Management

Course Outcomes: After course completion, the student will be able to

FA2205.1: Appreciate various financial risk management concepts and their applications

FA2205.2: Familiar with the nomenclature of derivative trading and risk management strategies

FA2205.3: Comprehend the mechanism of hedging by utilizing the futures and options or synthetic derivative

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
FA2205.1	2				1	1	1	2	2			2	2		
FA2205.2			1	1						1	1				
FA2205.3											2	1	1	1	1

Trimester-V

Course Code: ST2102

Course Name: Strategic Management

Course Outcomes: After course completion, the student will be able to

- ST2102.1: Learn how corporate strategy could be leveraged to achieve the objectives of an organisation under conditions of uncertainty.
- ST2102.2: Learn how corporate strategies lead to sustainable competitive advantage and contribute to with the long-term success of the organisation as a whole.
- ST2102.3: Understand why managing operating strategy is important for organisations, and learn about why and how changes in strategies is important.
- ST2102.4: Understand the various aspects of Strategy

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ST2102.1	1	1	1											2	2
ST2102.2				1			2	2		1	1	2	1		
ST2102.3					1	1	1	2	2						2
ST2102.4						2	2								

Course Code: MA2212

Course Name: B2B Marketing

Course Outcomes: After course completion, the student will be able to

MA2212.1: develop an appreciation for the significance of B2B marketing and sales scenarios in any business enterprise.

MA2212.2: understand the intricacies of solving managerial problems for Industrial Marketers.

MA2212.3: sensitize the participants regarding the specifics and nuances of B2B, vis-à-vis B2C scenarios.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2212.1	1	2			2										
MA2212.2	1	1			2			2						1	
MA2212.3	2	1			1						1			1	

Course Code: MA2213

Course Name: Sales & Marketing of Services

Course Outcomes: After course completion, the student will be able to

MA2213.1: analyse the marketing strategies in services and goods industries.

MA2213.2: understand the intricacies of solving managerial problems for Service Industry Professionals.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2213.1	1				1					1					
MA2213.2		1												2	1

Course Code: FA2103

Course Name: Essentials of Taxation

Course Outcomes: After course completion, the student will be able to

FA2103.1: Understand the basic concepts of Income Tax and Goods and Service Tax (GST)

FA2103.2: Differentiate between the four avenues of taxation viz. Tax Planning,
Tax Management, Tax Avoidance and Evasion

FA2103.3: Understand the computation of Total Income and Tax liability

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
FA2103.1	1				1										
FA2103.2	1				1	1									
FA2103.3	1				2	1	1								

Course Code: CC2115

Course Name: Understanding and Managing Conflict

Course Outcomes: After course completion, the student will be able to

CC2115.1: Define a group and explain the stages of group development

CC2115.2: Describe conflict and explain types and causes of conflict

CC2115.3: Use inquiry and advocacy to engage with groups

CC2115.4: Give and receive feedback effectively

CC2115.5: Identify sources of conflict and manage them using difference conflict handling styles

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
CC2115.1	1				3							2			
CC2115.2	1				2							2			
CC2115.3	2				2						2	3	2		
CC2115.4	2											2	2		
CC2115.5	2											3			

Course Code: ED2202

Course Name: Business Plan & Pitch

Course Outcomes: After course completion, the student will be able to

ED2202.1: understand the target customer and market/sell their product

ED2202.2: identify the most efficient Sales and Marketing strategies

ED2202.3: create a Revenue Model of their venture

ED2202.4: become familiar with business plan and investor pitch

ED2202.5: equip himself/herself with technical knowledge around building Pitch Decks

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ED2202.1	2				2	2	2	2	2						
ED2202.2		1	1	1	1	1	1	1	1			1	1		
ED2202.3			1	1	2			2	2	1	1				
ED2202.4			2	2						2	2				
ED2202.5					1	1	1	1	1					1	1

Course Code: ID2180

Course Name: Mathematical Thinking

Course Outcomes: After course completion, the student will be able to

- ID2180.1: Inductive and deductive reasoning
- ID2180.2: Building a mathematical formulation or a picture in head, about a non-mathematical problem
- ID2180.3: Heightened sensitivity towards understanding logic
- ID2180.4: Abstract thinking about infinitesimally small distances, and theorize on thought experiments
- ID2180.5: Idea of randomness
- ID2180.6: Create distorted representation of pictorial figures if asked
- ID2180.7: Tricks to find the important idea amongst all the good and bad ideas bundled up together
- ID2180.8: Basic mathematical literacy to understand some symbolic representation
- ID2180.9: Ability to convert symbols into sentences and the other way round
- ID2180.10: Question and critique on logic
- ID2180.11: Sensitivity for proofs
- ID2180.12: Perceive the foundational applications of AI, ML
- ID2180.13: Appreciate the nondeterministic nature of this world, alongside powers of numerical precision

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ID2180.1	2				3		1	1		2	2		1		
ID2180.2	2				3		1	2	1						
ID2180.3	2				2				1	2					
ID2180.4	2				2			1	2	3					
ID2180.5									2						
ID2180.6							2			2	2			2	
ID2180.7								1	3	2	2	1		2	
ID2180.8	2				2		2	2	2	2					1
ID2180.9	2				2			1	1	3	2				
ID2180.10	2								1	2		1			
ID2180.11	2				2		2		1	2					
ID2180.12					2			3	3	2		2	1	2	
ID2180.13	2				2		1		2						

Course Code: FA2202

Course Name: Financial Market and Services

Course Outcomes: After course completion, the student will be able to

FA2202.1: Appreciate the role of financial markets and dealing with its products.

FA2202.2: Acquainting with working of stock exchanges and settlement process

FA2202.3: Apprehend Financial service sector contribution and role in a well efficient financial system

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
FA2202.1		2	2		2			2							
FA2202.2							2		2	3	3				
FA2202.3					3	2	2					2	2		

Course Code: MA2214

Course Name: Marketing Analytics

Course Outcomes: After course completion, the student will be able to

MA2214.1: Develop an understanding and appreciation of Customer and Market Segmentation, in any marketing context

MA2214.2: How to perform Consumer Preference Studies

MA2214.3: How to measure Customer Lifetime Value and utilize the same for developing sales strategies

MA2214.4: Understand the nuances of New Product development decisions

MA2214.5: To conduct Pricing Analytics and Optimization

And Using techniques and methodology taught in MA2214, students will be able to conduct

MA2214.6 Descriptive analysis for understanding the various market or customer characteristics

MA2214.7 Cluster analysis and Segmentation Tools (K-means etc) for Product Segmentation

MA2214.8 Factor analysis for Customer segmentation

MA2214.9 Regression techniques for Customer satisfaction through Key Driver analysis and also with an introduction to marketing techniques of forecasting market and consumer trends

MA2214.10 Perceptual maps for all kinds of segmentation and customer preference pattern studies

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2214.1	2				2	2	2	2	2	2	2				
MA2214.2		2			1	1	1	2	2			2	2	2	2
MA2214.3	2									2	2				
MA2214.4			2	2	2	1	1		2					2	2
MA2214.5					1	2	2	2	2			2	2		
MA2214.6			2	2	2	1	1	1	1	2					
MA2214.7	2	2					2		2			2	2		
MA2214.8		2			2			2	2						
MA2214.9					2	2	2	2	2	1	1		2		
MA2214.10			2	2	1	1	1			2	2	2	2		

Course Code: OP2213

Course Name: Quality and Operations Excellence

Course Outcomes: After course completion, the student will be able to learn

OP2213.1: Various quantitative and qualitative tools deployed during operations management.

OP2213.2: The operations management vocabulary used in industry and academics.

OP2213.3: Make operations related decisions under various situations and circumstances.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
OP2213.1	1		1		1				2	2	1				
OP2213.2	2		2	1	2	1	2				3	2	1		
OP2213.3				2				1			1	2	2	1	

Course Code: BS2105

Course Name Acquiring Human Capital

Course Outcomes: After course completion, the student will be able to

BS2105.1: Describe the role and activities of human resources management in facilitating the steps required for recruitment and selection of human resources in organizations.

BS2105.2.: Identify the factors that affect organization's talent planning recruitment and selection.

BS2105.3: Explain and apply the concept of job design, job analysis, and job descriptions in hiring process.

BS2105.4: Contribute to the recruitment and selection process.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
BS2105.1	1			1	3	3									1
BS2105.2	1					3					2	2			
BS2105.3	1				2			1				2	2		1
BS2105.4	1			1		3			1		1			1	

Trimester-6

Course Code: ST2203

Course Name: STRATEGY FORMULATION AND IMPLEMENTATION

Course Outcomes: After course completion, the student will be able to

ST2203.1: Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.

ST2203.2: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

ST2203.3: Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

ST2203.4: Analyse and evaluate critically real-life company situations and develop creative solutions, using a strategic management perspective.

ST2203.5: Conduct and present a credible business analysis in a team setting

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
ST2203.1	1	2	2	2	1	1	2	2	2			2	2		
ST2203.2		2	2		1	1	1	1	2	1	1			1	1
ST2203.3			1	2								2	1		
ST2203.4		2	2	2								2	2		
ST2203.5		1	2						2	2	2	2	2		

Course Code: MA2203

Course Name: Advance Topics in Digital Marketing

Course Outcomes: After course completion, the student will be able to

- MA2203.1: understand topics where outcomes were translated into ‘Can do’s’ for each sub module by way of experiential activities.
- MA2203.2: Create a mind map of ecosystem, map roles & responsibilities, identify the right player to solve a problem, assess impact of more or less.
- MA2203.3: Take notice of levers and their importance, gain first-hand knowledge of impact from differentiated uses. Draw conversion paths. Map levers to ecosystem players. Experience using levers in mock situations.
- MA2203.4: Translate business goals to Digital Marketing (DM) goals, Use SMART technique to set goals. Understand what are briefs & their value, make creative & media brief. Use RACE method to set KPIs
- MA2203.5: Identify the types of measurement parameters in DM, match measurement techniques to conversion paths. Interpret measurement ratios against goals. Compare of impact of speed on measurement.
- MA2203.6: Create campaign themes, do sample linkages between theme – visual – narrative. Apply copy(copy) to activate MTM, know what adaptations are possible
- MA2203.7: Differentiate between, single, multi & Omni. Understand characteristics of this approach. Relate to components. Design sample omni channel mktg experiences for various categories.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2203.1	2	1			2	1									
MA2203.2	1						2								
MA2203.3	1	2								2					
MA2203.4			2											2	
MA2203.5						2									
MA2203.6										2	2			2	2
MA2203.7	2	2			3	3	3							2	

Course Code: CC2114

Course Name: Critical Thinking for Decisions at Workplace

Course Outcomes: After course completion, the student will be able to

CC2114.1: Apply techniques of Critical Thinking to analyse organisational problems through positive inquiry

CC2114.2: Describe and analyse appropriate problem-solving and ethical decision-making processes

CC2114.3: Choose the most effective and logical decision among multiple alternatives

CC2114.4: Evaluate solutions and anticipate likely risks based on purpose, context and ethics

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
CC2114.1	3			2			2				2	2			
CC2114.2	2									2	1	2	2		
CC2114.3	3						2				2	2			
CC2114.4	3						2			2	2	2			

Course Code: FA2204

Course Name: Security Analysis and Portfolio Management

Course Outcomes: After course completion, the student will be able to understand

Course Code.1: Various investment options

Course Code.2: Various terms used in investments and security analysis and portfolio management

Course Code.3: Basics of fundamental analysis

Course Code.4: Basics of portfolio management techniques

Course Code.5: Basics of technical analysis

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
FA2204.1			3		2		2			2					2
FA2204.2					2										
FA2204.3	2				2		2	2		2		2			2
FA2204.4		2				2			2						2
FA2204.5	2		2		2				2						

Course Code: MA2202

Course Name: Cases in Sales & Marketing

Course Outcomes: After course completion, the student will be able to

MA2202.1: Familiarize students with real-life examples of sales and marketing situations in the Indian context.

MA2202.2: Understand the distribution structure of typical B2C industries in India.

MA2202.3: Understand the people dynamics of managing a sales team.

MA2202.4: Revise and re-learn common terminology used in the industry in the areas of sales, marketing, and digital marketing.

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
MA2202.1	2	2			2		2								
MA2202.2	2	2			2										
MA2202.3												2		2	
MA2202.4	1	2			2										

Course Code: BS2106

Course Name: Measurement and Management of Performance

Course Outcomes: After course completion, the student will be able to

BS2106.1: Clearly understand concepts, theories and practice in industry

BS2106.2: Build a sound Performance Measurement and Management system in organizations as they enter working career

Course Outcome	Correlation with program outcomes														
	PO 1a	PO 2a	PO 2b	PO 2c	PO 3a	PO 3b	PO 3c	PO 3d	PO 3e	PO 4a	PO 4b	PO 5a	PO 5b	PO 6a	PO 6b
BS2106.1		1			2	3		1					1		
BS2106.2		1				3	2							1	