

## MBA (CM) Course Outcomes

Code	Name of CO	Code - CO	Course Outcomes
ADBR501	CO1	ADBR501CO1	Understand the Concepts and theories in Consumer behaviour
ADBR501	CO2	ADBR501CO2	Analyse the Influence of social, cultural and other factors on consumer behaviour
ADBR501	CO3	ADBR501CO3	Draw consumer insights
ADBR501	CO4	ADBR501CO4	Apply the knowledge to create marketing plans using customer centric approach
ADBR501	CO5	ADBR501CO5	Learn about theories and understand their applications in consumer research
ADBR501	CO6	ADBR501CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR501	CO7	ADBR501CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR501	CO8	ADBR501CO8	Demonstrate ability to work in a team effectively
ADBR501	CO9	ADBR501CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR511	CO1	ADBR511CO1	Understand and explain concepts in marketing
ADBR511	CO2	ADBR511CO2	Use marketing mix for new and existing products
ADBR511	CO3	ADBR511CO3	Analyse marketing problems and provide solutions
ADBR511	CO4	ADBR511CO4	Create a marketing plan
ADBR511	CO5	ADBR511CO5	Discuss and deliberate on contemporary issues in marketing
ADBR511	CO6	ADBR511CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR511	CO7	ADBR511CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR511	CO8	ADBR511CO8	Demonstrate ability to work in a team effectively
ADBR511	CO9	ADBR511CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR601	CO1	ADBR601CO1	Discuss various Innovative Media and its increasing importance in marketing campaigns
ADBR601	CO2	ADBR601CO2	Know how, when and where to use innovative media
ADBR601	CO3	ADBR601CO3	Develop inexpensive yet reliable and valid approaches to identifying customer needs and conducting market research
ADBR601	CO4	ADBR601CO4	Develop low budget innovative marketing strategies.
ADBR601	CO5	ADBR601CO5	Develop an effective go-to marketing plan for new brands
ADBR601	CO6	ADBR601CO6	Develop a marketing plan for creating and communicating a brand using innovative media and innovative strategies
ADBR601	CO7	ADBR601CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR601	CO8	ADBR601CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR601	CO9	ADBR601CO9	Demonstrate ability to work in a team effectively
ADBR601	CO10	ADBR601CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR602	CO1	ADBR602CO1	Understand and learn use and relevance Qualitative research Methodology

## MBA (CM) Course Outcomes

ADBR602	CO2	ADBR602CO2	Formulate Research Design
ADBR602	CO3	ADBR602CO3	Learn and Apply Data collection methods
ADBR602	CO4	ADBR602CO4	Conduct data analysis and draw inferences
ADBR602	CO5	ADBR602CO5	Presentation of data
ADBR602	CO6	ADBR602CO6	Knowledge Softwares and computer programs
ADBR602	CO7	ADBR602CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR602	CO8	ADBR602CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR602	CO9	ADBR602CO9	Demonstrate ability to work in a team effectively
ADBR602	CO10	ADBR602CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR603	CO1	ADBR603CO1	Understand the importance of creative thinking in their professional lives as managers, and how to harness it for creating interesting, memorable, and effective advertising.
ADBR603	CO2	ADBR603CO2	Employ methods to eliminate some of the barriers to creativity (in general, and advertising creativity in particular).
ADBR603	CO3	ADBR603CO3	Execute and implement a creative strategy for effective communication for a selected brand.
ADBR603	CO4	ADBR603CO4	Compose a good Creative Brief, which leads to effective advertising.
ADBR603	CO5	ADBR603CO5	Construct and craft persuasive advertising copy.
ADBR603	CO6	ADBR603CO6	Breakdown and arrange relevant visuals in communication, and how to apply them effectively in advertising.
ADBR603	CO7	ADBR603CO7	Evaluate or judge creative ideas and advertising campaigns, based on objective factors.
ADBR603	CO8	ADBR603CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR603	CO9	ADBR603CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR603	CO10	ADBR603CO10	Demonstrate ability to work in a team effectively
ADBR603	CO11	ADBR603CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR604	CO1	ADBR604CO1	Use planning models effectively
ADBR604	CO2	ADBR604CO2	Evolve multiple brand ideas using different planning models
ADBR604	CO3	ADBR604CO3	Understand multiple brand ideas using the most important planning model - a brief
ADBR604	CO4	ADBR604CO4	Write creative briefs
ADBR604	CO5	ADBR604CO5	Stimulate creative ideas through inspiring briefs
ADBR604	CO6	ADBR604CO6	Develop advertising campaigns for brands
ADBR604	CO7	ADBR604CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR604	CO8	ADBR604CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR604	CO9	ADBR604CO9	Demonstrate ability to work in a team effectively
ADBR604	CO10	ADBR604CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development

## MBA (CM) Course Outcomes

ADBR605	CO1	ADBR605CO1	To learn the differences between the rural and urban communities
ADBR605	CO2	ADBR605CO2	To be able to develop/ modify and sustain a product which is relevant for rural consumers
ADBR605	CO3	ADBR605CO3	To create a marketing communication which is relevant for rural markets
ADBR605	CO4	ADBR605CO4	To know the kind of distribution channel which is suitable for rural markets
ADBR605	CO5	ADBR605CO5	To be able to conduct a social marketing/ developmental communication for rural communities
ADBR605	CO6	ADBR605CO6	To be able to develop a comprehensive marketing strategy for rural
ADBR605	CO7	ADBR605CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR605	CO8	ADBR605CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR605	CO9	ADBR605CO9	Demonstrate ability to work in a team effectively
ADBR605	CO10	ADBR605CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR608	CO1	ADBR608CO1	Understand fundamentals of Luxury products businesses
ADBR608	CO2	ADBR608CO2	Understanding consumer to generating insights specific to luxury selling and maintaining customer relationships
ADBR608	CO3	ADBR608CO3	Application of promotional and communication strategies for luxury products and services
ADBR608	CO4	ADBR608CO4	Understand connection between luxury, individual and society
ADBR608	CO5	ADBR608CO5	Understanding luxury markets in emerging economies
ADBR608	CO6	ADBR608CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR608	CO7	ADBR608CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR608	CO8	ADBR608CO8	Demonstrate ability to work in a team effectively
ADBR608	CO9	ADBR608CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR609	CO1	ADBR609CO1	Identify marketing research problems
ADBR609	CO2	ADBR609CO2	Create Marketing Research Designs
ADBR609	CO3	ADBR609CO3	Identify methods and Tools for research designs
ADBR609	CO4	ADBR609CO4	Analyse data
ADBR609	CO5	ADBR609CO5	Report findings
ADBR609	CO6	ADBR609CO6	Synthesize marketing research and analytics for businesses
ADBR609	CO7	ADBR609CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR609	CO8	ADBR609CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR609	CO9	ADBR609CO9	Demonstrate ability to work in a team effectively
ADBR609	CO10	ADBR609CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
COMS501	CO1	COMS501CO1	Outline a brief history of evolution of mass media and communication theories

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COMS501	CO2	COMS501CO2	Understand the how media perpetuates structures of social hegemony, and explain how conditioning of ideas around gender, class, caste, etc are constructed
COMS501	CO3	COMS501CO3	Describe the processes of Media Deconstruction and Representation
COMS501	CO4	COMS501CO4	Explain the basic principles of political economy of media
COMS501	CO5	COMS501CO5	Illustrate a given communication situation with an appropriate theory
COMS501	CO6	COMS501CO6	Discuss and deliberate on contemporary issues in Communication
COMS501	CO7	COMS501CO7	To develop the knowledge, understanding and critical skills needed to understand the role of media in society
COMS501	CO8	COMS501CO8	Apply the theoretical knowledge to design a media research project
COMS503	CO1	COMS503CO1	Extend the ability to comprehend complex and abstract arguments and theories around culture and communication
COMS503	CO2	COMS503CO2	Develop a deep awareness of political, social and corporate issues influenced by communication and culture
COMS503	CO3	COMS503CO3	Develop a critical lens to examine culture as it influences ourselves, our relations, our media, and our understanding of society
COMS503	CO4	COMS503CO4	Identify the social implications of consumerism and advertising as an economic and cultural force
COMS503	CO5	COMS503CO5	Examine and evaluate advertisements and their fine print; issues related to representation, identity, and inequality; roles and stereotypes and the reinforcement of stereotypes.
COMS603	CO1	COMS603CO1	Understand Media Planning Process
COMS603	CO2	COMS603CO2	Familiarise with concepts, terminologies and mathematical calculations applied in the process
COMS603	CO3	COMS603CO3	Categorize Media Budgeting, Briefing, Cross Channel Evaluation & Media Mix Decision Making
COMS603	CO4	COMS603CO4	Examine media measurement to evaluate media in terms of efficiency
COMS603	CO5	COMS603CO5	Investigate and explore consumers' media usage and attitudes towards media
COMS603	CO6	COMS603CO6	Develop contextual understanding of Indian media landscape
COMS603	CO7	COMS603CO7	Arrange and design media planning and buying strategies
COMS604	CO1	COMS604CO1	Examine the concepts of media supply and demand, role and obligations of public media organisations and private players.
COMS604	CO2	COMS604CO2	Examine the functions of various media verticals and their current trends
COMS604	CO3	COMS604CO3	Understand the marketing aspects of Media Assets.
COMS604	CO4	COMS604CO4	Understand the opportunities and challenges of new technologies in the media sector and it impact on media businesses and business models.
COMS604	CO5	COMS604CO5	Apply business and management principles to strategic media business decisions
COMS604	CO6	COMS604CO6	Understand global and local trends and adapt to new media realities
COMS604	CO7	COMS604CO7	Understand the role of ethics in media management
COMS605	CO1	COMS605CO1	Know concepts in Human Centered Design and UX Design
COMS605	CO2	COMS605CO2	Understand methods and techniques used in the UX Design lifecycle from user research, problem definition, conceptualisation, solution development and validation
COMS605	CO3	COMS605CO3	Ability to convert design concepts in communicable form through appropriate prototypes
COMS605	CO4	COMS605CO4	Beginner level ability to apply the leanings in conducting user research, creating design artefacts (e.g. personas, scenarios ...) and conceptualising the UX design solutions

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COMS607	CO1	COMS607CO1	Identify constituents of Life spaces, Life Roles – Career Choices in a turbulent unprecedented new environment.
COMS607	CO2	COMS607CO2	Explore the relationships and their dynamics both family and peers impacting life roles and social roles as well as self-worth and wellbeing.
COMS607	CO3	COMS607CO3	Explore the career choices influenced by social and educational institutions as well as relationships.
COMS607	CO4	COMS607CO4	Create coherence across multiple roles and multiple systems.
DMAC606	CO1	DMAC606CO1	Explain how various paid ad formats can help clients meet differing performance and branding goals
DMAC606	CO2	DMAC606CO2	Create display and shopping campaigns and various display ads
DMAC606	CO3	DMAC606CO3	Measure ad performance of display ads and optimize display campaigns
DMAC606	CO4	DMAC606CO4	Use proprietary platforms like Google Adword and Facebook Business Manager to make display campaign and manage it
DMAC606	CO5	DMAC606CO5	Explain RTB, programmatic bidding and the players involved in this process
DMAC606	CO6	DMAC606CO6	Explain the Reserve buying process and importance of the same in current scenario
DMAC606	CO7	DMAC606CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC606	CO8	DMAC606CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC606	CO9	DMAC606CO9	Demonstrate ability to work in a team effectively
DMAC606	CO10	DMAC606CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC616	CO1	DMAC616CO1	Explain the nuances of how digital business differs from traditional businesses in terms of people, process and mindset
DMAC616	CO2	DMAC616CO2	Write a marketing plan for the e-commerce store
DMAC616	CO3	DMAC616CO3	Apply Business Model Canvas, Customer Development Process and Lean Startup Methodology frameworks to different digital businesses
DMAC616	CO4	DMAC616CO4	Explain the basics of agile methodology
DMAC616	CO5	DMAC616CO5	Explain the range of forces that are driving digital disruption
DMAC616	CO6	DMAC616CO6	Use the knowledge to launch a digital startup
DMAC616	CO7	DMAC616CO7	Demonstrate business mind-set
DMAC616	CO8	DMAC616CO8	Apply the knowledge to design a web store on SaaS platform
DMAC616	CO9	DMAC616CO9	Apply the knowledge to set up e-commerce organization
DMAC616	CO10	DMAC616CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC616	CO11	DMAC616CO11	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC616	CO12	DMAC616CO12	Demonstrate ability to work in a team effectively
DMAC616	CO13	DMAC616CO13	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC617	CO1	DMAC617CO1	Demonstrate knowledge and understanding of the Specialized area of direct marketing, strategy development.
DMAC617	CO2	DMAC617CO2	Critically analyze data in developing a direct marketing plan for a specific product or service
DMAC617	CO3	DMAC617CO3	Plan strategic online CRM programmes with an understanding of eCRM key performance metrics

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DMAC617	CO4	DMAC617CO4	Apply critical thinking and teamwork, to create, and assess a range of options to exploit market opportunities and solve marketing problems using direct marketing.
DMAC617	CO5	DMAC617CO5	Create a practical, actionable customer touchpoint plan (or 'customer journey')
DMAC617	CO6	DMAC617CO6	Understand how to make the most of online CRM as a way to integrate marketing activities
DMAC617	CO7	DMAC617CO7	Understanding eCRM metrics and attribution modelling
DMAC617	CO8	DMAC617CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC617	CO9	DMAC617CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC617	CO10	DMAC617CO10	Demonstrate ability to work in a team effectively
DMAC617	CO11	DMAC617CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC618	CO1	DMAC618CO1	Understand how the digital age has affected reputation management
DMAC618	CO2	DMAC618CO2	Understand how to utilise the audience as co-creator of the story and brand
DMAC618	CO3	DMAC618CO3	Apply the learning to manage the reputation of a brand online and various strategies to do the same
DMAC618	CO4	DMAC618CO4	Understand how to manage a crisis and respond appropriately across multiple online platforms
DMAC618	CO5	DMAC618CO5	Analyse how few brands have been authentic and manage to speak 'beyond the corporate voice'
DMAC618	CO6	DMAC618CO6	Apply the learning to use various ORM tools
DMAC618	CO7	DMAC618CO7	Create a strong participatory culture to engage your audience
DMAC618	CO8	DMAC618CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC618	CO9	DMAC618CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC618	CO10	DMAC618CO10	Demonstrate ability to work in a team effectively
DMAC618	CO11	DMAC618CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FINC504	CO1	FINC504CO1	Evaluate the profitability and risk of investment projects
FINC504	CO2	FINC504CO2	Assess the non – quantifiable elements of capital investment decisions
FINC504	CO3	FINC504CO3	Determine the cost of debt, cost of equity and WACC
FINC504	CO4	FINC504CO4	Evaluate the costs and benefits of alternative financing strategies
FINC504	CO5	FINC504CO5	Evaluate company financial condition and prospective financial performance with a view to develop valuation
FINC504	CO6	FINC504CO6	Analyse financial statements and provide a detailed interpretation of the same
FINC504	CO7	FINC504CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
FINC504	CO8	FINC504CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
FINC504	CO9	FINC504CO9	Demonstrate ability to work in a team effectively
FINC504	CO10	FINC504CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FLTV513	CO1	FLTV513CO1	Identify composition, framing and other key visual elements across different forms of visual representation
FLTV513	CO2	FLTV513CO2	To apply knowledge of form and context in visual analysis
FLTV513	CO3	FLTV513CO3	To build confidence in interpreting screen based media's powers of representation
FLTV513	CO4	FLTV513CO4	To develop the knowledge, understanding and critical skills needed to critically interrogate the role of visual media in society
FLTV513	CO5	FLTV513CO5	To justify one's own position with respect to how a film produces artistic and cultural meaning
FLTV513	CO6	FLTV513CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
FLTV513	CO7	FLTV513CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
FLTV513	CO8	FLTV513CO8	Demonstrate ability to work in a team effectively
FLTV513	CO9	FLTV513CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development

## MBA (CM) Course Outcomes

FLTV604	CO1	FLTV604CO1	Understand concepts and theories applicable in entertainment industry
FLTV604	CO2	FLTV604CO2	Understand customers/audience in entertainment business and generate insights
FLTV604	CO3	FLTV604CO3	Understand different sub-sectors within the media and entertainment business
FLTV604	CO4	FLTV604CO4	Learn best management and marketing approaches in Entertainment sector
FLTV604	CO5	FLTV604CO5	Relevance of history of consumption of leisure and business of entertainment and their impact on society
FLTV604	CO6	FLTV604CO6	Research in media management
FLTV604	CO7	FLTV604CO7	To explore and appreciate entrepreneurial options in the industry
FLTV604	CO8	FLTV604CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
FLTV604	CO9	FLTV604CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
FLTV604	CO10	FLTV604CO10	Demonstrate ability to work in a team effectively
FLTV604	CO11	FLTV604CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FLTV617	CO1	FLTV617CO1	Know different systems of Film Production from early times to present
FLTV617	CO2	FLTV617CO2	Understand the roles and responsibilities of each Film Production department
FLTV617	CO3	FLTV617CO3	Have a strong knowledge of practical and efficient ways of producing films.
FLTV617	CO4	FLTV617CO4	Get introduced to film production software
FLTV617	CO5	FLTV617CO5	Understand the Film Production practice through a production process.
FLTV617	CO6	FLTV617CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
FLTV617	CO7	FLTV617CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
FLTV617	CO8	FLTV617CO8	Demonstrate ability to work in a team effectively
FLTV617	CO9	FLTV617CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FLTV618	CO1	FLTV618CO1	Understand revenue drivers of the Indian film industry
FLTV618	CO2	FLTV618CO2	History and evolution of Indian Film Industry
FLTV618	CO3	FLTV618CO3	Key players and their business strategies in Indian Film Exhibition
FLTV618	CO4	FLTV618CO4	Film Marketing and Distribution
FLTV618	CO5	FLTV618CO5	Develop a film marketing plan/ campaign
FLTV618	CO6	FLTV618CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
FLTV618	CO7	FLTV618CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
FLTV618	CO8	FLTV618CO8	Demonstrate ability to work in a team effectively
FLTV618	CO9	FLTV618CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMG535	CO1	GMG535CO1	Students will clearly learn Visualization models and applications
GMG535	CO2	GMG535CO2	Students will be able to apply appropriate frameworks for data analysis and various analytics techniques
GMG535	CO3	GMG535CO3	Students will be able to use Tableau extensively to create the visualizations and storytelling around the visuals/ dashboards and reports.
GMG535	CO4	GMG535CO4	Apply a systematic approach to solve problems arising in classroom and professional settings
GMG535	CO5	GMG535CO5	Demonstrate knowledge of relevant concepts and its application in employment settings
GMG535	CO6	GMG535CO6	Demonstrate ability to work in a team effectively
GMG535	CO7	GMG535CO7	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
JRLM610	CO1	JRLM610CO1	Explain the purpose of law and ethics in society
JRLM610	CO2	JRLM610CO2	Interpret the important theories of ethics
JRLM610	CO3	JRLM610CO3	Understand the purpose of media regulation in society
JRLM610	CO4	JRLM610CO4	Describe the essential media laws in India
JRLM610	CO5	JRLM610CO5	Acquainted the Journalistic code of conduct
ADBR502	CO1	ADBR502CO1	Gather consumer input for brand planning
ADBR502	CO2	ADBR502CO2	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR502	CO3	ADBR502CO3	Analyse advertising campaigns
ADBR502	CO4	ADBR502CO4	Explain the agency structure
ADBR502	CO5	ADBR502CO5	Prepare brand campaigns

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ADBR502	CO6	ADBR502CO6	Evolve the 'Big' idea for a campaign
ADBR502	CO7	ADBR502CO7	Write creative briefs
ADBR502	CO8	ADBR502CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR502	CO9	ADBR502CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR502	CO10	ADBR502CO10	Demonstrate ability to work in a team effectively
ADBR503	CO1	ADBR503CO1	Explain the importance of brand building in creating business value
ADBR503	CO2	ADBR503CO2	Demonstrate ability to work in a team effectively
ADBR503	CO3	ADBR503CO3	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR503	CO4	ADBR503CO4	Outline the process that companies follow before launching a new product
ADBR503	CO5	ADBR503CO5	Explain the concept of consumer based brand equity and how it is built by brands
ADBR503	CO6	ADBR503CO6	Summarize the key considerations while creating brand architecture
ADBR503	CO7	ADBR503CO7	Summarize how brand portfolio is structured and maintained
ADBR503	CO8	ADBR503CO8	Explain how a go to market strategy is constructed for a new launch
ADBR503	CO9	ADBR503CO9	Demonstrate how a marketing plan is built by brand managers
ADBR503	CO10	ADBR503CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR503	CO11	ADBR503CO11	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR606	CO1	ADBR606CO1	Develop a basic understanding of what PR is, what corporate communication is, and how events add value to a Brand.
ADBR606	CO2	ADBR606CO2	Compare and contrast the role of Events, PR and Corporate Communications in organisations and understand the different views of PR and corporate communication and the influence they have on various stakeholders.
ADBR606	CO3	ADBR606CO3	Evaluate the key constructs of corporate communications and public relations to better understand how they fit in with a Brand's strategy.
ADBR606	CO4	ADBR606CO4	Identify how public relations can empower organisations to accomplish marketing and corporate objectives.
ADBR606	CO5	ADBR606CO5	Construct and understand the ethical and societal framework in which public relations functions.
ADBR606	CO6	ADBR606CO6	Analyse and critique the attitude used by corporations and organizations to communicate externally and internally, based on the understanding of theories of PR and corporate communication
ADBR606	CO7	ADBR606CO7	To evaluate the impact of communication technologies on reputation management and explore problem solving strategies associated with crisis communication
ADBR606	CO8	ADBR606CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
ADBR606	CO9	ADBR606CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR606	CO10	ADBR606CO10	Demonstrate ability to work in a team effectively
ADBR606	CO11	ADBR606CO11	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR611	CO1	ADBR611CO1	Understand the key elements of sports marketing and Management
ADBR611	CO2	ADBR611CO2	Demonstrate knowledge of relevant concepts and its application in employment settings
ADBR611	CO3	ADBR611CO3	Demonstrate ability to work in a team effectively



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ADBR611	CO4	ADBR611CO4	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
ADBR611	CO5	ADBR611CO5	Understand franchise model in sports industry
ADBR611	CO6	ADBR611CO6	Understand and evaluate various business and revenue models in the industry
ADBR611	CO7	ADBR611CO7	Understand role of sponsorship programs in sports industry
ADBR611	CO8	ADBR611CO8	Analyse and evaluate sports audience engagement and draw insights
ADBR611	CO9	ADBR611CO9	Develop sports marketing plans
ADBR611	CO10	ADBR611CO10	Interactive games and fantasy sports
ADBR611	CO11	ADBR611CO11	Artist and Brand management in sports
ADBR611	CO12	ADBR611CO12	Apply a systematic approach to solve problems arising in classroom and professional settings
BUAN602	CO1	BUAN602CO1	Students will be able to use big data framework of GCP.
BUAN602	CO2	BUAN602CO2	Students will be able to use big data framework of AWS.
BUAN602	CO3	BUAN602CO3	Students will be able to use analytics services of GCP.
BUAN602	CO4	BUAN602CO4	Students will be able to use analytics services of AWS.
BUAN602	CO5	BUAN602CO5	Apply a systematic approach and employ latest computational technologies to solve problems arising in classroom and professional settings
BUAN602	CO6	BUAN602CO6	Demonstrate knowledge of relevant Business Analytics concepts and how this applies to practice to enhance employability in the Data analytics domain.
BUAN602	CO7	BUAN602CO7	Reflect critically upon own professional skills and employability prospects.
BUAN602	CO8	BUAN602CO8	Demonstrate ability to work in a team effectively
BUAN602	CO9	BUAN602CO9	Demonstrate ability to work in a team effectively
DANC105	CO1	DANC105CO1	Identify and explain how different limbs are put to use in movement in Contemporary Dance
DANC105	CO2	DANC105CO2	Distinguish and demonstrate various components and techniques of contemporary dance
DANC105	CO3	DANC105CO3	Reproduce different movements and recognise aspects of movement
DANC105	CO4	DANC105CO4	Show development of movement vocabulary and demonstrate a dance composition
DANC105	CO5	DANC105CO5	Describe, Discuss and explain Dance Terminology in Ballet and concepts in Contemporary Dance
DANC105	CO6	DANC105CO6	Identify, discuss or explain different components of Contemporary dance
DESG105	CO1	DESG105CO1	Understand the concept of Design Thinking
DESG105	CO2	DESG105CO2	Appreciate the role of Qualitative research in Design Thinking
DESG105	CO3	DESG105CO3	Understand the process of Design Thinking
DESG105	CO4	DESG105CO4	Demonstrate the methods, processes and tools used in Design Thinking
DESG105	CO5	DESG105CO5	Apply Design Thinking in various Business situations
DMAC502	CO1	DMAC502CO1	Understand Digital world concepts

## MBA (CM) Course Outcomes

DMAC502	CO2	DMAC502CO2	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC502	CO3	DMAC502CO3	Explain Digital campaign concepts
DMAC502	CO4	DMAC502CO4	Understand Idea generation frameworks
DMAC502	CO5	DMAC502CO5	Presenting a digital first strategy- introduction
DMAC502	CO6	DMAC502CO6	Discuss measurement metrics
DMAC502	CO7	DMAC502CO7	Understanding historical context of the internet & the future
DMAC502	CO8	DMAC502CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC502	CO9	DMAC502CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC502	CO10	DMAC502CO10	Demonstrate ability to work in a team effectively
DMAC503	CO1	DMAC503CO1	Understand Personal branding techniques
DMAC503	CO2	DMAC503CO2	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC503	CO3	DMAC503CO3	Demonstrate ability to work in a team effectively
DMAC503	CO4	DMAC503CO4	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC503	CO5	DMAC503CO5	Evaluate Content strategy to content execution development
DMAC503	CO6	DMAC503CO6	Compare and contrast Media and content vehicles- deeper understanding
DMAC503	CO7	DMAC503CO7	Perspective: Assess podcasting
DMAC503	CO8	DMAC503CO8	Perspective: Assess Instagram
DMAC503	CO9	DMAC503CO9	Perspective: Assess Youtube
DMAC503	CO10	DMAC503CO10	Perspective: Assess LinkedIn
DMAC503	CO11	DMAC503CO11	Perspectives: Assess Tiktok, Pinterest, Twitter
DMAC503	CO12	DMAC503CO12	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC602	CO1	DMAC602CO1	To understand and use different tools of search marketing for fulfilling the business objective
DMAC602	CO2	DMAC602CO2	Demonstrate ability to work in a team effectively
DMAC602	CO3	DMAC602CO3	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC602	CO4	DMAC602CO4	To prepare media plan for search logically with the help of data that is available through various tools and to create search and display campaigns
DMAC602	CO5	DMAC602CO5	Create PPC campaign and manage it
DMAC602	CO6	DMAC602CO6	Measure ad performance and optimize campaigns
DMAC602	CO7	DMAC602CO7	Use proprietary platforms like Google Adwords to make search and shopping ads
DMAC602	CO8	DMAC602CO8	Apply Seo practices and suggest changes in the website from an seo point of view
DMAC602	CO9	DMAC602CO9	Use Adwords editor to create and manage bulk campaigns

## MBA (CM) Course Outcomes

DMAC602	CO10	DMAC602CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC602	CO11	DMAC602CO11	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC604	CO1	DMAC604CO1	Understand what social media is, the various channels through which it operates, and its role in marketing strategy
DMAC604	CO2	DMAC604CO2	Leverage the power of social media to transform your business
DMAC604	CO3	DMAC604CO3	Build an engaging & effective social media strategy for your business
DMAC604	CO4	DMAC604CO4	Create paid media plan of various social media platforms
DMAC604	CO5	DMAC604CO5	Understanding various optimization techniques for execution of campaigns
DMAC604	CO6	DMAC604CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC604	CO7	DMAC604CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC604	CO8	DMAC604CO8	Demonstrate ability to work in a team effectively
DMAC604	CO9	DMAC604CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC605	CO1	DMAC605CO1	Analyse Past and present trends
DMAC605	CO2	DMAC605CO2	Identify inflexion points
DMAC605	CO3	DMAC605CO3	Develop digital futures frameworks for society
DMAC605	CO4	DMAC605CO4	Create digital futures frameworks for self and career
DMAC605	CO5	DMAC605CO5	Compose digital futures frameworks for business
DMAC605	CO6	DMAC605CO6	Understand future trends and patterns
DMAC605	CO7	DMAC605CO7	Evaluate Short, medium and long term prediction management
DMAC605	CO8	DMAC605CO8	Create usecases for digital futures
DMAC605	CO9	DMAC605CO9	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC605	CO10	DMAC605CO10	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC605	CO11	DMAC605CO11	Demonstrate ability to work in a team effectively
DMAC605	CO12	DMAC605CO12	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC607	CO1	DMAC607CO1	Identify data sources and requirements in specific business applications
DMAC607	CO2	DMAC607CO2	Demonstrate ability to work in a team effectively
DMAC607	CO3	DMAC607CO3	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC607	CO4	DMAC607CO4	Define relevant KPIs for specific marketing objectives
DMAC607	CO5	DMAC607CO5	Use analytics tools like Google Analytics and Tag Manager to monitor performance and measure results
DMAC607	CO6	DMAC607CO6	Use site-analytics reports to find traffic and conversion opportunities
DMAC607	CO7	DMAC607CO7	Use Social Media Analytics reports to monitor campaign performance

## MBA (CM) Course Outcomes

DMAC607	CO8	DMAC607CO8	Create custom campaign reports using both social and web analytics tools
DMAC607	CO9	DMAC607CO9	Use attribution techniques to determine Marketing RoAS
DMAC607	CO10	DMAC607CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC607	CO11	DMAC607CO11	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC613	CO1	DMAC613CO1	"Read" user interfaces and evaluate them
DMAC613	CO2	DMAC613CO2	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC613	CO3	DMAC613CO3	Demonstrate ability to work in a team effectively
DMAC613	CO4	DMAC613CO4	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DMAC613	CO5	DMAC613CO5	Develop an on point UX strategy
DMAC613	CO6	DMAC613CO6	Develop customer journeys
DMAC613	CO7	DMAC613CO7	Create appropriate information architecture and artefacts
DMAC613	CO8	DMAC613CO8	Plan and execute user research
DMAC613	CO9	DMAC613CO9	Convert user research into interface enhancements
DMAC613	CO10	DMAC613CO10	Convert user research into customer journey improvements
DMAC613	CO11	DMAC613CO11	Presentation of user experience design
DMAC613	CO12	DMAC613CO12	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC613	CO13	DMAC613CO13	Explain the management styles of family managed businesses
DMAC613	CO14	DMAC613CO14	Describe the challenges faced by family managed businesses
DMAC613	CO15	DMAC613CO15	Justify the need to professionalize a family managed business
DMAC613	CO16	DMAC613CO16	Create a vision document for a family managed business
DMAC613	CO17	DMAC613CO17	Summarize the need to adopt contemporary technology
DMAC613	CO18	DMAC613CO18	Illustrate the relevance of tech-enabled processes and systems
DMAC613	CO19	DMAC613CO19	Model the induction of the next gen into a family managed business
DMAC613	CO20	DMAC613CO20	Outline the role of intrapreneurship and corporate entrepreneurship
DMAC613	CO21	DMAC613CO21	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
DMAC613	CO22	DMAC613CO22	Understanding of issues associated with securing and managing financial resources in new and established organisations
DMAC614	CO1	DMAC614CO1	To understand the process of creating content for personal branding and for business
DMAC614	CO2	DMAC614CO2	To understand the different channels available and when and how to use the same
DMAC614	CO3	DMAC614CO3	To use Facebook and Instagram platforms to create content and understand the variations
DMAC614	CO4	DMAC614CO4	To use Youtube as a platform and create content that has reach and impact

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DMAC614	CO5	DMAC614CO5	To be able to use tools like Adobe Photoshop and Premiere Pro to create social media content
DMAC614	CO6	DMAC614CO6	To create content and video for platforms like taka tak, twitter, pinterest
DMAC614	CO7	DMAC614CO7	Apply a systematic approach to solve problems arising in classroom and professional settings
DMAC614	CO8	DMAC614CO8	Demonstrate knowledge of relevant concepts and its application in employment settings
DMAC614	CO9	DMAC614CO9	Demonstrate ability to work in a team effectively
DMAC614	CO10	DMAC614CO10	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
DRPT101	CO1	DRPT101CO1	Pencil rendering techniques, 2D painting
DRPT101	CO2	DRPT101CO2	Crayon, color pencil rendering techniques, 2D paintings
DRPT101	CO3	DRPT101CO3	Color theory, primary, secondary, warm, cool, complimentary, analogous colors, tints and shades
DRPT101	CO4	DRPT101CO4	2D paintings with poster colours
DRPT101	CO5	DRPT101CO5	Techniques of water colours and simple landscapes
DRPT101	CO6	DRPT101CO6	Cave paintings in Europe and India, European Renaissance contributions, 2-3 artists and their paintings from Early and High Renaissance, Miniature paintings, Razmanama, Raagamala, folk art paintings
DRPT101	CO7	DRPT101CO7	Indian folk art paintings
DRPT101	CO8	DRPT101CO8	Readings, reflections
ECON521	CO1	ECON521CO1	Understand basic principles of managerial economics and make use of macroeconomic data in decision making with regard to pricing of products / services
ECON521	CO2	ECON521CO2	Comprehend public policy and functioning of economy
ECON521	CO3	ECON521CO3	Answer a variety of strategic questions that arise in the market place and everyday life
ECON521	CO4	ECON521CO4	Minimise misallocations that result from externalities
ECON521	CO5	ECON521CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
ECON521	CO6	ECON521CO6	Understand the importance of discipline knowledge and skills that helps in working in the industry, government or think-tanks.
ECON521	CO7	ECON521CO7	Communicate clearly, concisely and correctly using written, spoken, and visual mediums that helps in enhancing employment opportunities.
ECON522	CO1	ECON522CO1	Understand the conceptual meaning of various macroeconomic variables, such as national income, inflation, unemployment, and their measurements.
ECON522	CO2	ECON522CO2	Learn the causes of business cycles and determinants of economic growth
ECON522	CO3	ECON522CO3	Know the tools and roles of the stabilization policy, i.e., fiscal, monetary and foreign exchange rate , in countering business cycles and promoting economic growth.
ECON522	CO4	ECON522CO4	Get a feel of the global economic environment
ECON522	CO5	ECON522CO5	Analyse the macroeconomic issues discussed in the financial dailies.
ECON522	CO6	ECON522CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
ECON522	CO7	ECON522CO7	Understand the importance of discipline knowledge and skills that helps in working in the industry, government or think-tanks.
ECON522	CO8	ECON522CO8	Communicate clearly, concisely and correctly using written, spoken, and visual mediums that helps in enhancing employment opportunities.
ENTS504	CO1	ENTS504CO1	Describe the types of innovation
ENTS504	CO2	ENTS504CO2	Explain the innovation process
ENTS504	CO3	ENTS504CO3	Illustrate the relevance of grassroot innovations
ENTS504	CO4	ENTS504CO4	Recognize the issues in commercializing innovations
ENTS504	CO5	ENTS504CO5	Analyze innovations in business models
ENTS504	CO6	ENTS504CO6	Identify potential innovations in the Indian context
ENTS504	CO7	ENTS504CO7	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS504	CO8	ENTS504CO8	Understanding of issues associated with securing and managing financial resources in new and established organisations

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ENTS603	CO1	ENTS603CO1	Explain the elements of a good business plan
ENTS603	CO2	ENTS603CO2	Demonstrate a holistic and integrated view of business
ENTS603	CO3	ENTS603CO3	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS603	CO4	ENTS603CO4	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS603	CO5	ENTS603CO5	Analyse the industry and competitors in a given sector
ENTS603	CO6	ENTS603CO6	Identify the market opportunity that the business plan seeks to address
ENTS603	CO7	ENTS603CO7	Identify the resource requirements for the business
ENTS603	CO8	ENTS603CO8	Calculate the funding required to start and operate the business
ENTS603	CO9	ENTS603CO9	Prepare a list of assumptions to set up, operate and make the business successful
ENTS603	CO10	ENTS603CO10	Explain the nuances related to new venture financing
ENTS603	CO11	ENTS603CO11	Write a business plan for a venture
ENTS603	CO12	ENTS603CO12	Illustrate how the value of a business increases
ENTS604	CO1	ENTS604CO1	Relate to the dynamics of family managed business
ENTS604	CO2	ENTS604CO2	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS604	CO3	ENTS604CO3	Explain the issues in succession and retirement planning
ENTS604	CO4	ENTS604CO4	Recognize the relevance of financial protection of family assets
ENTS604	CO5	ENTS604CO5	Create a growth strategy for a family managed business
ENTS604	CO6	ENTS604CO6	Describe the elements which create competitive advantage for a family managed business
ENTS604	CO7	ENTS604CO7	Recognize the issues in hiring professionals and the next gen in a family business
ENTS604	CO8	ENTS604CO8	Explain the importance of intrapreneurship in family businesses
ENTS604	CO9	ENTS604CO9	Assess the competencies for growth of family businesses
ENTS604	CO10	ENTS604CO10	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS605	CO1	ENTS605CO1	Explain the elements of a good business plan
ENTS605	CO2	ENTS605CO2	Demonstrate a holistic and integrated view of business
ENTS605	CO3	ENTS605CO3	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS605	CO4	ENTS605CO4	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS605	CO5	ENTS605CO5	Analyse the industry and competitors in a given sector
ENTS605	CO6	ENTS605CO6	Identify the market opportunity that the business plan seeks to address
ENTS605	CO7	ENTS605CO7	Identify the resource requirements for the business
ENTS605	CO8	ENTS605CO8	Calculate the funding required to start and operate the business
ENTS605	CO9	ENTS605CO9	Prepare a list of assumptions to set up, operate and make the business successful
ENTS605	CO10	ENTS605CO10	Explain the nuances related to new venture financing
ENTS605	CO11	ENTS605CO11	Write a business plan for a venture
ENTS605	CO12	ENTS605CO12	Illustrate how the value of a business increases
ENTS610	CO1	ENTS610CO1	Differentiate between the mind of a business owner and an entrepreneur
ENTS610	CO2	ENTS610CO2	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS610	CO3	ENTS610CO3	Develop an ability to generate business ideas
ENTS610	CO4	ENTS610CO4	Convert an idea into an opportunity
ENTS610	CO5	ENTS610CO5	Apply the concept of design thinking
ENTS610	CO6	ENTS610CO6	Practice the principles of effectuation
ENTS610	CO7	ENTS610CO7	Create a minimum viable product
ENTS610	CO8	ENTS610CO8	Design a value proposition
ENTS610	CO9	ENTS610CO9	Create a business model canvas
ENTS610	CO10	ENTS610CO10	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS611	CO1	ENTS611CO1	Explain the concept of business and entrepreneurship
ENTS611	CO2	ENTS611CO2	Compare and contrast the types of entrepreneurs
ENTS611	CO3	ENTS611CO3	Illustrate the need for entrepreneurs to be resourceful and resilient
ENTS611	CO4	ENTS611CO4	Describe the process of starting and growing an enterprise
ENTS611	CO5	ENTS611CO5	Identify and predict the pitfalls and struggles of an entrepreneur
ENTS611	CO6	ENTS611CO6	Relate to the journey of an entrepreneur
ENTS611	CO7	ENTS611CO7	Explain the failure and success of enterprises
ENTS611	CO8	ENTS611CO8	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities

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ENTS611	CO9	ENTS611CO9	Understanding of issues associated with securing and managing financial resources in new and established organisations
ENTS612	CO1	ENTS612CO1	Describe the concept of corporate entrepreneurship.
ENTS612	CO2	ENTS612CO2	Discuss the influence of organization culture on corporate entrepreneurship
ENTS612	CO3	ENTS612CO3	Describe how the younger workforce influences innovation
ENTS612	CO4	ENTS612CO4	Explain the models of corporate entrepreneurship
ENTS612	CO5	ENTS612CO5	Show how corporate entrepreneurship enhances employee engagement and retention
ENTS612	CO6	ENTS612CO6	Evaluate the organization's readiness for corporate entrepreneurship
ENTS612	CO7	ENTS612CO7	Understanding of key concepts underpinning entrepreneurship and its application in product/ service/ process opportunities
ENTS612	CO8	ENTS612CO8	Understanding of issues associated with securing and managing financial resources in new and established organisations
ESPN101	CO1	ESPN101CO1	Remember and recall pronunciation
ESPN101	CO2	ESPN101CO2	Remember and recall conjugation of verbs
ESPN101	CO3	ESPN101CO3	Understand simple questions and answer them
ESPN101	CO4	ESPN101CO4	Understand and use basic grammatical structures
ESPN101	CO5	ESPN101CO5	Understand and use present tense
ESPN101	CO6	ESPN101CO6	Remember and recall simple vocabulary
ESPN101	CO7	ESPN101CO7	Use of four language skills: reading, listening, writing and speaking
ESPN101	CO8	ESPN101CO8	Understand the language in its social and cultural contexts
FLTV504	CO1	FLTV504CO1	To learn and understand to differentiate The real and the imagined.
FLTV504	CO2	FLTV504CO2	Shoot basic scenes. The learner is expected to be able to: Compose still images adhering to composition rules Shoot moving images adhering to screen grammar. Shoot a 6 shot/10 shots short film.
FLTV504	CO3	FLTV504CO3	Shot-break down, continuity, transitions and narrative flow.
FLTV504	CO4	FLTV504CO4	At the end of the course, students should be in a position to write, shoot and edit a short PROCESS film or a scene up to 5 minutes in duration.
FLTV504	CO5	FLTV504CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
FLTV504	CO6	FLTV504CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
FLTV504	CO7	FLTV504CO7	Demonstrate ability to work in a team effectively
FLTV504	CO8	FLTV504CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
FREN101	CO1	FREN101CO1	Remember and recall French pronunciation
FREN101	CO2	FREN101CO2	Remember, recall and classify first and third group verb conjugations
FREN101	CO3	FREN101CO3	Understand simple questions and respond to them
FREN101	CO4	FREN101CO4	Use basic grammatical structures
FREN101	CO5	FREN101CO5	Understand and use the present tense
FREN101	CO6	FREN101CO6	Remember and recall simple vocabulary
FREN101	CO7	FREN101CO7	Use the four language skills: reading, listening, speaking and writing in daily activities
FREN101	CO8	FREN101CO8	Understand the language in a cultural and social context
FREN102	CO1	FREN102CO1	Understand more advanced grammatical structures
FREN102	CO2	FREN102CO2	Classify and respond to more advanced interrogative patterns
FREN102	CO3	FREN102CO3	Identify and apply the different negative constructions
FREN102	CO4	FREN102CO4	Understand and respond to more advanced written and audio material
FREN102	CO5	FREN102CO5	Provide multiple responses using the past tenses
FREN102	CO6	FREN102CO6	Identify different sports and body parts
FREN102	CO7	FREN102CO7	Respond to questions on transport and travel
FREN102	CO8	FREN102CO8	Carry out comparisons between people and things using adjectives
GMGT504	CO1	GMGT504CO1	Understand the communication processes at an organizational and individual level
GMGT504	CO2	GMGT504CO2	Demonstrate knowledge of relevant concepts and its application in employment settings

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GMGT504	CO3	GMGT504CO3	Demonstrate ability to work in a team effectively
GMGT504	CO4	GMGT504CO4	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT504	CO5	GMGT504CO5	Evaluate communication styles and their contextual usages
GMGT504	CO6	GMGT504CO6	Comprehend individual vs. team communication
GMGT504	CO7	GMGT504CO7	Understand non-verbal communication
GMGT504	CO8	GMGT504CO8	Create and deliver effective presentations to various internal, external and global stakeholders
GMGT504	CO9	GMGT504CO9	Learn how to address internal, external and global audience through a written report
GMGT504	CO10	GMGT504CO10	Develop negotiation skills
GMGT504	CO11	GMGT504CO11	Apply tools to resolve conflict
GMGT504	CO12	GMGT504CO12	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT530	CO1	GMGT530CO1	Understand the concept of Leadership
GMGT530	CO2	GMGT530CO2	Reflect on self as a leader
GMGT530	CO3	GMGT530CO3	Demonstrate Leadership ability
GMGT530	CO4	GMGT530CO4	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT530	CO5	GMGT530CO5	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT530	CO6	GMGT530CO6	Demonstrate ability to work in a team effectively
GMGT530	CO7	GMGT530CO7	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT531	CO1	GMGT531CO1	Learn to utilise existing and potential creativity of self
GMGT531	CO2	GMGT531CO2	Engage and explore the creativity of others
GMGT531	CO3	GMGT531CO3	Become capable of continuous creativity
GMGT531	CO4	GMGT531CO4	Build a value chain of creativity -- for successful branding
GMGT531	CO5	GMGT531CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT531	CO6	GMGT531CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT531	CO7	GMGT531CO7	Demonstrate ability to work in a team effectively
GMGT531	CO8	GMGT531CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT532	CO1	GMGT532CO1	Understand personal grooming
GMGT532	CO2	GMGT532CO2	Understand work etiquettes
GMGT532	CO3	GMGT532CO3	Analyze and re-think their current email, social media and online behaviour
GMGT532	CO4	GMGT532CO4	Appreciate multiple types of diversity within organisations
GMGT532	CO5	GMGT532CO5	Apply a systematic approach to solve problems arising in classroom and professional settings



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GMGT532	CO6	GMGT532CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT532	CO7	GMGT532CO7	Demonstrate ability to work in a team effectively
GMGT532	CO8	GMGT532CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
GMGT534	CO1	GMGT534CO1	Understand the importance and apply various types of thinking frameworks
GMGT534	CO2	GMGT534CO2	Paraphrase some important elements of business disciplines
GMGT534	CO3	GMGT534CO3	Recall some important design thinking principles
GMGT534	CO4	GMGT534CO4	Recall important principles enunciated by important people in business and industry
GMGT534	CO5	GMGT534CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
GMGT534	CO6	GMGT534CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
GMGT534	CO7	GMGT534CO7	Understand and follow thinking from first principles
GMGT534	CO8	GMGT534CO8	Predict the consequences of actions at second and higher order levels
GMGT534	CO9	GMGT534CO9	Apply probabilistic thinking principles in uncertain situations
GMGT534	CO10	GMGT534CO10	Distinguish between correlation and causality
GMGT534	CO11	GMGT534CO11	Paraphrase the principles scientific reasoning
GMGT534	CO12	GMGT534CO12	Paraphrase some important principles underlying some of the fundamental scientific disciplines such as Physics, Chemistry, Biology
GMGT534	CO13	GMGT534CO13	Paraphrase some important principles underlying the Social Sciences such as those of Economics, Sociology, and Psychology
GMGT534	CO14	GMGT534CO14	Paraphrase some important elements of the Humanities such as Literature, Philosophy, History
GRMN101	CO1	GRMN101CO1	Remember and recall pronunciation.
GRMN101	CO2	GRMN101CO2	Remember and recall conjugation of verbs
GRMN101	CO3	GRMN101CO3	Understand simple questions and answer them
GRMN101	CO4	GRMN101CO4	Understand and use grammatical structures
GRMN101	CO5	GRMN101CO5	Understand and use present tense
GRMN101	CO6	GRMN101CO6	Remember and recall simple vocabulary
GRMN101	CO7	GRMN101CO7	Use the four language skills: reading, listening, writing, speaking
GRMN101	CO8	GRMN101CO8	Understand the language in a social and cultural context
HRMS601	CO1	HRMS601CO1	Assessing the importance of staffing process for success of business
HRMS601	CO2	HRMS601CO2	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS601	CO3	HRMS601CO3	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS601	CO4	HRMS601CO4	Demonstrate ability to work in a team effectively
HRMS601	CO5	HRMS601CO5	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.

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HRMS601	CO6	HRMS601CO6	Choose an appropriate workflow plan
HRMS601	CO7	HRMS601CO7	Select the right job analysis techniques for effective staffing
HRMS601	CO8	HRMS601CO8	Determine the appropriate selection techniques
HRMS601	CO9	HRMS601CO9	Create onboarding programs for new hires
HRMS601	CO10	HRMS601CO10	Combine career planning and succession planning techniques for optimum results
HRMS601	CO11	HRMS601CO11	Choose the right variety and level of technology in hiring
HRMS601	CO12	HRMS601CO12	Create effective retention policies and programs
HRMS601	CO13	HRMS601CO13	Apply competency based frameworks for talent management
HRMS602	CO1	HRMS602CO1	Recognize the strategic context of training.
HRMS602	CO2	HRMS602CO2	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS602	CO3	HRMS602CO3	Demonstrate ability to work in a team effectively
HRMS602	CO4	HRMS602CO4	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS602	CO5	HRMS602CO5	Apply the training needs analysis process
HRMS602	CO6	HRMS602CO6	Prepare sample training activities using different learning and motivation principles
HRMS602	CO7	HRMS602CO7	Write a set of objectives and outcomes on a specific topic.
HRMS602	CO8	HRMS602CO8	Justify the use of different training methods according to the training objectives and organizational constraints.
HRMS602	CO9	HRMS602CO9	Justify the suitability of different evaluation methods for different training programs.
HRMS602	CO10	HRMS602CO10	Interpret the role of coaching and mentoring in employee development
HRMS602	CO11	HRMS602CO11	Create a training manual on a behavioural skill
HRMS602	CO12	HRMS602CO12	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS608	CO1	HRMS608CO1	Assess utility of HR Analytics
HRMS608	CO2	HRMS608CO2	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS608	CO3	HRMS608CO3	Categorise HRM measures for different HR functions
HRMS608	CO4	HRMS608CO4	Compare metrics for the same HR function
HRMS608	CO5	HRMS608CO5	Explain the utility of different metrics for the same HR function
HRMS608	CO6	HRMS608CO6	Relate existing HR metrics to organizational goals
HRMS608	CO7	HRMS608CO7	Develop new metrics based on newly defined goals
HRMS608	CO8	HRMS608CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS608	CO9	HRMS608CO9	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS608	CO10	HRMS608CO10	Demonstrate ability to work in a team effectively

## MBA (CM) Course Outcomes

HRMS609	CO1	HRMS609CO1	Assess leadership effectiveness in different situations
HRMS609	CO2	HRMS609CO2	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS609	CO3	HRMS609CO3	Explain impact of leaders through their attributes, skills and type
HRMS609	CO4	HRMS609CO4	Synthesize conceptual knowledge of leadership effectiveness to draw inferences based on self-assessment
HRMS609	CO5	HRMS609CO5	Evaluate team processes and determinants of team effectiveness
HRMS609	CO6	HRMS609CO6	Relate types of teams to different industries and situations
HRMS609	CO7	HRMS609CO7	Prepare a set of required team characteristics in different organizational contexts
HRMS609	CO8	HRMS609CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS609	CO9	HRMS609CO9	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS609	CO10	HRMS609CO10	Demonstrate ability to work in a team effectively
HRMS610	CO1	HRMS610CO1	Describe the concept of change
HRMS610	CO2	HRMS610CO2	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS610	CO3	HRMS610CO3	Explain the impact of change on stakeholders
HRMS610	CO4	HRMS610CO4	Formulate an approach for managing change
HRMS610	CO5	HRMS610CO5	Prepare a plan to implement change
HRMS610	CO6	HRMS610CO6	Compare organizational development interventions
HRMS610	CO7	HRMS610CO7	Design organizational development interventions
HRMS610	CO8	HRMS610CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS610	CO9	HRMS610CO9	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS610	CO10	HRMS610CO10	Demonstrate ability to work in a team effectively
HRMS611	CO1	HRMS611CO1	Determine the ideal role and responsibilities of a HRBP
HRMS611	CO2	HRMS611CO2	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS611	CO3	HRMS611CO3	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS611	CO4	HRMS611CO4	Demonstrate ability to work in a team effectively
HRMS611	CO5	HRMS611CO5	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS611	CO6	HRMS611CO6	Outline the strategic role of HRM from RBV
HRMS611	CO7	HRMS611CO7	Integrating the most important strategic models of HRM for useful application
HRMS611	CO8	HRMS611CO8	Design innovative HR policies and practices for start-ups, gig-economy professionals, public sector and non-profit organizations
HRMS611	CO9	HRMS611CO9	Detect crucial aspects of people management for select service sector organizations
HRMS611	CO10	HRMS611CO10	Construct the supporting role of HR in organization's CSR and sustainability initiatives

## MBA (CM) Course Outcomes

HRMS611	CO11	HRMS611CO11	Create plans for a desirable workplace through employer branding and employer advocacy
HRMS611	CO12	HRMS611CO12	Decide the critical points on outsourcing of HR functions
HRMS611	CO13	HRMS611CO13	Design and choose right HR policies in global context
HRMS612	CO1	HRMS612CO1	Compare the role of the various factors of internal and external environment affecting an organization's effectiveness.
HRMS612	CO2	HRMS612CO2	Demonstrate ability to work in a team effectively
HRMS612	CO3	HRMS612CO3	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS612	CO4	HRMS612CO4	Prepare appropriate organizational structures for different kinds of businesses based on technology and size.
HRMS612	CO5	HRMS612CO5	Explain the role of interorganizational relationships in organizational decisions
HRMS612	CO6	HRMS612CO6	Understand the process of developing organizational culture.
HRMS612	CO7	HRMS612CO7	Identify relevant interventions for organizational change.
HRMS612	CO8	HRMS612CO8	Analyze macro-level issues to identify problems and develop multiple solutions through case studies
HRMS612	CO9	HRMS612CO9	Discuss how structure and design influence processes of decisions, conflicts, power and politics in the organizations
HRMS612	CO10	HRMS612CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS612	CO11	HRMS612CO11	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS613	CO1	HRMS613CO1	Analyse the critical importance of performance management in organizations
HRMS613	CO2	HRMS613CO2	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS613	CO3	HRMS613CO3	Demonstrate ability to work in a team effectively
HRMS613	CO4	HRMS613CO4	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS613	CO5	HRMS613CO5	Design and implement appropriate performance indicators for measuring performance
HRMS613	CO6	HRMS613CO6	Employ established conceptual frameworks for effective management of performance
HRMS613	CO7	HRMS613CO7	Apply proven techniques for measuring different dimensions of performance
HRMS613	CO8	HRMS613CO8	Select appropriate performance management process based on context
HRMS613	CO9	HRMS613CO9	Design necessary development plans for effective implementation of performance management
HRMS613	CO10	HRMS613CO10	Explain the distinction between individual and team performance characteristics
HRMS613	CO11	HRMS613CO11	Reflect on the most recent trends in performance management
HRMS613	CO12	HRMS613CO12	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS614	CO1	HRMS614CO1	Illustrate the importance and application of total reward framework
HRMS614	CO2	HRMS614CO2	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS614	CO3	HRMS614CO3	Demonstrate ability to work in a team effectively
HRMS614	CO4	HRMS614CO4	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.

## MBA (CM) Course Outcomes

HRMS614	CO5	HRMS614CO5	Apply essential concepts and frameworks to design compensation strategy
HRMS614	CO6	HRMS614CO6	Design compensation plans applying job evaluation and salary survey
HRMS614	CO7	HRMS614CO7	Develop a basic pay structure applying available data and using standard techniques
HRMS614	CO8	HRMS614CO8	Decide appropriate strategic choices regarding compensation policy and practices
HRMS614	CO9	HRMS614CO9	Develop an effective performance related pay or incentive plan suitable for a context
HRMS614	CO10	HRMS614CO10	Interpret the importance of different types of employee benefits
HRMS614	CO11	HRMS614CO11	Recognize the fundamentals of taxation on salary income
HRMS614	CO12	HRMS614CO12	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS615	CO1	HRMS615CO1	Analyse the need for HRIS and eHRM
HRMS615	CO2	HRMS615CO2	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS615	CO3	HRMS615CO3	Assess requirements for digital HR strategy
HRMS615	CO4	HRMS615CO4	Interpret application in different HR functions
HRMS615	CO5	HRMS615CO5	Plan use of digital HR to solve organizational problems
HRMS615	CO6	HRMS615CO6	Explain challenges in use of digital HR
HRMS615	CO7	HRMS615CO7	Devise implementation of digital HR
HRMS615	CO8	HRMS615CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS615	CO9	HRMS615CO9	Demonstrate knowledge of relevant concepts and how this applies in employment settings
HRMS615	CO10	HRMS615CO10	Demonstrate ability to work in a team effectively
HRMS616	CO1	HRMS616CO1	Analyse importance of employee relations
HRMS616	CO2	HRMS616CO2	Demonstrate ability to work in a team effectively
HRMS616	CO3	HRMS616CO3	Develop advanced knowledge of leadership and human resource management skills in business and management in industrial settings.
HRMS616	CO4	HRMS616CO4	Assess role of trade unions
HRMS616	CO5	HRMS616CO5	Describe ways to deal with employee grievance and discipline
HRMS616	CO6	HRMS616CO6	Explain laws related to regulation of working conditions
HRMS616	CO7	HRMS616CO7	Explain laws related to social security
HRMS616	CO8	HRMS616CO8	Explain laws related to wage and bonus
HRMS616	CO9	HRMS616CO9	Explain laws related to industrial disputes and conflict prevention
HRMS616	CO10	HRMS616CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
HRMS616	CO11	HRMS616CO11	Demonstrate knowledge of relevant concepts and how this applies in employment settings
MKTG609	CO1	MKTG609CO1	Understand concepts in B2B/Industrial Marketing

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MKTG609	CO2	MKTG609CO2	Demonstrate ability to work in a team effectively
MKTG609	CO3	MKTG609CO3	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
MKTG609	CO4	MKTG609CO4	Understand problem-solving abilities with respect to business market management.
MKTG609	CO5	MKTG609CO5	Understand Assessing Market Opportunities /Market Sensing / Negotiations / Competitive Analysis.
MKTG609	CO6	MKTG609CO6	Understand Image Identity and the Communication Process: Key Activities, Decision Makers
MKTG609	CO7	MKTG609CO7	UNDERSTANDING sales management, Sales Forces Strategic Role, Sales Management Resources – Estimating Potential and Forecasting Sales ,
MKTG609	CO8	MKTG609CO8	Understand New Product Development in B2B & Communications Plan
MKTG609	CO9	MKTG609CO9	Analyse Sales Person Performance Evaluation and Understand Key Account Selling
MKTG609	CO10	MKTG609CO10	Apply a systematic approach to solve problems arising in classroom and professional settings
MKTG609	CO11	MKTG609CO11	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM503	CO1	OPSM503CO1	Independently formulate a business problem and design the research
OPSM503	CO2	OPSM503CO2	Understand the different types of research, their process, research designs and sampling methods
OPSM503	CO3	OPSM503CO3	Explain the different measurement scales, along with their strengths and limitations;
OPSM503	CO4	OPSM503CO4	Be able to perform data analysis techniques including descriptive and inferential measures
OPSM503	CO5	OPSM503CO5	Be able to present research findings and prepare a research report
OPSM503	CO6	OPSM503CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM503	CO7	OPSM503CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM503	CO8	OPSM503CO8	Demonstrate ability to work in a team effectively
OPSM503	CO9	OPSM503CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM504	CO1	OPSM504CO1	Recognize the strategic importance of operations management in a global business environment.
OPSM504	CO2	OPSM504CO2	Recall the different theories of human resources management with relation to operations management
OPSM504	CO3	OPSM504CO3	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM504	CO4	OPSM504CO4	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM504	CO5	OPSM504CO5	Demonstrate ability to work in a team effectively
OPSM504	CO6	OPSM504CO6	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM504	CO7	OPSM504CO7	Interpret how operations function relates to and impacts other business functions
OPSM504	CO8	OPSM504CO8	Recognize the importance of demand forecasting in operations management
OPSM504	CO9	OPSM504CO9	Understand and implement a basic economic order quantity model using carrying and ordering costs
OPSM504	CO10	OPSM504CO10	Understand and implement advanced inventory models with assumptions relaxations
OPSM504	CO11	OPSM504CO11	Recall the rules / tenets and tools of quality management

## MBA (CM) Course Outcomes

OPSM504	CO12	OPSM504CO12	Illustrate the basic steps involved in bringing a product to market from its design through production and delivery.
OPSM504	CO13	OPSM504CO13	Map basic queuing models to design of basic processes
OPSM504	CO14	OPSM504CO14	Illustrate the process of designing a service
OPSM506	CO1	OPSM506CO1	Understand how to organize and summarize data.
OPSM506	CO2	OPSM506CO2	Implementing statistical analysis of data using Spreadsheet.
OPSM506	CO3	OPSM506CO3	Understand Probability distributions and Evaluate probabilities.
OPSM506	CO4	OPSM506CO4	Apply the concept of probability to business contexts.
OPSM506	CO5	OPSM506CO5	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM506	CO6	OPSM506CO6	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM506	CO7	OPSM506CO7	Demonstrate ability to work in a team effectively
OPSM506	CO8	OPSM506CO8	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM507	CO1	OPSM507CO1	Understand and Implement the concept of sampling distributions.
OPSM507	CO2	OPSM507CO2	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM507	CO3	OPSM507CO3	Estimate and infer some characteristics of a population by analysing a sample.
OPSM507	CO4	OPSM507CO4	Carry out statistical hypothesis testing as a tool for analytical decision making in a business context.
OPSM507	CO5	OPSM507CO5	Formulate decision-making models encountered in effective businesses decisions-making.
OPSM507	CO6	OPSM507CO6	Understand the meaning, purpose, and tools of Operations Research.
OPSM507	CO7	OPSM507CO7	Demonstrate the use of a spreadsheet to solve optimization Problems and interpret the results obtained
OPSM507	CO8	OPSM507CO8	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM507	CO9	OPSM507CO9	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM507	CO10	OPSM507CO10	Demonstrate ability to work in a team effectively
OPSM602	CO1	OPSM602CO1	Students will be able to understand how production planning is done in large manufacturing organizations using ERP and SCM software packages
OPSM602	CO2	OPSM602CO2	Students will be familiar with the basic framework of Production Planning & Control process
OPSM602	CO3	OPSM602CO3	Students will be able to participate and conduct Sales and Operations Planning and Master Production Scheduling
OPSM602	CO4	OPSM602CO4	Students will be able to understand in detail Material Requirements Planning and its implementation in SAP ERP
OPSM602	CO5	OPSM602CO5	Students will be able to analyze and effectively use MRP Outputs; and also participate in Order Release and Order Management Processes
OPSM603	CO1	OPSM603CO1	Students will be able to learn the key concepts, tools, and technologies related to (a) Supply Chain Strategy Formulation
OPSM603	CO2	OPSM603CO2	Students will be able to understand the four approaches to customization of product and service
OPSM603	CO3	OPSM603CO3	Students will be able to understand Concepts Related to Strategic Sourcing

## MBA (CM) Course Outcomes

OPSM603	CO4	OPSM603CO4	Students will be able to understand Concepts Related to Development of Supplier Portfolio
OPSM603	CO5	OPSM603CO5	Students will be able to understand the procurement process in ERP
OPSM603	CO6	OPSM603CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM603	CO7	OPSM603CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM603	CO8	OPSM603CO8	Demonstrate ability to work in a team effectively
OPSM603	CO9	OPSM603CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM605	CO1	OPSM605CO1	understand and apply key concepts, tools, and technologies related to Logistics Management
OPSM605	CO2	OPSM605CO2	Ability to use the tools and techniques of Lean Logistics to achieve benefits for their supply chains
OPSM605	CO3	OPSM605CO3	Understand the application of tools and techniques of warehousing and material handling
OPSM605	CO4	OPSM605CO4	Ability to undertake transportation planning and optimization
OPSM605	CO5	OPSM605CO5	Ability to decide on the right type of logistical packaging for every consignment
OPSM605	CO6	OPSM605CO6	Apply a systematic approach to solve problems arising in classroom and professional settings
OPSM605	CO7	OPSM605CO7	Demonstrate knowledge of relevant concepts and its application in employment settings
OPSM605	CO8	OPSM605CO8	Demonstrate ability to work in a team effectively
OPSM605	CO9	OPSM605CO9	Communicate effectively, simply, and accurately utilising written, oral, and visual mediums for professional development
OPSM608	CO1	OPSM608CO1	Students will be able to analyze datasets using Tableau and create appropriate visualizations applying Tableau techniques.
OPSM608	CO2	OPSM608CO2	Students will be able to apply appropriate techniques for hypothesis testing using a dataset in MS-Excel and analyze the results.
OPSM608	CO3	OPSM608CO3	Students will be able to create linear regression models for forecasting using MS-Excel and RStudio, analyze the results and interpret them for drawing relevant conclusions.
OPSM608	CO4	OPSM608CO4	Students will be able to create appropriate time series forecasting models using MS-Excel using a dataset.
OPSM608	CO5	OPSM608CO5	Apply a systematic approach and employ latest computational technologies to solve problems arising in classroom and professional settings
OPSM608	CO6	OPSM608CO6	Demonstrate knowledge of relevant Business Analytics concepts and how this applies to practice to enhance employability in the Data analytics domain.
OPSM608	CO7	OPSM608CO7	Reflect critically upon own professional skills and employability prospects.
OPSM608	CO8	OPSM608CO8	Demonstrate ability to work in a team effectively
ORGB501	CO1	ORGB501CO1	Summarize the various factors driving behavior of individuals in organization settings
ORGB501	CO2	ORGB501CO2	Apply concepts from group behavior theories to explain performance problems
ORGB501	CO3	ORGB501CO3	Outline the various concepts that can be used to solve individual and group behavior related issues
ORGB501	CO4	ORGB501CO4	Predict the solutions to problems in case studies using individual and group level concepts
ORGB501	CO5	ORGB501CO5	Discuss the relevance of organizational level concepts
ORGB501	CO6	ORGB501CO6	Categorize experiences from one's real- life using concepts from individual, group and organization levels of concepts
PSYC101	CO1	PSYC101CO1	Understand psychosocial situations more holistically and scientifically



## MBA (CM) Course Outcomes

PSYC101	CO2	PSYC101CO2	Understand and observe different psychological processes like cognitions, emotions and perceptions before assessing a given situation
PSYC101	CO3	PSYC101CO3	State and understand various theoretical models and its applications
PSYC101	CO4	PSYC101CO4	Understand the basic methods of research in psychology
PSYC101	CO5	PSYC101CO5	Demonstrate effective communication skills required to engage in informed discussion
SOCY101	CO1	SOCY101CO1	Understand and discuss the basic concepts in sociology
SOCY101	CO2	SOCY101CO2	Describe the theoretical perspectives in sociology
SOCY101	CO3	SOCY101CO3	Identify and explain the basic research methods
SOCY101	CO4	SOCY101CO4	Extend the scientific principles to real social phenomena
SOCY101	CO5	SOCY101CO5	Explain the practical relevance of the discipline
SOCY101	CO6	SOCY101CO6	Explain the institutions, structures and stratification systems