



Master of Computer Applications

Affiliated to Savitribai Phule Pune University and Approved by AICTE, New Delhi

MCA Program Outcomes and Course outcomes

MCA Program Outcomes (POs)

The POs of MCA program are as follows:

1. PO1: Apply knowledge of computing fundamentals, computing specialization, mathematics, and domain knowledge appropriate for the computing specialization to the abstraction and conceptualization of computing models from defined problems and requirements.
2. PO2: Identify, formulate, research literature, and solve complex Computing problems reaching substantiated conclusions using fundamental principles of Mathematics, Computing sciences, and relevant domain disciplines.
3. PO3: Design and evaluate solutions for complex computing problems, and design and evaluate systems, components, or processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.
4. PO4: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions.
5. PO5: Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to complex computing activities, with an understanding of the limitations.
6. PO6: Understand and commit to professional ethics and cyber regulations, responsibilities, and norms of professional computing practice.
7. PO7: Recognize the need, and have the ability, to engage in independent learning for continual development as a Computing professional.
8. PO8: Demonstrate knowledge and understanding of computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
9. PO9: Communicate effectively with the computing community, and with society at large, about complex computing activities by being able to comprehend and write effective reports, design documentation, make effective presentations, and give and understand clear instructions.
10. PO10: Understand and assess societal, environmental, health, safety, legal, and cultural issues within local and global contexts, and the consequential responsibilities relevant to professional computing practice.
11. PO11: Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary environments.
12. PO12: Identify a timely opportunity and using innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large.

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MCA Course Outcomes (COs)

Master of Computer Applications (2015 Pattern)

Semester-I

Course:	IT11: Fundamental of Computers
CO1	Students will be able to understand the basics of computer hardware and how software interacts with computer hardware
CO2	Students will be able to analyze and evaluate computer performance
CO3	Students will be able to understand how computers represent and manipulate data
CO4	Students will be able to understand computer arithmetic operations and convert between different number systems
CO5	Students will be able to analyze various types of memories and effective utilization of it.

Course:	IT12: C Programming with Data structure
CO1	Students will be able to understand the different basic fundamental of C programming
CO2	Students will be able to develop Programming logic and use of programming instructions, syntax and programme structure.
CO3	Students will be able to demonstrate use of data types, operators, keywords, functions, structures, file handling etc.
CO4	Students will be able to understand and demonstrate the concept of Exception Handling.
CO5	Students will be able to apply pointers, array and dynamic memory allocation functions in practice.
CO6	Students will be able to create a stack and queue based applications using Array and apply data searching, sorting techniques

Course:	IT13: Software Engineering
CO1	Students will be able to identify process model for given Problem
CO2	Students will be able to formulate project plan and apply estimation techniques.
CO3	Students will be able to describe the basic concept of software engineering used in IT industry and
CO4	Students will be able to evaluate quality of software and its maintenance.

Course:	IT14: Database Management System
CO1	Students will be explain the features of database management systems and relational database.
CO2	Student will be able to learn to write different SQL queries on relational database.
CO3	Student will be able to understand transaction concept of database.
CO4	Student will be able to design the database structure by applying the concepts of Entity-relational model and Normalization.



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CO6	Students will be able to demonstrate the principles behind systematic database design approaches by
CO7	Students will be able to explore the different concepts related to database security and access control
CO8	Students will be able to design the different applications based on the concepts of transaction management, recovery techniques.

Course:	BM11: Principles and Practices of Management and Organizational Behavior
CO1	Student will be able to understand the basic concepts of management.
CO2	Student will be able to apply various models, types of decisions and tools to take decisions in different situations.
CO3	Student will be able to demonstrate the use of management functions in the organization
CO4	Student will be able to learn various personal factors which influence individual behavior, impact of other factors.
CO5	Student will be able to discover and comprehend the various theories of motivation.
CO6	Student will be able to know the individual process in organization such as learning, perception, attribution and individual differences.
CO7	Student will be able to understand and analyze human behavior in the work place, from individual, group and organization perspectives
CO8	Student will be able to discover and understand the concept of leadership, power and politics and conflict resolution.

Course	BM12: Business Process Domain
CO1	Students will be able to learn & understand the processes and practices in business and their applications.
CO2	Students will be able to introduce advanced business applications like CRM and SCM
CO3	Students will be able to explore & analyze financial aspects of business
CO4	Students will be able to learn and analyze the financial statements of a business.

Semester-II

Course:	IT21: Essentials of Operating System I
CO1	Students will be able to demonstrate the knowledge of basics of Operating System
CO2	Students will be able to understand functions, structures and history of operating systems
CO3	Students will be able to explore Concepts of memory management including virtual memory
CO4	Students will be able to compare and analyze different operating systems being used in real world.
CO5	Students will be able to apply the knowledge memory management, file management, process management.
CO6	Students will be able to learn protection and security mechanisms in various types of operating systems



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Course:	IT22: Web Technologies
CO1	Students will be able to understand, analyze and apply the role of markup languages like HTML& CSS
CO2	Students will be able to understand and create client-side based application using Javascript.
CO3	Students will be able to understand, analyze and build dynamic web pages using classic ASP.
CO4	Students will be able to design dynamic and interactive web pages by embedding JavaScript code in
CO5	Students will be able to design a well formed / valid XML document
CO6	Students will be able to Create a server side ASP application using database

Course:	IT23: Core Java
CO1	Students will be able understand the concepts of Object Oriented Programming and apply it to the real
CO2	Students will be able to implement a solution for multidimensional Array problem.
CO3	Students will be able to develop standalone Applications using Swing and AWT package in Java
CO4	Students will be able to implement multi tasking using multi threading concept
CO5	Students will be able to use visual tools to produce well designed, effective applications and applets
CO6	Students will be able to create a File handling applications.

Course:	IT24: Essentials of Networking
CO1	Students will be able to understand the concepts of basic computer networks.
CO2	Students will be able to identify the different types of network devices and their functions within a
CO3	Students will be able to understand and demonstrate the Common Network Architecture, Connection
CO4	Students will be able to understand and compare the functions of OSI Reference Model and TCP/IP protocol.
CO5	Students will be able to learn conceptual knowledge of IP Addressing & Routing.
CO6	Students will be able to understand and demonstrate Local Area Network and Broadband Network

Course:	MT21: Discrete Mathematics
CO1	Students will able understand mathematical reasoning and basic logic statements in order to read,
CO2	Student will able to understand how to work with discrete structures, which are the abstract
CO3	Students will be able to apply algorithms of discrete structures such as tree to solve complex problems.



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CO4	Students will be able to construct their own models of graphs to simplify or solve practical problems.
CO5	Student will able to realize the basic nature, relation and applicability of discrete objects and apply
CO6	Student will able to identify the limitations of different discrete mathematical structures.

Course:	BM21: Essentials of Marketing
CO1	Students will be able to understand the essentiality of Marketing in business Environment
CO2	Students will be able to discuss marketing mix, market segmentation and E-Marketing in the view of IT product and services.
CO3	Students will be able to differentiate between Organizational Buying behavior and consumer buying
CO4	Students will be able to construct a buyer decision process
CO5	Students will be able to designing Segments and Target Online Customers for any particular product
CO6	Students will be able to appraise the Differentiation and Positioning Strategies of any particular

Semester-III

Course:	MTC31: Probability and Combinatorics
CO1	Students will be able to apply counting strategies to solve varied problems involving permutations, combinations, distributions, and partitions
CO2	Students will be able to write combinatorial proofs of combinatorial identities
CO3	Students will be able to apply counting principles to determine probabilities.
CO4	Students will be able to compute probabilities and conditional probabilities in appropriate ways.
CO5	Students will be able to solve problems involving the discrete and continuous distributions.
CO6	Students will be able to understand applications of discrete and continuous distributions.

Course:	ITC31: Multimedia Tools for Presentation
CO1	Student will able to understand various Multimedia tools & software for effective Presentation
CO2	Student will able to apply a wide range of relevant digital applications for creating digital
CO3	Student will able to explore the use of multimedia and virtual applications in fashion presentations.
CO4	Student will able to design, manage and execute professional presentations and publish a presentation
CO5	Student will able to prepare Presentation by using PowerPoint, Adobe Photoshop, Flash tools, etc.
CO6	Student will able to create Presentation using open source tools

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Course:	T1-IT31: Advanced Data Structure & C++ Programming
CO1	Students will be able understand the concepts of Object Oriented Programming and apply it to the real
CO2	Students will be able to design solutions using friend function and Operator Overloading.
CO3	Students will be able to identify a solution for real world problems of maintaining Database through
CO4	Students will be able to understand and demonstrate the concept of Exception Handling.
CO5	Students will be able to develop Applications using various data structures.
CO6	Students will be able to create a Tree and Graph based applications using Linked List.

Course:	T1-IT32: Design and Analysis of Algorithm
CO1	Student will be able to solve the problem using mathematical abilities.
CO2	Students will be able to identify the complexity of the algorithms.
CO3	Student will be able to find optimal solution by applying various methods.
CO4	Students will be able to apply the knowledge of Dynamic programming to solve real world problems
CO5	Students will be able to understand and demonstrate the concept of Backtracking and Brach and
CO6	Students will be able to use research based knowledge to design and understand the concepts of NP-

Course:	T1-IT33: Object Oriented Analysis and Design
CO1	Students will be able to extract system's requirements using a use-case driven approach.
CO2	Students will be able to define a set of extensible, reusable software classes for the problem domain.
CO3	Students will be able to define a set of candidate classes that suitably model a problem domain.
CO4	Students will be able to build interaction diagrams that define the interactions among the objects that are required to achieve the desired Students will be able to effectively document all phases of the software process using UML.
CO5	Students will be able to apply an iterative and incremental approach to construction of software systems and components.

Course:	T1-IT34: Advanced Internet Technologies
CO1	Students will be able to understand and apply the role of markup languages like HTML5 and CSS3
CO2	Students will be able to create , adapt and apply appropriate techniques to develop client-side and server side
CO3	Students will be able to understand, analyze and build dynamic web pages using server-side
CO4	Students will be able to develop effective functionality with the help of individual and as a member

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CO5	Students will be able to understand and demonstrate the concept of Angular- Js.
CO6	Students will be able to design and evaluate projects based on the specified requirements.
CO7	Students will be able to identify the principles of coherent web coding and good visual design.

Semester-IV

Course:	MTC41: Optimization Techniques
CO1	Students will able understand basic concepts of Linear programming.
CO2	Students will be able to formulate operation research models to solve real life problem
CO3	Students will be able to apply the techniques used in optimization techniques to solve real life problem and find the optimum solution
CO4	Students will be able to proficiently allocate scarce resources to optimize the solution
CO5	Students will be able to determine critical path analysis to solve real life project scheduling time and timely delivery
CO6	Students will be able to use critical path analysis and programming evaluation and review techniques for timely project scheduling and completion.

Course:	ITC42: Research Methodology and Statistical Tools
CO1	Students will be able to understand research terminology and ethical principles of research.
CO2	Students will be able to describe quantitative, qualitative and mixed methods approaches to research.
CO3	Students will be able to understand the whole process of designing a research from its inception to its report.
CO4	Students will be able to code and interpret qualitative data.
CO5	Student will be able to interpret the results of statistical tests.
CO6	Students will know the criteria that might be used to evaluate a quantitative study and a qualitative study.
CO7	Students will be able to write a research proposal.

Course:	T1-IT41: Advanced Java
CO1	Students will be able understand the concepts of Network Programming and apply it to the real World.
CO2	Students will be able to identify a solution for real world problems of Database Programming.
CO3	Students will be able to develop Web Applications using Server Side Programming.
CO4	Students will be able to design solutions using Enterprise Java Beans.
CO5	Students will be able to understand and demonstrate the concept of Remote Method Invocations
CO6	Students will be able to create a Spring Framework based applications using modern tools.

Course:	T1-IT42: Python programming
CO1	Understand the basic concepts of Python programming



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CO2	Student will be able to understand scripting and the contributions of scripting languages.
CO3	Student will be able to understand the Python especially the object-oriented concepts
CO4	Student will be able to code the built-in objects of Python,
CO5	Student will be exposed to advanced applications such TCP/IP network programming, multithreaded programming, Web applications.

Course:	T1-IT43: Advance DBMS
CO1	Students will be able to understand the needs and concepts of object-oriented database, spatial database, data warehousing and data mining.
CO2	Students will be able to analyze, design and evaluate the construct of various advanced databases such as object-oriented, object-relational and distributed databases for Geo-DBMS warehouses.
CO3	Students will be able to design and implement Advanced Database Systems.
CO4	Students will be able to design and conduct experiments, as well as to analyze and interpret data.
CO5	Students will be able to analyze and evaluate various algorithms based on data mining tools
CO6	Students will be able to describe the various techniques & operation associated with data warehouse.

Course:	T1-IT44: Cloud Computing
CO1	Students will be able to understand basic concepts about the cloud computing.
CO2	Students will be able to gain knowledge about various modules that gives students the skills and knowledge to understand how Cloud
CO3	Computing Architecture can enable transformation.
CO4	Students will be able to know how the Extension to Business development take place in market.
CO5	Students will be able to understand the Agility of cloud technology in an organization.

Semester-V

Course:	ITC51: Software Project Management
CO1	
CO2	Student will be able to identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders.
CO3	Student will be able to manage the scope, cost, timing, and quality of the project, at all times focused on project success as defined by project stakeholders.
CO4	Student will be able to Implement project management knowledge, processes, lifecycle and the embodied concepts, tools and techniques in order to achieve project success.
CO5	Student will be able to Utilize technology tools for communication, collaboration, information management, and decision support.
CO6	Student will be able to Implement general business concepts, practices, and tools to facilitate project success.



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Course:	T1-IT51: ASP.NET using C#
CO1	Student will be able to solve the problems using c# language constructs.
CO2	Students will be able to apply the concepts of different server controls, validation controls.
CO3	Students will be able to understand, analyze and build dynamic web pages using server-side scripting
CO4	Students will be able to create the web services and apply it to the web applications.
CO5	Students will be able to understand and apply the concepts of error pages and security of web.
CO6	Students will be able to create the web based applications using Ajax Controls tools.

Course:	T1-IT52: Service Oriented Architecture
CO1	Students will be able to gain understanding of the basic principles of service orientation concepts and
CO2	Students will be able to learn service oriented analysis techniques.
CO3	Students will be able to learn technology underlying the service design.
CO4	Students will be able to learn advanced concepts such as service composition, orchestration and
CO5	Students will be able to know about various Web Service specification standards.
CO6	Students will be able to develop Applications using various WSDL and client.
CO7	Students will be able to create a Securing web services, Policy and SOAP messaging.

Course:	T1-IT53: Big Data Analytics
CO1	Students will be able to analyze the concepts of various Big data and its implication in Industry.
CO2	Students will be able to explore the concept and challenge of big data
CO3	Students will be able to apply the knowledge of Big Data Analytics to solve real world problems.
CO4	Students will be able to analyze the requirements for a Big Data Analytics System for a departmental/ organizational requirements
CO5	Students will be able to understand and demonstrate the concept of Map Reduce
CO6	Students will be able to understand and demonstrate the skills necessary for utilizing Hadoop framework
CO7	Students will be able to formulate an effective strategy to implement a successful Data analytics project

Course:	T1-IT54: Mobile Application Development
CO1	Student will be able to understand the architecture of Android
CO2	Student will be able to create Android application with Android Studio
CO3	Student will be able to access Android Hardware, sensors, bluetooth and wifi connections
CO4	Student will be able to access Location Based Services
CO5	Student will be able to use SQLite database with Android app
CO6	Student will be able to launching and publishing Android Application on Playstore



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Master of Computer Applications (2019 Pattern)

Semester-I

Course:	IT11: Problem Solving using C++
CO1	Students will be able to use the algorithm paradigms for problem solving.
CO2	Students will be able to develop programs with features of the C++ programming language.
CO3	Students will be able to develop simple applications using C++.
CO4	Students will be able to develop programs in the UNIX/Linux programming environment.

Course:	IT12: Software Engineering using UML
CO1	Students will be able to distinguish different process model for a software development.
CO2	Students will be able to design software requirements specification solution for a given problem definitions of a software system
CO3	Students will be able to apply software engineering analysis/design knowledge to suggest solutions for simulated problems.
CO4	Students will be able to recognize and describe current trends in software engineering.

Course:	IT13: Database Management System
CO1	Students will be able to describe the basic concepts of DBMS and various databases used in real applications
CO2	Student will be able to design relational database using E-R model and normalization
CO3	Student will be able to demonstrate nonprocedural structural query languages for various database applications
CO4	Student will be able to apply concepts of Object Based Database, XML database and non-relational databases.
CO5	Student will be able to explain transaction management and recovery management for real applications.

Course:	IT14: Essentials of Operating System
CO1	Students will be able to understand structure of OS, process management and synchronization
CO2	Students will be able to analyze and design Memory Management
CO3	Students will be able to interpret the mechanisms adopted for file sharing in distributed Applications.
CO4	Students will be able to conceptualize the components and can do Shell Programming.
CO5	Students will be able to know Basic Linux System Administration and Kernel Administration

Course:	BM11: Business Process Domain
CO1	Students will be able to describe major bases for marketing mix in business.
CO2	Student will able to describe various functionalities of human resource process.



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CO3	Student will able to identify existing e-commerce model and payment system
CO4	Student will able to apply knowledge to evaluate and manage an effective supply chain.
CO5	Student will able to understand how customer relations are related to business functions and its importance to the success of business entity
CO6	Student will able to use various banking and insurance process for business development.

Semester-II

Course:	IT21: Data Structure and Algorithm
CO1	Students will be able to apply design principles and concepts for Data structure and algorithm
CO2	Students will be able to create a stack and queue, linked list based applications using Array
CO3	Students will be able to summarize searching and sorting techniques.
CO4	Students will be able to describe stack, queue and linked list operation.
CO5	Students will be able to demonstrate the concepts of tree and graphs.

Course:	IT22: Web Technology
CO1	Students will be able to implement interactive web page(s) using HTML, CSS and JavaScript.
CO2	Students will be able to Build Dynamic web site using server-side PHP Programming and Database connectivity.
CO3	Students will be able to Design a responsive web site.

Course:	MT21: Business Statistics
CO1	Students will be able to Demonstrate concepts of business statistics (such as measures of central tendency, dispersion, correlation, regression analysis and time series analysis).
CO2	Students will be able to Students will be able to analyze and apply statistical tools to solve problems.
CO3	Students will be able to interpret the meaning of the calculated statistical indicators based on the acquired knowledge
CO4	Students will be able to demonstrate concept of index numbers for solving practical problems in business world.

Course:	IT23: Essentials of Networking
CO1	Students will be able to understand the concepts of data communication including the key aspects of networking and their interrelationship
CO2	Students will be able to understand various protocols such as HTTP, SMTP, POP3, IMAP, FTP, DNS, DHCP and the basic structure of IPv4, IPv6 Address and concept of sub netting with numerical
CO3	Students will be able to Understand routing concept and working of routing protocols such as RIP, OSPF and BGP
CO4	Students will be able to understand various encryption techniques.



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Course:	BM21: Principles and Practices of Management and Organizational Behavior
CO1	Student will able to describe and analyze the interactions between multiple aspects of management.
CO2	Student will able to analyze the role of planning and decision making in Organization.
CO3	Student will able to justify the role of leadership qualities, Motivation Group dynamics and Team Building.
CO4	Student will able to compare the controlling process.

Sem III

Course:	IT31:Java Programming
CO1	Students will be able to understand Basic Concepts of Java and multi-threading
CO2	Students will be able to demonstrate Collection framework
CO3	Students will be able to develop GUI using AWT and Swing
CO4	Students will be able to develop Java Applications using Socket, RMI
CO5	Students will be able to develop Web application using JSP and Servlet, JDBC with MVC

Course:	IT32:Data Warehousing & Data Mining
CO1	Students will be able to learn and understand techniques of preprocessing various kinds of data
CO2	Students will be able to understand data warehouse concepts
CO3	Students will be able to apply association mining techniques on large data sets
CO4	Students will be able to apply classification and clustering techniques on large data sets
CO5	Students will be able to understand other approaches of data mining techniques

Course:	IT33:Testing & Quality Assurance
CO1	Students will be able to understand the role of software quality assurance in contributing to the efficient delivery of software solutions
CO2	Students will be able to demonstrate specific software tests with well-defined objectives and targets
CO3	Students will be able to apply the software testing techniques in commercial environments
CO4	Students will be able to construct test strategies and plans for software testing
CO5	Students will be able to understand the usage of software testing tools for test effectiveness, efficiency and coverage

Course:	MT31:Probability and Combinatorics
CO1	Students will be able to apply counting principles to solve the problems
CO2	Students will be able to apply counting principles to solve the problems
CO3	Students will be able to understand and apply basic probability principles
CO4	Students will be able to demonstrate the concept of univariate and bivariate random variable
CO5	Students will be able to Understand and illustrate the probability distributions



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Course:	IT34:Cloud Computing
CO1	Students will be able to describe the concepts of Cloud Computing and its Service Models & Deployment Models
CO2	Students will be able to classify the types of Virtualization
CO3	Students will be able to describe the Cloud Management and relate Cloud to SOA
CO4	Students will be able to interpret moving applications of Cloud
CO5	Students will be able to demonstrate practical implementation of Cloud computing

Sem-IV

Course:	IT41:Python Programming
CO1	Students will be able to understand concepts of python
CO2	Students will be able to demonstrate the concepts modular programming
CO3	Students will be able to apply the concepts of concurrency control in python
CO4	Students will be able to solve the real life problems using object oriented concepts and python libraries
CO5	Students will be able to demonstrate the concept of IO, Exception Handling, database

Course:	BM41:Information System and Security Audit
CO1	Students will be able to understand Information Security Management System (ISMS) for IT system of business
CO2	Students will be able to interpret the threats and vulnerabilities from IT system of business software applications
CO3	Students will be able to apply information security policies and standards for business IT System
CO4	Students will be able to discuss various IS controls for Business Continuity and Disaster Recovery of business IT system
CO5	Students will be able to describe information security audit and understand information security IT governance framework.

Course:	MT41:Optimization Techniques
CO1	Students will be able to understand the role and principles of optimization techniques in business world
CO2	Students will be able to demonstrate specific optimization technique for effective decision making
CO3	Students will be able to apply the optimization techniques in business environments
CO4	Students will be able to illustrate and infer for the business scenario..
CO5	Students will be able to analyze the optimization techniques in strategic planning for optimal gain.

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Course:	IT42:Essentials of Architectural framework
CO1	Students will be able to understand Basics Fundamentals of Architecture and Framework
CO2	Students will be able to understand appropriate Architecture Framework design
CO3	Students will be able to select appropriate technical and industry specific frameworks
CO4	Students will be able to apply the software development process
CO5	Students will be able to apply the quality of Architecture

Course:	IT43:Knowledge Representation & Artificial Intelligence
CO1	Students will be able to develop a basic understanding of AI building blocks presented in intelligent agents
CO2	Students will be able to choose an appropriate problem solving method and knowledge representation technique
CO3	Students will be able to apply the different Propositional Logic concepts for knowledge representation
CO4	Students will be able to analyze and understand the models for reasoning with uncertainty and different planning and learning approaches in the field of Artificial Intelligence – Analyze and understand.
CO5	Students will be able to demonstrate awareness and a fundamental understanding of various applications of AI

Sem-V

Course:	IT51:Social Media and Digital Marketing
CO1	Student will be able to Explain use of Social Media in Marketing (Understand)
CO2	Student will be able to Demonstrate Digital Marketing Strategy (Apply)
CO3	Student will be able to Summarize various tools of Social Media and Digital Marketing (Understand)
CO4	Student will be able to Make use of SEO techniques for websites (Apply)
CO5	Student will be able to Interpret SEM tools and techniques (Understand)

Course:	IT52:Mobile Application Development
CO1	Student will be able to Understand Various Mobile Application Architectures (Understand)
CO2	Student will be able to Use different types of widgets and Layouts. (Apply)
CO3	Student will be able to Describe Web Services and Web Views in mobile applications. (Understand)
CO4	Student will be able to Implement data storing and retrieval methods in android. (Apply)
CO5	Student will be able to Demonstrate Hybrid Mobile App Framework. (Apply)

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Course:	IT53:Software Project Management
CO1	Student will be able to Understand the process of Software Project Management Framework and Apply estimation techniques. (Understand)
CO2	Student will be able to Learn the philosophy, principles and lifecycle of an Agile project. (Understand)
CO3	Student will be able to Demonstrate Agile Teams and Tools. (Apply)
CO4	Student will be able to Apply Agile project constraints and trade-offs for estimating project size and schedule (Apply)
CO5	Student will be able to Explain Project Tracking and Interpretation of Progress Report. (Understand)

Course:	ITC51:Mini Project
CO1	Student will be able to Understand the real-world problem. (Understand)
CO2	Student will be able to Express the need of the project through feasibility analysis and literature review. (Understand)
CO3	Student will be able to Determine the project plan using appropriate methodology. (Apply)
CO4	Student will be able to Implement the project design pertaining to the problem. (Apply)
CO5	Student will be able to Demonstrate communication and team-work skills. (Apply)
CO6	Student will be able to Build and test the solution. (Create)

Course:	IT51L:Practical based on IT51 - Social Media and Digital Marketing
CO1	Student will be able to Create Marketing Strategy using various tools of Social Media and Digital Marketing. (Create)

Course:	ITC61:Project
CO1	Student will be able to Create working project using tools and techniques learnt in the programme (Create)



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Semester- I

Course:	IT11:Java Programming
CO1	Student will able to understand Basic Concepts of OOPs, Java, Inheritance, Package.
CO2	Student will able to Understand Exception handling, arrays and Strings and multi-threading in Java
CO3	Student will able to understand collection framework
CO4	Student will able to develop GUI using Abstract Windows Toolkit (AWT) and event handling
CO5	Student will able to develop Web application using JSP and Servlet, JDBC

Course:	IT12:Data Structure and Algorithms
CO1	Student will able to demonstrate linear data structures linked list, stack and queue
CO2	Student will able to implement tree, graph, hash table and heap data structures
CO3	Student will able to apply brute force and backtracking techniques
CO4	Student will able to demonstrate greedy and divide-conquer approaches
CO5	Student will able to implement dynamic programming technique

Course:	IT13:Object Oriented Software Engineering
CO1	Student will able to distinguish different process model for a software development.
CO2	Student will able to design software requirements specification solution for a given problem definitions of a software system
CO3	Student will able to apply software engineering analysis/design knowledge to suggest solutions for simulated problems
CO4	Student will able to design user interface layout for different types of applications
CO5	Student will able to recognize and describe current trends in software engineering

Course:	IT14:Operating System Concepts
CO1	Student will able to understand structure of OS, process management and synchronization.
CO2	Student will able to understand multicore and multiprocessing OS.
CO3	Student will able to explain realtime and embedded OS
CO4	Student will able to understand Windows and Linux OS fundamentals and administration
CO5	Student will able to solve shell scripting problems

Course:	IT15:Network Technologies
CO1	Student will able to understand the basic concepts of computer network, and principle of layering



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CO2	Student will able to apply the error detection and correction techniques used in data transmission
CO3	Student will able to apply ip addressing schemes and sub netting
CO4	Student will able to understand the concept of routing protocols, application layer protocols and network security
CO5	Student will able to apply the socket programming basics to create a simple chat application

Course:	IT1L:Practicals
CO1	Demonstrate Collection framework (Apply)
CO2	Develop GUI using awt and swing (Apply)
CO3	Develop Web application using JSP and Servlet, JDBC (Apply)
CO4	Apply Data Structure to solve problems using JavaScript (Apply)

Course:	ITC11:Mini Project
CO1	Student will be able to Student will be able to Create working project using tools and techniques learnt in the programme (Create)

Semester -II

Course:	IT21:Python Programming
CO1	Student will able to understand demonstrate the concepts of python and modular programming.
CO2	Student will able to apply the concepts of concurrency control in python
CO3	Student will able to solve the real-life problems using object-oriented concepts and python libraries
CO4	Student will able to demonstrate the concept of io, exception handling, database
CO5	Student will able to analyze the given dataset and apply the data analysis concepts and data visualization

Course:	IT22:Software Project Management
CO1	Student will able to understand the process of software project management framework and apply estimation techniques
CO2	Student will able to learn the philosophy, principles and lifecycle of an agile project.
CO3	Student will able to demonstrate agile teams and tools and apply agile project constraints and trade-offs for estimating project size and schedule
CO4	Student will able to explain project tracking and interpretation of progress report
CO5	Student will able to analyze problem statement and evaluate user stories

Course:	MT21:Optimization Techniques
CO1	Student will able to understand the role and principles of optimization techniques in business world
CO2	Student will able to demonstrate specific optimization technique for effective decision making



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CO3	Student will able to apply the optimization techniques in business environments
CO4	Student will able to illustrate and infer for the business scenario
CO5	Student will able to analyze the optimization techniques in strategic planning for optimal gain.

Course:	IT23:Advanced Internet Technologies
CO1	Student will able to Outline the basic concepts of Advance Internet Technologies
CO2	Student will able to Design appropriate user interfaces and implements webpage based on given problem Statement
CO3	Student will able to Implement concepts and methods of nodejs
CO4	Student will able to Implement concepts and methods of Angular
CO5	Student will able to Build Dynamic web pages using server-side PHP programming with Database Connectivity

Course:	IT24:Advanced DBMS
CO1	Student will able to describe the core concepts of dbms and various databases used in real applications
CO2	Student will able to design relational database using e-r model and normalization
CO3	Student will able to demonstrate xml database and nonprocedural structural query languages for data access
CO4	Student will able to explain concepts of parallel, distributed and object-oriented databases and their
CO5	Student will able to apply transaction management, recovery management, backup and security – privacy concepts for database applications

Course:	IT21L:Practicals
CO1	Implement python programming concepts for solving real life problems. (Apply)
CO2	Implement Advanced Internet Technologies (Apply)

Course:	ITC21:Mini Project
CO1	Student will be able to Student will be able to Create working project using tools and techniques learnt in the programme (Create)

Semester -III

Course:	IT31:Mobile Application Development
CO1	Student will be able to Understand Various Mobile Application Architectures. (Understand)
CO2	Student will be able to Apply different types of widgets and Layouts. (Apply)
CO3	Student will be able to Describe Web Services and Web Views in mobile applications. (Understand)



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CO4	Student will be able to Implement data storing and retrieval methods in android. (Apply)
CO5	Student will be able to Demonstrate Hybrid Mobile App Framework. (Apply)

Course:	IT32:Data Warehousing and Data Mining
CO1	Student will be able to Understand Data warehouse concepts, architecture and models (Understand)
CO2	Student will be able to Learn and understand techniques of preprocessing on various kinds of data (Understand)
CO3	Student will be able to Apply association Mining and Classification Techniques on Data Sets (Apply)
CO4	Student will be able to Apply Clustering Techniques and Web Mining on Data Sets (Apply)
CO5	Student will be able to Understand other approaches of Data mining (Understand)

Course:	IT33:Software Testing and Quality Assurance
CO1	Student will be able to Understand the role of software quality assurance in contributing to the efficient delivery of software solutions. (Understand)
CO2	Student will be able to Demonstrate specific software tests with well-defined objectives and targets. (Apply)
CO3	Student will be able to Apply the software testing techniques in commercial environments. (Apply)
CO4	Student will be able to Construct test strategies and plans for software testing. (Analyze)
CO5	Student will be able to Demonstrate the usage of software testing tools for test effectiveness, efficiency and coverage (Apply)

Course:	IT34:Knowledge Representation and Artificial Intelligence: ML, DL
CO1	Student will be able to Understand basic building block of Artificial Intelligence and Knowledge Representation.(Understand)
CO2	Student will be able to Apply Propositional Logic for knowledge representation. (Apply)
CO3	Student will be able to Design various models based on Machine Learning methodology (Apply)
CO4	Student will be able to Design various models based on Deep Learning methodology (Apply)
CO5	Student will be able to Understand various hardware and software aspect used for AI and its application.(Understand)

Course:	IT35:Cloud Computing
CO1	Student will be able to Describe the concepts of Cloud Computing and its Service Models& Deployment Models.(Understand)
CO2	Student will be able to Classify the types of Virtualization. (Understand)
CO3	Student will be able to Describe the Cloud Management and relate Cloud to SOA. (Understand)
CO4	Student will be able to Interpret Architecture and Pharrrell Programing of Cloud Computing. (Apply)



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CO5	Student will be able to Demonstrate practical implementation of Cloud computing. (Apply)
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Course:	IT31L:Practicals
CO1	Student will be able to Develop mobile application. (Apply)
CO2	Student will be able to Develop ML, DL models using Python (Apply)

Course:	ITC31:Mini Project
CO1	Student will be able to Student will be able to Create working project using tools and techniques learnt in the programme (Create)

Semester -IV

Course:	IT41:DevOps
CO1	Student will be able to Describe the evolution of technology & timeline (Understand)
CO2	Student will be able to Explain Introduction to various Devops platforms (Remember)
CO3	Student will be able to Demonstrate the building components / blocks of Devops and gain an insight of the Devops Architecture. (Understand)
CO4	Student will be able to Apply the knowledge gain about Devops approach across various domains (Apply)
CO5	Student will be able to Build DevOps application (Apply)

Course:	BM41:PPM and OB
CO1	Student will be able to Describe and analyze the interactions between multiple aspects of management.(Understand)
CO2	Student will be able to Analyze the role of planning and decision making in Organization (Analyze)
CO3	Student will be able to Justify the role of leadership qualities, Motivation and Team Building. (Analyze)
CO4	Student will be able to Analyze stress management and conflict management (Analyze)
CO5	Student will be able to Describe Personality and Individual Behavior (Understand)

Course:	ITC41:Project
CO1	Student will be able to Create working project using tools and techniques learnt in the programme (Create)



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Course Outcomes of Each Courses Selected By SIBAR MBA

Generic Core Courses (Compulsory) – Semester I & II		
Semester I		101 – Managerial Accounting
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO101.1	REMEMBERING	DESCRIBE the basic concepts related to Accounting, Financial Statements, Cost Accounting, Marginal Costing, Budgetary Control and Standard Costing
CO101.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus.
CO101.3	APPLYING	PERFORM all the necessary calculations through the relevant numerical problems.
CO101.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO101.5	EVALUATING	EVALUATE the financial impact of the decision.

Semester I		102 - Organizational Behaviour
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO102.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior.
CO102.2	UNDERSTANDING	EXPLAIN the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
CO102.3	APPLYING	MAKE USE OF the Theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.
CO102.4	ANALYSING	DECONSTRUCT the role of individual, groups, managers and leaders in influencing how people behave and in influencing organizational culture at large.
CO102.5	EVALUATING	FORMULATE approaches to reorient individual, team, managerial and leadership behaviour inorder to achieve organizational goals.
CO102.6	CREATING	ELABORATE UPON the challenges in shaping organizational behavior, organizational culture and organizational change.



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Semester I		103 – Economic Analysis for Business Decisions
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO103.1	REMEMBERING	DEFINE the key terms in micro-economics.
CO103.2	UNDERSTANDING	EXPLAIN the key terms in micro-economics, from a managerial perspective.
CO103.3	APPLYING	IDENTIFY the various issues in an economics context and DEMONSTRATE their significance from the perspective of business decision making.
CO103.4	ANALYSING	EXAMINE the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles.
CO103.5	EVALUATING	DEVELOP critical thinking based on principles of micro-economics for informed business decision making.
CO103.6	CREATING	ANTICIPATE how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions.

Semester I		104 - Business Research Methods
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO104.1	REMEMBERING	DEFINE various concepts & terms associated with scientific business research.
CO104.2	UNDERSTANDING	EXPLAIN the terms and concepts used in all aspects of scientific business research.
CO104.3	APPLYING	MAKE USE OF scientific principles of research to SOLVE contemporary business research problems.
CO104.4	ANALYSING	EXAMINE the various facets of a research problem and ILLUSTRATE the relevant aspects of the research process from a data driven decision perspective.
CO104.5	EVALUATING	JUDGE the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective.
CO104.6	CREATING	FORMULATE alternative research designs, sampling designs, data collection instruments, testable hypotheses, data analysis strategies and research reports to address real-life business research problems.



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Semester I		105 – Basics of Marketing
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO105.1	REMEMBERING	RECALL and REPRODUCE the various concepts, principles, frameworks and terms related to the function and role of marketing.
CO105.2	UNDERSTANDING	DEMONSTRATE the relevance of marketing management concepts and frameworks to a new or existing business across wide variety of sectors and ILLUSTRATE the role that marketing plays in the 'tool kit' of every organizational leader and manager.
CO105.3	APPLYING	APPLY marketing principles and theories to the demands of marketing function and practice in contemporary real world scenarios.
CO105.4	ANALYSING	EXAMINE and LIST marketing issues pertaining to segmentation, targeting and positioning, marketing environmental forces, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services).
CO105.5	EVALUATING	EXPLAIN the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples.
CO105.6	CREATING	DISCUSS alternative approaches to segmentation, targeting and positioning, the marketing environment, consumer buying behavior, marketing mix and Product Life Cycle in the context of real world marketing offering (commodities, goods, services, e-products/ e-services.).

Semester I		106 – Digital Business
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.



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Generic Courses (Electives) – University Level – Semester I & II

Semester I		107 – Management Fundamentals
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO107.1	REMEMBERING	ENUMERATE various managerial competencies and approaches to management.
CO107.2	UNDERSTANDING	EXPLAIN the role and need of Planning, Organizing, Decision Making and Controlling.
CO107.3	APPLYING	MAKE USE OF the principles of goal setting and planning for simple as well as complex tasks and small projects.
CO107.4	ANALYSING	COMPARE and CONTRAST various organizational structures of variety of business and not-for-profit entities in a real world context.
CO107.5	EVALUATING	BUILD a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and EVALUATE and EXPLAIN the same.
CO107.6	CREATING	FORMULATE and DISCUSS a basic controlling model in a real life business, start-up and not-for-profit organizational context.

Semester I		109 – Entrepreneurship Development
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO109.1	REMEMBERING	DEFINE the key terms, LIST the Attributes and Characteristics of Entrepreneurs features and ENUMERATE the Factors influencing Entrepreneurship Growth.
CO109.2	UNDERSTANDING	DISCUSS various theories of entrepreneurship and the entrepreneurship development ecosystem in Indian context.
CO109.3	APPLYING	APPLY the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities.
CO109.4	ANALYSING	DISCRIMINATE between potential options available for entrepreneur for embarking on establishing a Start Up
CO109.5	EVALUATING	EVALUATE the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
CO109.6	CREATING	CREATE a business plan that captures entrepreneurs and variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.



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Semester I		111 - Legal Aspects of Business
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO111.1	REMEMBERING	DESCRIBE the key terms involved in each Act.
CO111.2	UNDERSTANDING	SUMMARIZE the key legal provisions of each Act.
CO111.3	APPLYING	ILLUSTRATE the use of the Acts in common business situations.
CO111.4	ANALYSING	OUTLINE the various facets of basic case laws of each Act from a legal and managerial perspective.
CO111.5	EVALUATING	DEVELOP critical thinking by making judgments related to use of various provisions of the Acts in business situations

Generic Courses (Electives) – Institute Level – Semester I & II

Semester I		113 - Verbal Communication Lab
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO113.1	REMEMBERING	RECOGNIZE the various elements of communication, channels of communication and barriers to effective communication.
CO113.2	UNDERSTANDING	EXPRESS themselves effectively in routine and special real world business interactions.
CO113.3	APPLYING	DEMONSTRATE appropriate use of body language.
CO113.4	ANALYSING	TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities.
CO113.5	EVALUATING	APPRAISE the pros and cons of sample recorded verbal communications in a business context.
CO113.6	CREATING	CREATE and DELIVER effective business presentations, using appropriate technology tools, for common business situations.



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Semester I		114 - Enterprise Analysis - Desk Research
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO114.1	REMEMBERING	DESCRIBE the key historical, organizational, market related, financial, governance, leadership and social responsibility dimensions of a real world business organization.
CO114.2	UNDERSTANDING	SUMMARIZE the regional, national and global footprint of a real world business organization.
CO114.3	APPLYING	DEMONSTRATE the use of secondary – offline and online resources to profile a real world business organization.
CO114.4	ANALYSING	ANALYSE, using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years.
CO114.5	EVALUATING	COMPOSE a succinct summary of future plans of a real world business organization the company website, shareholders reports and other information available in the public domain.
CO114.6	CREATING	IMAGINE the key challenges and opportunities for a real world business organization in the immediate future (1 to 3 years).

Semester I		116 - MS Excel
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO116.1	REMEMBERING	SELECT appropriate menus and functions of MS Excel to Create, Format, Import, Merge, Save, Print Spreadsheets & Charts using business data.
CO116.2	UNDERSTANDING	SHOW how to do basic troubleshooting and fix mistakes most people make when working with spreadsheets.
CO116.3	APPLYING	USE various functions of MS Excel, Execute pivot table analysis, common (and powerful functions), and different types of lookups (vlookup, hlookup, and index/match).
CO116.4	ANALYSING	ILLUSTRATE the use of the most commonly used data-manipulation commands in MS Excel.
CO116.5	EVALUATING	DERIVE insights from multiple data sources in MS EXCEL and work with it to answer relevant business questions.
CO116.6	CREATING	CREATE standard Excel Templates for routine business data management and analysis activities.



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Semester II		201 – Marketing Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	EVALUATING	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

Semester II		202 – Financial Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO202.1	REMEMBERING	DESCRIBE the basic concepts related to Financial Management, Various techniques of Financial Statement Analysis, Working Capital, Capital Structure, Leverages and Capital Budgeting.
CO202.2	UNDERSTANDING	EXPLAIN in detail all theoretical concepts throughout the syllabus
CO202.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO202.4	ANALYSING	ANALYZE the situation and <ul style="list-style-type: none"> • comment on financial position of the firm • estimate working capital required • decide ideal capital structure • evaluate various project proposals
CO202.5	EVALUATING	EVALUATE impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm

Semester II		203 – Human Resource Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO203.1	REMEMBERING	DESCRIBE the role of Human Resource Function in an Organization.
CO203.2	REMEMBERING	ENUMERATE the emerging trends and practices in HRM.
CO203.3	UNDERSTANDING	ILLUSTRATE the different methods of HR Acquisition and retention.
CO203.4	APPLYING	DEMONSTRATE the use of different appraisal and training methods in an Organization.
CO203.5	ANALYSING	OUTLINE the compensation strategies of an organization
CO203.6	EVALUATING	INTERPRET the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.



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Semester II		204 – Operations & Supply Chain Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO204.1	REMEMBERING	DEFINE basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.
CO204.2	UNDERSTANDING	EXPLAIN the process characteristics and their linkages with process-product matrix in a real world context.
CO204.3	APPLYING	DESCRIBE the various dimensions of production planning and control and their inter-linkages with forecasting.

Semester II		207 – Contemporary Frameworks in Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO207.1	REMEMBERING	DEFINE Emotional Intelligence (EQ), IDENTIFY the benefits of emotional intelligence and RELATE the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.
CO207.2	UNDERSTANDING	DESCRIBE how companies achieve transition from being good companies to great companies, and DISCUSS why and how most companies fail to make the transition.
CO207.3	APPLYING	APPLY the 21 laws that make leadership work successfully to improve your leadership ability and ILLUSTRATE its positive impact on the whole organization.
CO207.4	ANALYSING	EXAMINE the fundamental causes of organizational politics and team failure.
CO207.5	EVALUATING	EXPLAIN the approach to being effective in attaining goals by aligning oneself to the "true north" principles based on a universal and timeless character ethic.



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Semester II		209 - Start Up and New Venture Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO209.1	REMEMBERING	DESCRIBE the strategic decisions involved in establishing a startup.
CO209.2	UNDERSTANDING	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO209.3	APPLYING	IDENTIFY the issues in developing a team to establish and grow a startup
CO209.4	ANALYSING	FORMULATE a go to market strategy for a startup.
CO209.5	EVALUATING	DESIGN a workable funding model for a proposed startup.
CO209.6	CREATING	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

Semester II		210 – Qualitative Research Methods
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOME
CO210.1	REMEMBERING	ENUMERATE the key terms associated with Qualitative research approach.
CO210.2	UNDERSTANDING	COMPARE and CONTRAST Qualitative research approach with the Quantitative approach.
CO210.3	APPLYING	CONSTRUCT appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts
CO210.4	ANALYSING	ILLUSTRATE the use of appropriate qualitative research methods in real world business and non-business contexts.
CO210.5	EVALUATING	EVALUATE the quality of Qualitative Research work
CO210.6	CREATING	COMBINE Qualitative and Quantitative research approaches in a real world research project.

Semester II		214 - Industry Analysis - Desk Research
2 Credits	LTP: 0:3:1	Generic Elective – Institute Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO214.1	REMEMBERING	DESCRIBE the key characteristics of the players in an industry.
CO214.2	UNDERSTANDING	SUMMARIZE the management ethos and philosophy of the players in the industry.
CO214.3	APPLYING	DEMONSTRATE an understanding of the regulatory forces acting on the industry.
CO214.4	ANALYSING	COMPARE and CONTRAST, using tables and charts, the market and financial performance of the players in an industry.
CO214.5	EVALUATING	ASSESS the impact of recent developments on the industry and its key players.
CO214.6	CREATING	PREDICT the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).



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**Subject Core (SC) Courses - Semester II
Specialization: Marketing Management**

Semester II		205MKT: Marketing Research
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205MKT.1	REMEMBERING	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
CO205MKT.2	UNDERSTANDING	COMPARE and CONTRAST various research designs, data sources, data collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
CO205MKT.3	APPLYING	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
CO205MKT.4	ANALYSING	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO205MKT.5	EVALUATING	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
CO205MKT.6	CREATING	PLAN and UNDERTAKE qualitative or quantitative Market Research and demonstrate the ability to appropriately analyse data to resolve a real life marketing issue.

Semester II		206MKT: Consumer Behavior
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206MKT.1	REMEMBERING	ENUMERATE social and psychological factors and their influence his/her behavior as a consumer.
CO206MKT.2	UNDERSTANDING	EXPLAIN fundamental concepts associated with consumer and organizational buying behavior.
CO206MKT.3	APPLYING	APPLY consumer behavior concepts to real world strategic marketing management decision making.
CO206MKT.4	ANALYSING	ANALYSE the dynamics of human behavior and the basic factors that influence the consumer's decision process.
CO206MKT.5	EVALUATING	EXPLAIN the consumer and organizational buying behavior process for a variety of products (goods/services).
CO206MKT.6	CREATING	DISCUSS the use of the Internet, e-commerce & information technology with respect to the changing consumer marketplace and ELABORATE on the various aspects of the changing Indian Consumer.



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**Subject Elective (SE) Courses - Semester II
Specialization: Marketing Management**

Semester II		217MKT: Integrated Marketing Communications
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217MKT.1	REMEMBERING	DESCRIBE the IMC mix and the IMC planning process.
CO217MKT.2	UNDERSTANDING	EXAMINE the role of integrated marketing communications in building brand identity, brand equity, and customer franchise.
CO217MKT.3	APPLYING	CONSTRUCT a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
CO217MKT.4	ANALYSING	ANALYZE and critically evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.
CO217MKT.5	EVALUATING	DESIGN a sales promotion campaign and CHOOSE the avenues for Public Relations, Publicity and Corporate Advertising for a consumer and a business-to-business product.
CO217MKT.6	CREATING	DEVELOP an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign for a variety of brands.

Semester II		220MKT: Digital Marketing - I
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO220MKT.1	REMEMBERING	DEFINE various concepts related to Digital Marketing.
CO220MKT.2	UNDERSTANDING	EXPLAIN the role of Facebook, Google Ad words, Youtube and Email in digital marketing.
CO220MKT.3	APPLYING	MAKE USE OF Facebook, Google Ad words, Youtube and Email for carrying out digital marketing of real life products.
CO220MKT.4	ANALYSING	ILLUSTRATE the use of Facebook, Google Ad words, Youtube and Email in various contexts of Digital Marketing.
CO220MKT.5	EVALUATING	DESIGN digital media campaign using appropriate mix of Facebook, Google Ad words, Youtube and Email.
CO220MKT.6	CREATING	CREATE appropriate content for Facebook, Google Ad words, Youtube and Email campaigns.

MBA (I) – Semester II (Finance)

Course: Financial Markets and Banking Operations

Course Code: 205Fin



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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205FIN.1	REMEMBERING	RECALL the structure and components of Indian financial system through banking operations & Financial Markets.
CO205FIN.2	UNDERSTANDING	UNDERSTAND the concepts of financial markets, their working and importance.
CO205FIN.3	APPLYING	ILLUSTRATE the working and contribution of Banks and NBFCs to the Indian Economy.
CO205FIN.4	ANALYSING	ANALYZE the linkages in the Financial Markets.
CO205FIN.5	EVALUATING	EXPLAIN the various banking and accounting transactions.
CO205FIN.6	CREATING	DEVELOP necessary competencies expected of a finance professional.

Course: Personal Financial Planning

Course Code: 206Fin

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206FIN.1	REMEMBERING	UNDERSTAND the need and aspects of personal financial planning
CO206FIN.2	UNDERSTANDING	Describe the investment options available to an individual
CO206FIN.3	APPLYING	IDENTIFY types of risk and means of managing it
CO206FIN.4	ANALYSING	DETERMINE the ways of personal tax planning
CO206FIN.5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO206FIN.6	CREATING	CREATE a financial plan for a variety of individuals.

Course: Banking Laws & Regulations

Course Code: 222

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO222FIN.1	REMEMBERING	REMEMBER various concepts taught in the syllabus.
CO222FIN.2	UNDERSTANDING	EXPLAIN the Regulatory Framework in the Indian Banking system.
CO222FIN.3	UNDERSTANDING	DESCRIBE the various legal aspects which need to be followed during daily banking operations.
CO222FIN.4	UNDERSTANDING	DISCUSS the various laws related to banking.
CO222FIN.5	APPLYING	APPLY the various commercial laws for the smooth functioning of banking operations.

Course: Fundamentals of Life Insurance – Products and Underwriting

Course

Code: 22

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO223FIN.1	REMEMBERING	RECALL all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.2	UNDERSTANDING	Explain all the concepts pertaining to Life Insurance covered in the course syllabus.
CO223FIN.3	UNDERSTANDING	DETERMINE the key elements of the Life Insurance Products and Services.
CO223FIN.4	UNDERSTANDING	APPLY the life insurance product knowledge to suit to the clients' needs.
CO223FIN.5	APPLYING	DESIGN the life insurance cover strategy for clients.

MBA (I) – Semester II (HRM)



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205 HRM: Competency Based Human Resource Management System

Semester II		205HRM: Competency Based Human Resource Management System
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205HRM.1	REMEMBERING	DEFINE the key terms related to performance management and competency development.
CO205HRM.2	UNDERSTANDING	EXPLAIN various models of competency development.
CO205HRM.3	APPLYING	PRACTICE competency mapping.
CO205HRM.4	ANALYSING	ANALYSE competencies required for present and potential future job roles at various levels and across variety of organizations.
CO205HRM.5	EVALUATING	DESIGN and MAP their own competency and plan better and appropriate career for themselves.
CO205HRM.6	CREATING	DEVELOP a customized competency model in accordance with the corporate requirements.

Course : Employee Relations and Labour Legislations

Course Code 206HRM

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206HRM.1	REMEMBERING	SHOW awareness of important and critical issues in Employee Relations
CO206HRM.2	UNDERSTANDING	INTERPRET and relate legislations governing employee relations.
CO206HRM.3	APPLYING	DEMONSTRATE an understanding of legislations relating to working environment.
CO206HRM.4	ANALYSING	OUTLINE the role of government, society and trade union in ER.
CO206HRM.5	EVALUATING	EXPLAIN aspects of collective bargaining and grievance handling.
CO206HRM.6	CREATING	DISCUSS the relevant provisions of various Labour Legislations.

Course 217 HRM: Labour Welfare

Subject Elective (SE) Courses - Semester II		
Specialization: Human Resource Management		

Semester II		217HRM: Labour Welfare
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217HRM.1	REMEMBERING	ENUMERATE the key concepts of the subject matter.
CO217HRM.2	UNDERSTANDING	DESCRIBE the key aspects of the labour policy regulation in the country.
CO217HRM.3	APPLYING	IDENTIFY the applicability of various legislations to variety of real world organizations.
CO217HRM.4	ANALYSING	EXAMINE the traditional concept of labour welfare in the industry.
CO217HRM.5	EVALUATING	EXPLAIN the conditions of labour and their welfare and social security needs in the country.
CO217HRM.6	CREATING	ELABORATE upon the perspective of labour problems and remedial measures in the country.



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Semester II		218HRM: Lab in Recruitment and Selection
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO218HRM.1	REMEMBERING	DESCRIBE the key concepts such as Job Specification, Job description, Recruitment and Selection.
CO218HRM.2	UNDERSTANDING	COMPARE and CONTRAST various methods of Recruitment and Selection.
CO218HRM.3	APPLYING	DEVELOP Job Specifications and Job descriptions in a variety of context.
CO218HRM.4	ANALYSING	ANALYZE various Personality types.
CO218HRM.5	EVALUATING	EXPLAIN the profiling techniques used to test Personality, Aptitude, Competency.
CO218HRM.6	CREATING	COMPILE a list of questions for Recruitment and Selection interviews.

Subject Core (SC) Courses - Semester II Specialization: Operations & Supply Chain Management

Semester II		205OSCM: Service Operations Management – I
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205OSCM.1	REMEMBERING	DESCRIBE the nature and CHARACTERISTICS of services and the services economy.
CO205OSCM .2	UNDERSTANDING	DESCRIBE the service design elements of variety of services.
CO205OSCM .3	APPLYING	USE service blueprinting for mapping variety of real life service processes.
CO205OSCM .4	ANALYSING	ANALYSE alternative locations and sites for variety of service facilities.
CO205OSCM .5	EVALUATING	JUDGE and EXPLAIN the service orientation at variety of service facilities / organizations.
CO205OSCM .6	CREATING	CREATE flow process layouts for variety of services.

Semester II		206OSCM: Supply Chain Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206OSCM.1	REMEMBERING	DESCRIBE the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO206OSCM.2	UNDERSTANDING	EXPLAIN the structure of modern day supply chains.
CO206OSCM.3	APPLYING	IDENTIFY the various flows in real world supply chains.
CO206OSCM.4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management.
CO206OSCM.5	EVALUATING	EXPLAIN the key Operational Aspects in Supply Chain Management.
CO206OSCM.6	CREATING	DISCUSS the relationship between Customer Value and Supply Chain Management.



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Semester II		217OSCM: Planning & Control of Operations
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217OSCM.1	REMEMBERING	DESCRIBE the building blocks of Planning & Control of Operations.
CO217OSCM.2	UNDERSTANDING	EXPLAIN the need for aggregate planning and the steps in aggregate planning.
CO217OSCM.3	APPLYING	MAKE USE OF the various forecasting approaches in the context of operations planning process.
CO217OSCM.4	ANALYSING	ILLUSTRATE how capacity planning is done in organizations and its relationship with MRP.
CO217OSCM.5	EVALUATING	EXPLAIN the importance of scheduling in operations management.
CO217OSCM.6	CREATING	CREATE a Bill of Materials.

Semester II		219OSCM: Inventory Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO219OSCM.1	REMEMBERING	DEFINE the key terms associated with Inventory Management.
CO219OSCM.2	UNDERSTANDING	CLASSIFY various types of inventory, and inventory costs.
CO219OSCM.3	APPLYING	CALCULATE Economic Order Quantity and stock levels under various conditions.
CO219OSCM.4	ANALYSING	COMPARE and CONTRAST various methods of inventory control.
CO219OSCM.5	EVALUATING	ASSESS various factors influencing Make or Buy decisions.
CO219OSCM.6	CREATING	SOLVE problems based on ABC classification of inventory.

Semester II		205BA: Basic Business Analytics using R
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO205BA.1	REMEMBERING	IDENTIFY opportunities for creating value using business analytics and DESCRIBE the basic concepts in Business Analytics, DATA Science and Business Intelligence.
CO205BA.2	UNDERSTANDING	EXPLAIN the applications of Business Analytics in multiple business domains and scenarios.
CO205BA.3	APPLYING	DEVELOP a thought process to think like a data scientist/business analyst.
CO205BA.4	ANALYSING	ANALYZE data graphically by creating a variety of plots using the appropriate visualization tools of R.
CO205BA.5	EVALUATING	SELECT the right functions of R for the given analytics task.
CO205BA.6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.



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Semester II		206BA: Data Mining
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO206BA.1	REMEMBERING	DEFINE the key terms associated with Data Mining
CO206BA.2	UNDERSTANDING	EXPLAIN the various aspects of Data
CO206BA.3	APPLYING	APPLY classification models
CO206BA.4	ANALYSING	ANALYSE using clustering models
CO206BA.5	EVALUATING	SELECT appropriate association analysis and anomaly detection tools.
CO206BA.6	CREATING	COMBINE various data mining tools and use them in live analytical projects in business scenarios.

Semester II		217BA: Marketing Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO217BA.1	REMEMBERING	DESCRIBE the use of Voice of the Customer data in making data driven marketing decisions.
CO217BA.2	UNDERSTANDING	DEMONSTRATE an understanding of utility theory to measure customer preferences and choices.
CO217BA.3	APPLYING	IDENTIFY what customers' value in a product, and assess what they are willing to pay for it.
CO217BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks to solve strategic marketing problems using marketing data.
CO217BA.5	EVALUATING	DETERMINE the most effective target markets.
CO217BA.6	CREATING	DESIGN a study that incorporates the key tools of Marketing Analytics.

Semester II		219BA: Workforce Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO2019BA.1	REMEMBERING	ENUMERATE the use of Workforce Analytics.
CO2019BA.2	UNDERSTANDING	UNDERSTAND the process of creating and using HR analytics
CO2019BA.3	APPLYING	USE dashboards, pivot tables for data driven decision making in HR.
CO2019BA.4	ANALYSING	ILLUSTRATE the use of various tools and frameworks for predictive analytics.
CO2019BA.5	EVALUATING	DERIVE a variety of metrics and quantify key outcomes in multiple areas of HR.
CO2019BA.6	CREATING	BUILD value for HR departments by showing clear links between HR and Business outcomes.



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Semester III		301- Strategic Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO301.1	REMEMBERING	DESCRIBE the basic terms and concepts in Strategic Management.
CO301.2	UNDERSTANDING	EXPLAIN the various facets of Strategic Management in a real world context.
CO301.3	UNDERSTANDING	DESCRIBE the trade-offs within and across strategy formulation, implementation, appraisal.
CO301.4	APPLYING	INTEGRATE the aspects of various functional areas of management to develop a strategic perspective.
CO301.5	ANALYSING	EXPLAIN the nature of the problems and challenges confronted by the top management team and the approaches required to function effectively as strategists.
CO301.6	CREATING	DEVELOP the capability to view the firm in its totality in the context of its environment.

Semester III		302- Decision Science
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO302.1	REMEMBERING	DESCRIBE the concepts and models associated with Decision Science.
CO302.2	UNDERSTANDING	UNDERSTAND the different decision-making tools required to achieve optimisation in business processes.
CO302.3	UNDERSTANDING	APPLY appropriate decision-making approach and tools to be used in business environment.
CO302.4	APPLYING	ANALYSE real life situation with constraints and examine the problems using different decision-making tools
CO302.5	ANALYSING	EVALUATE the various facets of a business problem and develop problem solving ability
CO302.6	CREATING	DISCUSS & propose the various applications of decision tools in the present business scenario.



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Generic Courses (Electives) – University Level – Semester III & IV

Semester III		306 – International Business Economics
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 306 .1	Remembering	RECALL and ENUMERATE the economic aspects of international business.
CO 306 .2	Understanding	DESCRIBE the outcomes of globalising and liberalising trade environment, trade policy frameworks and macroeconomic linkages of the open economy.
CO 306 .3	Applying	DISCUSS the mechanisms and working of the foreign exchange markets.
CO 306 .4	Analysing	EXAMINE how a protectionist trade policy improves or diminishes the prospects of survival / growth of business.
CO 306 .5	Evaluating	APPRAISE the implications of trade related policies under different levels of product market concentration?

Semester III		308 – Project Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 308 .1	Remembering	DEFINE the key terms and concepts in project management.
CO 308 .2	Understanding	EXPLAIN the Importance of project management methodologies and tools at the distinct stages in the Project's life cycle
CO 308 .3	Applying	ILLUSTRATE the importance of PM in most industries and businesses
CO 308 .4	Analysing	EXAMINE the importance of Leadership specifically in heterogenous and virtual teams as well as governance and approaches to conflict resolutions
CO 308 .5	Evaluating	DESIGN dashboard, status report and index for Key Performance Indicators of project for the Management

Semester III		311–Management of Non-profit organizations
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO311.1	REMEMBERING	DESCRIBE the basic concepts and frameworks in the field of Non-Profit Sector & Non-Profit Organization.
CO311.2	UNDERSTANDING	EXPLAIN the characteristics of Non-Profit organizations, summarizing the factors affecting development of Non-Profit organization.



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CO311.3	APPLYING	MAKE use of theoretical concepts, frameworks while registration process of Non-Profit Organization.
CO311.4	ANALYSING	EXAMINE the role of any public policies which helps NPO in decision making.
CO311.5	EVALUATING	EVALUATE the performance of Non- Profit organizations, the critical financial considerations of the Non - Profit organization.

**Subject Core (SC) Courses - Semester III
Specialization: Marketing Management**

Semester III	SC – MKT- 03	304 MKT : Services Marketing
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304 MKT.1	REMEMBERING	RECALL the key concepts in services marketing
CO304 MKT.2	UNDERSTANDING	EXPLAIN the role of Extended Marketing Mix in Services
CO304 MKT.3	APPLYING	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
CO304 MKT.4	ANALYSING	ANALYSE the significance of services marketing in the Indian and global economy
CO304 MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
CO304 MKT.6	CREATING	DEVELOP marketing mix for various services offering

Semester III	SC – MKT- 04	305 MKT : Sales & Distribution Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305MKT.1	REMEMBERING	DESCRIBE the theoretical concepts related to Sales Management and Distribution Management Domain
CO305MKT.2	UNDERSTANDING	UNDERSTAND the concepts, techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO305MKT.3	APPLYING	APPLY the concepts related to sales and distribution management.
CO305MKT.4	ANALYSING	ANALYZE the real life scenarios of sales and distribution management.
CO305MKT.5	EVALUATING	EVALUATE the existing sales and distribution strategies and approaches.
CO305MKT.6	CREATING	DEVELOP generate and evaluate sales and distribution strategies.



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Semester III	SE -IL -MKT- 07	312 MKT: Business to Business Marketing
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312 MKT.1	REMEMBERING	DEFINE the terms and concepts related to Business to Business marketing
CO312MKT.2	UNDERSTANDING	EXPLAIN the terms and concepts used in business to business marketing
CO312 MKT.3	APPLYING	IDENTIFY challenges and opportunities in Business-to-Business Marketing.
CO312 MKT.4	ANALYSING	FORMULATE segmentation, targeting and positioning, consumer buying behaviour and marketing mix in the context of Business to Business marketing
CO312MKT.5	EVALUATING	DESIGN marketing mix elements considering business-to-business sales and service situations.
CO312MKT.6	CREATING	DEVELOP marketing plan for business-to-business Marketing situations.

Semester III	SE -IL -MKT- 08	313 MKT: International Marketing
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313MKT.1	REMEMBERING	ENUMERATE various terms and key concepts associated with international marketing.
CO313MKT.2	UNDERSTANDING	EXPLAIN various key concepts used in all aspects of international marketing.
CO313MKT.3	APPLYING	APPLY all stages in international marketing management process.
CO313MKT.4	ANALYSING	EXAMINE various facets of international marketing environment and the relevant aspects of international marketing management process from a data driven decision perspective.
CO313MKT.5	EVALUATING	JUDGE suitability of alternative market segmentation bases, target market selection, market entry strategies, positioning strategies and international marketing mix strategies based on Assessment of international marketing environment.
CO313MKT.6	CREATING	DESIGN appropriate market segmentation, target market, market entry strategies, positioning strategies and international marketing mix strategies for business organizations.

Semester III	SE -IL -MKT- 09	314 MKT: Digital Marketing II
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 314MKT.1	REMEMBERING	DEFINE the key terms and concepts related with digital marketing
CO 314MKT.2	UNDERSTANDING	EXPLAIN various tools of digital marketing.
CO 314MKT.3	APPLYING	MAKE USE OF various tools of digital marketing.
CO 314MKT.4	ANALYSING	CLASSIFY the different tools and techniques of digital Marketing with respect to SEO, SEM and SMM to increase the customer acquisition and retention.



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CO 314MKT.5	EVALUATING	ASSESS the suitability of Digital Marketing Tools w.r.t. SEO, SEM and SMM to increase cost-effectiveness in specific marketing situations.
CO 314MKT.6	CREATING	DEVELOP appropriate digital marketing campaign.
Semester III	SE -IL -MKT- 10	315 Marketing of Financial Services - II
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO315MKT.1	REMEMBERING	RECALL the key concepts of the Indian Banking system.
CO315MKT.2	UNDERSTANDING	EXPLAIN the fundamental changes in banking and financial markets as financial institutions.
CO315MKT.3	APPLYING	DEMONSTRATE the skills and knowledge required to understand and Need based pitching of the financial Products to the targeted customers.
CO315MKT.4	ANALYSING	OUTLINE the growth & service offerings of wealth management in global & Indian context.
CO315MKT.5	EVALUATING	ASSESS the customer touch-points and customer-buying journey for financial services.
CO315MKT.6	CREATING	CREATE the marketing strategy for financial products.
Semester III	SE -IL -MKT- 11	316 :Marketing Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316MKT.1	REMEMBERING	DEFINE various key concepts in Marketing Analytics
CO316MKT.2	UNDERSTANDING	DESCRIBE various key concepts in Marketing Analytics
CO316MKT.3	APPLYING	IDENTIFY what customers' value in a product/service, and assess what they are willing to pay for it.
CO316MKT.4	ANALYSING	EXPLAIN the use of various models and frameworks to solve marketing problems using marketing data
CO316MKT.5	EVALUATING	MEASURE the effectiveness of marketing efforts and key outcomes in multiple areas of Marketing.
CO316MKT.6	CREATING	DESIGN a study that incorporates the key tools and techniques of Marketing Analytics



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Course: Advanced Financial Management

Course Code: 304Fin

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 304.1	REMEMBERING	DESCRIBE the basic concepts in financing, investing and profit distribution in a firm
CO 304.2	UNDERSTANDING	EXPLAIN theoretical concepts related to raising and use of funds and value of firm
CO 304 .3	APPLYING	CALCULATE values for making capital structure, investment, liquidity and dividend decisions in the financial management of a firm
CO 304.4	ANALYSING	ANALYZE the options for making the right financial decisions of a firm
CO 304.5	EVALUATING	ASSESS the role of financial planning, risk analysis in investments, liquidity and credit management policy of the firm on shareholder value
CO304.6	CREATING	DESIGN an appropriate financial strategy using any one or multiple concepts/ techniques learned in this course.

Course: International Finance

Course Code: 305Fin

CO#	Cognitive Ability	Course Outcomes
CO305FIN.1	Remembering	Enumerate the key terms associated with International Finance.
CO305FIN.2	Understanding	Summarize the various the concepts related to regulators, financial markets, Financial Instruments, tax structures at international level.
CO305FIN.3	Applying	Illustrate the role of international monetary systems & intermediaries in Global financial market.
CO305FIN.4	Analyzing	Inspect the various parameters of global financial market and interpret best possible international investment opportunities.
CO305FIN.5	Evaluating	Determine the various strategies to start investment or business at the international level by considering various factors of international finance.
CO305FIN.6	Creating	Formulate the investment plan or business plan by adapting international finance environment.

Course: Corporate Financial Restructuring

Course Code: 316Fin

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316FIN.1	REMEMBERING	DESCRIBE the basic concepts related corporate restructuring, Mergers & Acquisitions, Valuation Aspects of Corporate Restructuring and Corporate Governance Aspects of Restructuring
CO316FIN.2	UNDERSTANDING	EXPLAIN the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units.
CO316FIN.3	APPLYING	PERFORM all the required calculations through relevant numerical problems.
CO316FIN.4	ANALYSING	ANALYZE the situation by calculations of exchange ratio, financial returns, valuations and others.
CO316FIN.5	EVALUATING	EVALUATE impact of corporate financial restructuring on all stakeholders



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Course: Digital Banking

Course Code: 318Fin

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO318 Fin.1	REMEMBERING	Remember various concepts and products in Digital Banking
CO318 Fin.2	UNDERSTANDING	Explain and understand the significance and development of Digital Banking
CO318 Fin.3	APPLYING	Compare and contrast the Branchless Banking and Traditional Banking
CO318 Fin.4	ANALYSING	Analyze the payment system of digital banking from consumer's point of view
CO318 Fin.5	EVALUATING	Evaluate Role of digital banking and emerging technologies in economic development

Course: Project Finance and Trade Finance

Course Code: 320Fin

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO320.1	REMEMBERING	DESCRIBE the concepts of Project Finance and Trade Finance.
CO320.2	UNDERSTANDING	SUMMARIZE the key aspects in context with Project Finance and Trade Finance.
CO320.3	APPLYING	IDENTIFY the applicability of Project Finance and Trade Finance in modern business era.
CO320.4	ANALYSING	EXAMINE the risks involved in Project Finance and Trade Finance.
CO320.5	EVALUATING	EVALUATE the proposal of securing finance by considering the capital structure and documentation involved.

**Subject Core (SC) Courses - Semester III
Specialization: Human Resource Management**

Semester-III		304HRM- Strategic Human Resource Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course- Human Resource Management

Course Outcome: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304HRM.1	REMEMBERING	REMEMBER the strategies adopted by HR and their implementation issues and challenges faced by the organization in national and international context.
CO304HRM.2	UNDERSTANDING	Ability to UNDERSTAND and ARTICULATE the basic concepts of SHRM and link the HR strategies to the organizational business strategies.
CO304HRM.3	APPLYING AND ANALYZING	Ability to ANALYZE HR as an investment to the company.
CO304HRM.4	EVALUATING	Ability to INTERPRET and EVALUATE the implementation of the HR strategies.
CO304HRM.5	CREATING	FORMULATE and provide realistic solutions to the industry by designing innovative strategies and logical decision making.



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Semester IV		319 HRM :- Change Management & new technologies in HRM
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES (CO'S)
CO. HRM .1	REMEMBERING	DEFINE Change Management and its significance
CO. HRM .2	UNDERSTANDING	UNDERSTANDING change management model and practices
CO. HRM .3	APPLYING	APPLY Change Management in context to digital transformation
CO. HRM .4	ANALYSING & EVALUATING	EXAMINE and DETERMINE various concepts in human resource information system
CO. HRM .5	CREATING	IMPLEMENT change management in the organization.

Semester III		312HRM: Talent Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.312.1	REMEMBERING	DEFINE Talent Management and its significance
CO.312.2	UNDERSTANDING	UNDERSTANDING performance excellence through Talent Management
CO.312.3	APPLYING	APPLY Talent Management concepts in Human Resource Management
CO.312.4	ANALYSING	ANALYSING Talent Management practices in employee development and career enhancement
CO.312.5	EVALUATING	FORMULATE the Talent Management Strategies for any organisation.



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Semester		318 HRM : Performance Management System
2 Credits	LTP: 2: 1: 1	Subject Core (SC)- Human resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO #	COGNITIVE ABILITIES	COURSE OUTCOMES
CO HRM.1	REMEMBERING	DESCRIBE key components and applicability of theories of Performance Management System
CO318 HRM.2	UNDERSTANDING	DEMONSTRATE the communication skills required when managing achievement and underachievement.
CO318 HRM.3	APPLYING	IDENTIFY factors affecting Performance Measurement
CO318 HRM.4	ANALYSING	ANALYZE various tools for performance assessment
CO318 HRM.5	EVALUATING	COMPARE various organizational performance management systems and best practices.
CO318 HRM.6	CREATING	DESIGN a performance management process for an organization.

Sem- III		HRM: e-HRM
2 Credits	LTP: 0:3:1	Subject Elective (SE) Course-Human Resource Management

Course Outcomes: At the end of this course the learner shall be able to –

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316HRM.1	Remembering	ENUMERATE fundamental concept of HRIS
CO316HRM.2	Understanding	UNDERSTAND various technology driven features that can be adapted for HRM functions
CO316HRM.3	Applying	DETERMINE impact of technology on HRM functions.
CO316HRM.4	Analyzing	ANALYSE issues regarding technology in HRM functions.
CO316HRM.5	Evaluating & Creating	DEVELOP competencies needed to adapt technology in HRM functions



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Semester III		305 OSCM - Logistics Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to Logistics management.
CO305OSCM.2	UNDERSTANDING	EXPLAIN the infrastructure of logistics, its linkage with various types of communication modes.
CO305OSCM.3	APPLYING	DESCRIBE the various dimensions of logistics management and transport, their inter-linkages with different types of freights.
CO305OSCM.4	ANALYSING	CALCULATE logistic costs and various classification methods of reducing the cost. Involving the information technology and its impacts.
CO305OSCM.5	EVALUATING	OUTLINE a typical logistic framework and services. ILLUSTRATE the linkages with its dynamic storage system / Customer Issues, Logistic and Business Issues in a real world context.
CO305OSCM.6	CREATING	DISCUSS modern real world logistical systems using the various concepts in the syllabus.

Semester III		304 OSCM- Services Operations Management – II
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304OSCM .1	REMEMBERING	DEFINE the key concepts in Services Operations Management.
CO304OSCM .2	UNDERSTANDING	DIFFERENTIATE between various service strategies, service quality dimensions, and customer relationships based on life time value.
CO304OSCM .3	APPLYING	IDENTIFY the sources of value in a service supply relationship & three factors that drive profitability for a professional service firm
CO304OSCM .4	ANALYSING	CATEGORIZE a service firm according to its stage of competitiveness.
CO304OSCM .5	EVALUATING	MODIFY the Service strategies of an organization for achieving the strategic service vision.
CO304OSCM .6	CREATING	SOLVE the relevant numerical in the scope of the subject.



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Semester III		312 OSCM- Manufacturing Resource Planning
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to MRP II.
CO312OSCM.2	UNDERSTANDING	DESCRIBE the integrated planning structure and functions incorporated within MRP.
CO312OSCM.3	APPLYING	ILLUSRATE the importance of MRP as a top-management planning tool
CO312OSCM.4	ANALYSING	IDENTIFY the vertical and horizontal cross-functional integration within the MRP II planning hierarchy.
CO312OSCM.5	EVALUATING	EXPLAIN how what-if simulation, modeling, and analysis are used to produce feasible plans.
CO312OSCM.6	CREATING	DISCUSS how MRP supports the company's cost, quality, and delivery operating objectives.

Semester III		316OSCM- Operations & Service Strategy
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO316OSCM.1	REMEMBERING	ENUMERATE the key components of operations strategy.
CO316OSCM.2	UNDERSTANDING	EXPLAIN the linkages between operations strategy and competitive advantage as the basis of competitive position through superior product development, cost, quality, features.
CO316OSCM.3	APPLYING	ILLUSTRATE the broader context of business strategy & fit between manufacturing and operations capabilities and the business strategy
CO316OSCM.4	ANALYSING	EXAMINE the concepts of competitive leverage using manufacturing and operations, the fit of the various elements of manufacturing and operations, the impact of the competitive environment, and the structure of the value chain.
CO316OSCM.5	EVALUATING	DESIGN the operations and service strategy.
CO316OSCM.6	CREATING	FORMULATE an operations strategy (long-term plan) and link with operational decisions.



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Semester III		315 OSCM- Toyota Production System
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO315OSCM.1	REMEMBERING	DESCRIBE 14 principles of the Toyota Way.
CO315OSCM.2	UNDERSTANDING	RELATE the TPS with other business situations.
CO315OSCM.3	APPLYING	IMPLEMENT TPS principles to a real-life situation.
CO315OSCM.4	ANALYSING	EXAMINE the application of TPS principles in a service or manufacturing unit/ organization.
CO315OSCM.5	EVALUATING	DESIGN a process for executing Improvement Initiatives at workplace.
CO315OSCM.6	CREATING	BUILD an organization culture to foster continuous improvement.

Semester III		318 OSCM - Industrial Internet of Things
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO318BA.1	REMEMBERING	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
CO318BA.2	UNDERSTANDING	DISCUSS the value added by analytics in the operations function.
CO318BA.3	APPLYING	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
CO318BA.4	ANALYSING	EXAMINE the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
CO318BA.5	EVALUATING	EXPLAIN the applications of analytics in operations.
CO318BA.6	CREATING	COMPILE the issues pertaining to the adoption of technologies that will shape industry



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**Subject Core (SC) Courses - Semester III
Specialization: Business Analytics**

Semester III		304 BA- Advanced Statistical Methods using R
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304BA .1	REMEMBERING	RECALL all basic statistical concepts and associated values, formulae.
CO304BA .2	UNDERSTANDING	EXPLAIN the statistical tools and DESCRIBE their applications in multiple business domains and scenarios
CO304BA .3	APPLYING	APPLY time series analysis in prediction of various trends.
CO304BA .4	ANALYSING	DISCRIMINATE between various types of probability and probability distributions.
CO304BA .5	EVALUATING	FORMULATE and TEST hypothesis using tools of R.
CO304BA .6	CREATING	COMBINE various tools and functions of R programming language and use them in live analytical projects in multiple business domains and scenarios.

Semester III		305 BA - Machine Learning & Cognitive intelligence using Python
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO305BA.1	REMEMBERING	DEFINE the key terms in Python, Machine Learning and Cognitive Intelligence
CO305BA.2	UNDERSTANDING	EXPLAIN the applications of Machine Learning in multiple business domains and scenarios
CO305BA.3	APPLYING	DEVELOP a thought process to think like data scientist/business Analyst
CO305BA.4	ANALYSING	ANALYSE data using supervised and unsupervised Learning Techniques
CO305BA.5	EVALUATING	SELECT the right functions, arrays of Python for Machine Learning algorithms.
CO305BA.6	CREATING	COMBINE various tools and functions of Python language in developing Machine Learning algorithms and use them in live analytical projects in multiple business domain and scenarios.



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Subject Elective (SE) Courses - Semester III
Specialization: Business Analytics

Semester III		312 BA- Social Media, Web & Text Analytics
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO312BA.1	REMEMBERING	DEFINE the key terms in Social Media Analytics, Web Analytics and Text Analytics
CO312BA.2	UNDERSTANDING	EXPLAIN the applications of Social Media Analytics, Web Analytics and Text Analytics in multiple business domains and scenarios
CO312BA.3	APPLYING	DEVELOP a thought process to harness the power of social media analytics to improve website or business
CO312BA.4	ANALYSING	ANALYSE Social Media Analytics and Web Analytics Tools
CO312BA.5	EVALUATING	SELECT the right metrics for Social Media Analytics and Web Analytics
CO312BA.6	CREATING	COMBINE various tools and metrics in building high impact dashboard in multiple business domains and scenarios

Semester III		313 BA- Industrial Internet of Things
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313BA.1	REMEMBERING	ENUMERATE the key concepts of industry 4.0, data science in manufacturing, operations analytics and IIOT
CO313BA.2	UNDERSTANDING	DISCUSS the value added by analytics in the operations function.
CO313BA.3	APPLYING	DEMONSTRATE the practical applications of data analytics and data science in manufacturing operations.
CO313BA.4	ANALYSING	EXAMINE the Industrial Internet of things (IIoT) and the role of Big Data Analytics.
CO313BA.5	EVALUATING	EXPLAIN the applications of analytics in operations.
CO313BA.6	CREATING	COMPILE the issues pertaining to the adoption of technologies that will shape industry

Semester III		314BA: Supply Chain Analytics
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO314BA.1	REMEMBERING	DESCRIBE the importance of the basics of Supply Chain Analytics and Optimization
CO314BA.2	UNDERSTANDING	EXPLAIN the role and applications of Descriptive, Predictive & Prescriptive Analytics in a Supply Chain
CO314BA.3	APPLYING	ILLUSTRATE the basics of Modeling through R Language.
CO314BA.4	ANALYSING	EXAMINE the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy.
CO314BA.5	EVALUATING	DETERMINE the right tools for addressing various issues in Supply Chain Analytics.
CO314BA.6	CREATING	COMBINE the various approaches to Supply Chain Analytics for improvements in the supply chain system



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Semester III		317 BA- E Commerce Analytics - I
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO317BA.1	REMEMBERING	DESCRIBE the key concepts in e-commerce analytics.
CO317BA.2	UNDERSTANDING	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO317BA.3	APPLYING	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO317BA.4	ANALYSING	DISCOVER high-value insights via dashboards and visualization.
CO317BA.5	EVALUATING	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO317BA.6	CREATING	FORMULATE the right analytics driven strategy for ecommerce businesses.

Generic Core (GC) Courses - Semester IV

Semester IV		401 – Enterprise Performance Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO401.1	REMEMBERING	Enumerate the different parameters & facets of management control of an enterprise.
CO401.2	UNDERSTANDING	Illustrate the various techniques of enterprise performance management for varied sectors.
CO401.3	UNDERSTANDING	Determine the applicability of various tools and metrics as a performance evaluation & management tools.
CO401.4	APPLYING	Analyse the key financial & non-financial attributes to evaluate enterprise performance.
CO401.5	ANALYSING	Formulate the various parameters to evaluate enterprise performance effectively through implementation of strategy.



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Semester IV		402 – Indian Ethos & Business Ethics
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO402.1	REMEMBERING	DESCRIBE major theories, concepts, terms, models and framework of Indian ethos and business ethics. DISCOVER the contemporary Issues in Business Ethics
CO402.2	UNDERSTANDING	CLASSIFY and RECOGNIZE Karma, Karma Yoga and discover its relevance in business setting, ILLUSTRATE the business ethical decision rationale derived from Indian Heritage Scriptures.
CO402.3	UNDERSTANDING	APPLY Principles, Theories, Models and Framework of Indian ethos and business ethics in order to incorporate value system in work culture and work place.
CO402.4	APPLYING	DEVELOP and EXHIBIT analytical, problem solving skills, and work ethos by COMPREHENSION and PRACTICE of Indian ethos and value system
CO402.5	ANALYSING	IMPLEMENT, EVALUATE, and FACILITATE ethical business behavior and promote sustainable business ecology, improve profitability, foster business relation and employee productivity.
CO402.6	CREATING	ELABORATE Ethical dilemmas in different business areas of marketing, HRM and Finance and ADAPT dilemma resolution interventions by referring to certain norms, theories and models of Eastern Management.

Semester IV		405 – Global Strategic Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO405.1	Remembering	Define the concept and key terms associated with the global strategic management.
CO405.2	Understanding	Describe in detail global strategic alliance, merger and acquisitions.
CO405.3	Applying	Demonstrate various global organisation models in global strategic management context.
CO405.4	Analyzing	Examine various entry and business-level strategies from global strategic management prospective.
CO405.5	Evaluating	Explain globalization, innovation, and sustainability and challenges to strategic management.
CO405.6	Creating	Design global strategies and understand their relative merits and demerits.



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Semester IV		408 – Corporate Social Responsibility & Sustainability
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO408.1	Remembering	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013, when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR, CSR in India, CSR In global Context, Implementation .
CO408.2	Understanding	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
CO408.3	Applying	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
CO408.4	Analyzing	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
CO408.5	Evaluating	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
CO408.6	Creating	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.

Subject Core (SC) Courses - Semester IV
Specialization: Marketing Management

Semester IV	SC – MKT- 05	403 MKT: Marketing 4.0
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403MKT.1	REMEMBERING	DESCRIBE the various concepts associated with Marketing 4.0
CO403MKT.2	UNDERSTANDING	EXPLAIN the importance of 5A's in Marketing 4.0.
CO403MKT.3	APPLYING	DEMONSTRATE the application of concepts of digital marketing, new productivity metrics, Human centric marketing, Omni channel marketing to the real world of digital economy
CO403MKT.4	ANALYSING	DISTINGUISH between traditional and digital marketing practices in given real world context to be the effective marketers.
CO403MKT.5	EVALUATING	ASSESS how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.
CO403MKT.6	CREATING	DEVELOP strategies to create WOW! Moments with customer engagement



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Semester IV	SC – MKT- 06	404 MKT: Marketing Strategy
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404MKT.1	REMEMBERING	DISCOVER perspectives of market strategy.
CO404MKT.2	UNDERSTANDING	UNDERSTAND the intricacies of competitive marketing situations and ways to handle each situation.
CO404MKT.3	APPLYING	BUILD a market strategy through integrating concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication.
CO404MKT.4	ANALYSING	ANALYSE a company's current situation through applying internal and external analyses.
CO404MKT.5	EVALUATING	EXPLAIN alternative ways to measure the outcome of market strategies.
CO404MKT.6	CREATING	CREATE Corporate Advantage by exploring how the scope of firms is influenced by resources that are shared across products.

Semester IV	(SE – IL - MKT- 13)	409 MKT-Customer Relationship Management
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 409MKT.1	REMEMBERING	DEFINE and DESCRIBE basic concepts and theories related to CRM.
CO 409MKT.2	UNDERSTANDING	UNDERSTAND and EXPLAIN key concepts and theories associated with CRM.
CO 409MKT.3	APPLYING	APPLY and ILLUSTRATE principles, theories and models of CRM in B2B and B2C markets.
CO 409MKT.4	ANALYZING	CLASSIFY Customer acquisition and retention strategies and ANALYZE Customer database in CRM.
CO 409MKT.5	EVALUATING	EVALUATE suitability and effectiveness of CRM strategies in specific marketing situation.
CO 409MKT.6	CREATING	DEVELOP CRM strategies/plans for various B2B and B2C markets.



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Semester IV	(SE-IL-MKT-16)	412 MKT – Retail Marketing
2 Credits	LTP - 1:1:1	Subject Elective (SE) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 412 MKT.1	REMEMBERING	DEFINE various concepts associated with retail marketing
CO412 MKT.2	UNDERSTANDING	EXPLAIN the terms and concepts used in Retail Marketing
CO412 MKT.3	APPLYING	ILLUSTRATE value creation & competitive advantage in Retail Marketing.
CO412 MKT.4	ANALYSING	ANALYSE the contemporary issues affecting Retail marketing decisions
CO412 MKT.5	EVALUATING	EVALUATE the effectiveness of Retail marketing mix used by different Retail formats
CO412 MKT.6	CREATING	FORMULATE effective retail marketing strategy

Semester IV		403 FIN: Financial Laws
3 Credit	LTP : 2:1:1	SUBJECT CORE (SC) COURSE: Specialization – Financial Management (FIN)

Outcomes: On successful completion of the course the learner will be able to:

CO#	Cognitive Ability	Course Outcomes
CO403 .1	Remembering	Define and Describe the basic concepts related to Financial Laws
CO403. 2	Understanding	Illustrate the implications of various laws, Explain concepts and details of various financial laws.
CO403. 3	Applying	Make use of contextual financial laws applicable to organisations.
CO403. 4	Analyzing	Infer the application of financial laws to organisations
CO403. 5	Evaluating	Appraise and perceive the benefits of applicable laws to the organisations.

Semester IV		404 FIN Current Trends & Cases in Finance
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Financial Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404FIN.1	REMEMBERING	DESCRIBE the concepts related to emerging areas of Microfinance, Small finance banks, Payment Banks, Start-Ups, SHG and Digitization and analytics
CO404FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus
CO404FIN.3	APPLYING	APPLY the various theories and models of financial management in the case.
CO404FIN.4	ANALYSING	ANALYSE the situation and decide the key financial as well as non-financial elements involved in the situation.
CO404FIN.5	EVALUATING	EVALUATE the financial impact of the alternative on the given case.



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Course: Strategic Cost Management

Course Code: 412FIN

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO412FIN.1	REMEMBERING	Remember the basic concepts, tools and techniques of cost management in the contemporary business environment and how it has influenced cost management
CO412FIN.2	UNDERSTANDING	EXPLAIN in detail, all the theoretical concepts taught through the syllabus; differentiate between various costing techniques.
CO412FIN.3	APPLYING	ILLUSTRATE contemporary management techniques and how they are used in cost management to respond to the contemporary business environment.
CO412FIN.4	ANALYSING	ANALYSE the situation and decide the key cost factors / elements involved in the decision making
CO412FIN.5	EVALUATING	FORMULATE new models and techniques for managing the cost strategically in any business organization.

Course: Reinsurance

Course Code: 414FIN

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO323.1	REMEMBERING	UNDERSTAND the major concepts and terms in Reinsurance
CO323.2	UNDERSTANDING	EXPLAIN the execution and legal applications in insurance contracts
CO323.3	APPLYING	IDENTIFY the forms of reinsurance according to the cases
CO323.4	ANALYSING	ANALYSE the insurer policy
CO323.5	EVALUATING	EVALUATE the insurer's security and claim procedure

Subject Core (SC) Courses - Semester IV
Specialization: Human Resource Management

Semester IV		403 HRM - Organizational Diagnosis & Development
Credits: 3	LTP: 2:1:1	Subject Core – Human Resource Management – 05

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404.1	REMEMBERING	DESCRIBE the major theories, concepts, terms, models tools and frameworks in the field of Organizational Diagnosis & Development.
CO404.2	UNDERSTANDING	UNDERSTAND concept of OD and 'intervention'.
CO404.3	APPLYING	MAKE USE of the Theories, Models, Principles and Frameworks of Organizational Diagnosis & Development in specific organizational settings.
CO404.4	ANALYSING	ANALYZE the external and internal environment with right tool of diagnosis and review the role of consultant in OD.
CO404.5	EVALUATING	IDENTIFY AND MAP an intervention to organisational need
CO404.6	CREATING	DESIGN the role of the consultant for an organisational issue



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Semester – IV		404 HRM: Current Trends & Cases in Human Resource Management
3 Credits	LTP: 2:1:1	Subject Core (SC) Course –Human Resource Management

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404HRM.1	REMEMBERING	DESCRIBE the conceptual framework of Digital Disruptions and its impact on the current HR Trends.
CO404HRM.2	UNDERSTANDING	SUMMARIZE the impact of Current HR trends on HR Functions
CO404HRM.3	APPLYING	ILLUSTRATE value creation & competitive advantage of Technology on current HR Trends
CO404HRM.4	ANALYSING	EXAMINE the changing role of HR Priorities
CO404HRM.5	EVALUATING	ELABORATE upon the various types of current HR Trends
CO404HRM.6	CREATING	APPLY the existing Tech tools to real time HRM Challenges and offer Solutions.

Subject Elective (SE) Courses - Semester IV Specialization: Human Resource Management
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Semester IV		409 HRM: Labour Legislation
2 Credits	LTP : 0:3:1	Subject Elective (SE) Course – Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CO409.1	REMEMBERING	AWARENESS about foundation of labor legislation.
CO409.2	UNDERSTANDING	UNDERSTAND the legislation related to various labor and social laws.
CO409.3	APPLYING	APPLY formulas of specific laws and calculate.
CO409.4	ANALYSING	STUDY labor legislation and effective implementation of them through case laws.
CO409.5	EVALUATING	REVIEW AND UNDERSTAND different labor legislations and its amendments.



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Semester IV		412HRM : Best Practices In HRM
2 Credits	LTP: 1:1:1	Subject Elective (SE) Course - Human Resource Management

Course Outcomes: On successful completion of the course the learner will be able to:

CO#	COGNITIVE ABILITIES	COURSE OBJECTIVES (CO'S)
CO.412HRM.1	REMEMBERING	DEFINE dynamic approach towards Human Resource activities and practices.
CO.412HRM.2	UNDERSTANDING	EXPLAIN theoretical framework for best practices.
CO.412HRM.3	APPLYING	IDENTIFY & CLASSIFY the practices according to the industry and sub sectors of the industry.
CO.412HRM.4	ANALYSING & EVALUATING	COMPARE and DETERMINE various skill sets required at Human Resource Section.
CO.412HRM.5	CREATING	PLAN a survey of various industry and DEVELOP a trend analysis of Human Resource Best Practices.

Semester IV		403 OSCM- E Supply Chains and Logistics
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403OSCM .1	REMEMBERING	DESCRIBE the structure of modern days Logistics.
CO403OSCM .2	UNDERSTANDING	EXPLAIN the key concepts of Supply Chain Management and the – driving forces in contemporary Supply Chain Management.
CO403OSCM .3	APPLYING	IDENTIFY the various flows in real world supply chains and Logistics. IDSCRIBE the importance of documentations.
CO403OSCM .4	ANALYSING	COMPARE and CONTRAST push and pull strategies in Supply Chain Management. ANALYSE the impact of tracking system linkage in Logistics.
CO403OSCM .5	EVALUATING	EXPLAIN the key Operational Aspects of E Procurement.
CO403OSCM .6	CREATING	DEVELOP a framework for e-logistics



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Semester IV		404 OSCM- Industry 4.0
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404OSCM .1	REMEMBERING	DEFINE industrial revolutions and its different aspects.
CO404OSCM .2	UNDERSTANDING	EXPLAIN the role of technology pillars of Industry 4.0.
CO404OSCM .3	APPLYING	DEMONSTRATE the use of data in effective decision making.
CO404OSCM .4	ANALYSING	ILLUSTRATE the need of cyber physical system for sustainable competitive advantage.
CO404OSCM .5	EVALUATING	EXPLAIN the challenges faced by various industries in full fledge implementation of Industry 4.0
CO404OSCM .6	CREATING	DEVELOP a framework for any organization using base of Smart Industry Readiness Index Proposed by Singapore EDB

Semester IV		409 OSCM- Enterprise Resource Planning
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO409OSCM.1	REMEMBERING	DESCRIBE the key concepts of ERP systems for manufacturing or service organizations.
CO409 OSCM.2	UNDERSTANDING	EXPLAIN the scope of common ERP Systems modules.
CO409 OSCM.3	APPLYING	DEVELOP basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
CO409 OSCM.4	ANALYSING	EXAMINE the challenges associated with implementing enterprise systems and their impacts on organizations.
CO409 OSCM.5	EVALUATING	JUSTIFY selection of an appropriate ERP transition strategy.
CO409 OSCM.6	CREATING	FORMULATE best selection and implementation strategy in a real setting.

Semester IV		411 OSCM- Supply Chain Strategy
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO411OSCM.1	REMEMBERING	DEFINE basic terms and concepts related to Strategy, Supply Chain
CO411OSCM.2	UNDERSTANDING	EXPLAIN the SC Components and Processes
CO411OSCM.3	APPLYING	ILLUSTRATE the importance of SC strategies on competitive advantage.
CO411OSCM.4	ANALYSING	OUTLINE a typical Supply Chain Model for a product / service and ILLUSTRATE the linkages of strategies with real time issues using Information Technology.
CO411OSCM.5	EVALUATING	EVALUATE and EXPLAIN impact of strategic decisions on SC
CO411 OSCM.6	CREATING	FORMULATE and DISCUSS a model for SCM strategies



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Subject Core (SC) Courses - Semester IV
Specialization: Business Analytics

Semester IV		403 BA- Economics of Network Industries
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO403BA .1	REMEMBERING	APPRECIATE the differences in the nature of information goods as opposed to traditional goods and services.
CO403BA .2	UNDERSTANDING	DESCRIBE the characteristics of the markets for network products.
CO403BA .3	APPLYING	ILLUSTRATE the characteristics of the cost structure of information goods and its implications for pricing of information goods w.r.t. price discrimination, versioning of information goods, and bundling
CO403BA .4	ANALYSING	COMPARE and CONTRAST the pros and cons of keeping products compatible, and strategic aspects of the decision regarding compatibility.
CO403BA .5	EVALUATING	EVALUATE the role of complementary products, compatibility and standards, switching costs and lock-in in network industries.
CO403BA .6	CREATING	DISCUSS the economics of Internet advertising, and the business model of zero pricing.

Semester IV		404 BA- Artificial Intelligence in Business Applications
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO404BA .1	REMEMBERING	IDENTIFY KNOWLEDGE associated and represent it by logical sequence and plan a strategy to solve given problem
CO404BA .2	UNDERSTANDING	UNDERSTAND AI's fundamental concepts and methods.
CO404BA .3	APPLYING	APPLY various machine learning algorithms on structured data to develop machine learning models.
CO404BA .4	ANALYSING	ACQUIRE advanced Data ANALYSIS SKILLS through algorithm and search processes.
CO404BA .5	EVALUATING	SELECT logical and functional process to develop the model
CO404BA .6	CREATING	CREATE SOLUTIONS for various business problems using AI techniques.



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Semester IV		409 BA- E Commerce Analytics - II
2 Credits	LTP: 2:1:1	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO409BA.1	REMEMBERING	DESCRIBE the key concepts in e-commerce analytics.
CO409 BA.2	UNDERSTANDING	DEMONSTRATE the use of analytics to drive profitability throughout the organization, and across the entire customer experience and lifecycle.
CO409 BA.3	APPLYING	SOLVE the unique problems in e-commerce, and transform data into better decisions and customer experiences.
CO409 BA.4	ANALYSING	DISCOVER high-value insights via dashboards and visualization.
CO409 BA.5	EVALUATING	DEVELOP analytical approaches to improve ecommerce marketing and advertising, understand customer behavior, increase conversion rates, strengthen loyalty, optimize merchandising and product mix, streamline transactions, optimize product mix, and accurately attribute sales.
CO409 BA.6	CREATING	FORMULATE the right analytics driven strategy for ecommerce businesses.

Semester IV		410BA: Healthcare Analytics
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Business Analytics

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO410BA.1	REMEMBERING	DESCRIBE the key terms in healthcare data analytics
CO410BA.2	UNDERSTANDING	EXPLAIN the fundamental concepts in Health Care Analytics
CO410BA.3	APPLYING	ILLUSTRATE the use of specific tools and techniques to design effective ways of handling, retrieving, analyzing, and making use of healthcare data
CO410BA.4	ANALYSING	EXAMINE the issues associated with the applications of intelligent data acquisition, processing, and analysis of healthcare data
CO410BA.5	EVALUATING	EXPLAIN the perspectives of healthcare related opportunities for developing new analytical approaches.
CO410BA.6	CREATING	ADAPT healthcare data analytics for improving the health and well-being of people.