III SEMESTER
2019-21 BATCH
COURSE OUTCOMES (COs)

Course Title: Strategic Management and Corporate Governance
Course code: 3.1

CO 1	Understand the theoretical aspects of strategic management process and apply its essentials in real-time strategy Understand the theoretical aspects of strategic management process and apply its essentials in real-time strategic issues of the Corporates of the corporate.
CO 2	Demonstrate the knowledge and abilities in formulating strategies and strategic plans using current corporate data computing and IT skills complying with corporate governance, ethics.
CO 3	Analyze the competitive situation and strategic dilemmas in dealing with dynamic global business environment in terms of rapidly changing market trends by applying relevant strategies like Blue Ocean keeping up with the technological advancements.
CO 4	Evaluate challenges faced by managers in implementing strategies; controlling the implementation process with the usage of prescribed auditing tools like Balanced Score Card, Financial Performance Indicators, etc.; specific to the nature of business, industry, and cultural differences.

Course Title: Investment Analysis and Portfolio Management
Course code: 3.2.1

CO 1	Understand the various concepts of investment and important factors to be consider before investing money in any of the investment avenue.
CO 2	Measure the risk and return of individual security and portfolio
CO 3	Able to acquire portfolio management knowledge and skill sets to apply in real world.
CO 4	Evaluate different portfolios using CAPM and APT Models
CO 5	Apply different theories, tools and techniques of portfolio construction, evaluation and revision
CO 6	Understand market dynamics, stock trading and application of security analysis tools and techniques

Course Title: Corporate Tax Planning
Course code: 3.3.2

CO 1	Understand the basics of direct taxation.
CO 2	Apply the process of deductions and exemptions of taxes for an individual
CO 3	Evaluate the complexities involved in tax planning and tax management
CO 4	Analyze the GST Process in calculations of Indirect Tax

Course Title: Corporate Valuation & Restructuring
Course code: 3

CO 1	Get an overview of the basic corporate valuation process
CO 2	Familiarize the students with the standard techniques of corporate valuation

CO 3	Provide conceptual insights into the valuation of securities
CO 4	Develop analytical skills and communication strategies for discussing corporate valuation.
CO 5	Understand the corporate restructure activity
CO 6	Compute the valuation associated with M&A

Course Title: Rural and Green Marketing

Course code: 3.4.1

CO 1	Acquire knowledge recent trends in rural marketing
CO 2	To list the new opportunities for rural agro based organic food products in urban markets
CO 3	To analyze the promotional strategies of FMCG products in Villages
CO 4	To understand the Food Quality ,Grading and ISO Standards towards sustainability
CO 5	To understand the role of ICT in empowering farmers to mitigate farming risks

Course Title: Business and Social Marketing

Course code: 3.4.2

CO 1	Understanding of the essential components of Business and Social Marketing and its unique features that differentiates it with consumer marketing
CO 2	Understand and develop the Business marketing strategies
CO 3	Explore Customer relationship Management in Business market
CO 4	Understand and develop the Social marketing strategies
CO 5	To design Social marketing programmes and manage it successfully

Course Title: Performance Management and Competency Mapping

Course code: 3.4.1

CO 1	Ability to recognize the crucial importance of Performance Management in the evolving business paradigms
CO 2	Competency to appreciate the linkage between performance management system and Human Resource Management
CO 3	Ability to trace the history of modern performance management system from mere performance appraisal system & to design performance evaluation tools
CO 4	Ability to analyse planning of Resources, HR Audit process and global perspective including HRIS and competency mapping
CO 5	Ability to rationally analyse the macro view of competency management frame work.

Course Title: Talent Management & Employee Engagement

Course code: 3.4.2

CO 1	Enumerate the talent management process and describe talent friendly organisations which implement the necessary tools for managing talent
CO 2	Examine the process for identifying high potential talent and developing a pipeline of talent to serve organizational present and future needs for talent development and succession planning
CO 3	Devise strategies for developing, engaging, and retaining key talent
CO 4	Identify and assess the levels of employee engagement practices and strategies for effective engagement
CO 5	Design talent management information systems and create Business Value through Information Technology
CO6	Compare the organization's approach to managing talent and measure the effectiveness of individual talent programs

Course Title: Cyberspace

Course code: 3.7

CO 1	Understand the basics of internet and advantages, disadvantages and privacy issues of social media in general.
CO 2	Understand the importance of e-commerce and conduct survey on popular e-commerce sites.
CO 3	Understand the importance, challenges and stages of e-governance and analyse the Indian and International status of e-governance.
CO 4	understand the salient features of IT Act 2000, Electronic signature and digital signature in detail.

Course Title: Predictive Analytics Using R

Course code: 3.7

CO 1	Understand the importance of predictive analysis in a modern business environment.
CO 2	Develop skills to clean the data and forecast
CO 3	Develop and Evaluate predictive models for higher business efficiency and effectiveness
CO 4	To evaluate decision tree and logistic regression models and their applications in business
CO 5	Construct the ANN model and derive Business insights.
CO 6	Understand various non-linear and non-parametric models.

Course Title: Data Warehousing and Data Mining

Course code: 3.7.3

CO 1	Understand the concept of data warehouse and use data warehouse design and architecture tools.
CO 2	Construct Data Warehouse and plan its architecture
CO 3	Carry out the ETL process and use OLAP databases and their schemas
CO 4	Understand the concept of data mining and execute various data mining techniques.
CO 5	Apply data mining in real world in various areas such as Risk management, healthcare, retail, financial services, manufacturing etc.
CO 6	Interpret the emergence of cloud services and infrastructure in data warehousing