



**IV SEMESTER**  
**2019-21 BATCH**  
**COURSE OUTCOMES (COs)**

**Course Title: International Business**  
**Course code: 4.1**

<b>CO 1</b>	Describe the relationships between international business and the political, economic, legal and social policies of countries, regions and international institutions.
<b>CO 2</b>	Comprehends the complexities of international business both home and host country
<b>CO 3</b>	Understand the impact of functioning of international organisations and trading blocs in the global economy
<b>CO 4</b>	Analyse the impact of changes in the global economy on India's economic performance in terms of Exports, Imports, FDI and BoP etc
<b>CO 5</b>	Illustrate the various ethical issues involved in international business along with outlining the role of E-Commerce in international business
<b>CO 6</b>	Compare and contrast the strategic issues involved in various functions of Management

**Course Title: International Financial Management**  
**Course code: 4.2.2**

<b>CO 1</b>	Understand the International Financial systems and its impact on international business
<b>CO 2</b>	Analyze Balance of Payment Statement and its impact on inflow and outflow of funds
<b>CO 3</b>	Classify the various sources of International Financial Markets and Instruments
<b>CO 4</b>	Analyze various foreign exchange rate forecasting techniques
<b>CO 5</b>	Evaluate the Foreign Exchange Risk and Risk Hedging Strategies

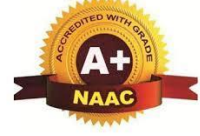
**Course Title: Derivatives and Risk Management**  
**Course code: 4.2.3**

<b>CO 1</b>	Analyze the risks in capital budgeting for the business enterprises
<b>CO 2</b>	Apply the Futures contracts strategy for hedging and trading purposes
<b>CO 3</b>	Understand the Commodity futures and trading, settlement system of derivatives
<b>CO 4</b>	Apply the different options strategies to protect the risks in the stock market
<b>CO 5</b>	Examine the option price in the derivative market.

**Course Title: Strategic Sales and Distribution Management and Retailing**  
**Course code: 4.3.1**

<b>CO 1</b>	Sales and Distribution Management and Retailing
<b>CO 2</b>	To Appreciate and analyze the sales and distribution as a key function of the Marketing process
<b>CO 3</b>	To Explore the retailing domain from a marketing perspective.
<b>CO 4</b>	To Understand retailing as a business and have a comprehensive view of store management functions
<b>CO 5</b>	To Acquaint students with opportunities and challenges in nontraditional retailing





**Course Title: Services Marketing and Customer Relationship Management**

**Course code: 4.3.2**

<b>CO 1</b>	Demonstrate integrative knowledge of marketing issues associated with service productivity, quality, customer satisfaction and loyalty.
<b>CO 2</b>	Develop blueprint for the services sector and strategies to create a better service excellence.
<b>CO 3</b>	Recognize the challenges faced in services delivery and identify services gap using GAPS model.
<b>CO 4</b>	Demonstrate the use of strategic customer acquisition and retention techniques in CRM.
<b>CO 5</b>	Create and Implement Customer Relationship Process for a Service Organization in India with the support of any CRM apps.
<b>CO 6</b>	Exhibit skills and knowledge on CRM techniques and formulate solutions.

**Course Title: Integrated Marketing Communication and Digital Marketing**

**Course code: 4.3.3**

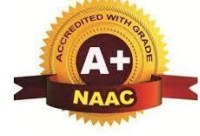
<b>CO 1</b>	To demonstrate an understanding of the role of advertising agency in bringing about coherence between the various communication mix and highlighting the importance of integrating the various components.
<b>CO 2</b>	To analyze and create advertising campaign by understanding IMC planning and execution process.
<b>CO 3</b>	To analyze and create advertising campaign by understanding IMC planning and execution process
<b>CO 4</b>	To explore how companies are leveraging digital marketing for marketing products and service.
<b>CO 5</b>	To understand and apply various tools of social media marketing in business.

**Course Title: Global HRM**

**Course code: 4.4.1**

<b>CO 1</b>	To apply various concepts of Global HRM in a multinational organizational context
<b>CO 2</b>	To apply various concepts of Global HRM in a multinational organizational context
<b>CO 3</b>	To Evaluate training and development and performance management of expatriates
<b>CO 4</b>	To understand compensation management in the Global HRM Context
<b>CO 5</b>	To analyze industrial relations in Global HRM Context
<b>CO 6</b>	To discuss various trends in Global HRM





**Course Title: Strategic HRM**

**Course code: 4.4.2**

<b>CO 1</b>	Critically analyze the perspective of strategic human resource management and its application in organizational progress
<b>CO 2</b>	Evaluate the role and impact of mergers and acquisitions in formulating strategic Human Resource strategies
<b>CO 3</b>	Understand, appreciate, and apply various tools and techniques aimed at formulation, implementation and evaluation of various human resource strategies
<b>CO 4</b>	Inculcate the desired mindset and qualities to think from the strategic perspective
<b>CO 5</b>	Be empowered with the required knowledge and skill sets to understand the relevance of HR Strategy with overall corporate strategy in the present context

**Course Title: Industrial Relations And HR Audit**

**Course code: 4.4.3**

<b>CO 1</b>	To facilitate the students to understand the meaning of IR and its Importance
<b>CO 2</b>	To develop an understanding of the interaction pattern among the employees, employers and the government
<b>CO 3</b>	To build awareness of critical issues in IR
<b>CO 4</b>	To build awareness of critical issues in IR
<b>CO 5</b>	To appreciate HR Audit in the context of changing forms of the organisation

**Course Title: Big Data Analytics**

**Course code: 4..7.1**

<b>CO 1</b>	Understand Big data and the applications of Big Data.
<b>CO 2</b>	Understand Hadoop framework and apply components of the Hadoop ecosystem
<b>CO 3</b>	Interpret and evaluate types and formats of Map Reduce
<b>CO 4</b>	Analyze and Evaluate applications of Social Media and Mobile analytics
<b>CO 5</b>	

**Course Title: Emerging Technologies and Future Skills for Business Leaders**

**Course code: 4..7.3**

<b>CO 1</b>	Understand the concepts of AI, ML and Deep learning
<b>CO 2</b>	Apply the components and types of cloud computing
<b>CO 3</b>	Apply the IoT process and Applications
<b>CO 4</b>	Demonstrate Robotics, Automation and cyber security
<b>CO 5</b>	Apply Block chain, Cryptocurrency applications

