



RASHITREEYA SIKSHANA SAMITHI TRUST
R V INSTITUTE OF MANAGEMENT

CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041

II SEMESTER

Course Outcomes (COs)

Course Title: Technology for Management

Course code: 2.1

CO 1	Understand the technical aspect of computers and internet as well as their roles in business Environment
CO 2	Analyze the impact of IT in the Business and techniques used to maintain Management Information System in the organization.
CO 3	Expose the students in the areas of System Development Life Cycle and usage of software tools like DSS, GDSS and expert systems etc in business applications.
CO 4	Perceive the important business functions provided by typical business software such as Customer Relationship Management (CRM), Supply Chain Management, Artificial Intelligence and Enterprise Resource Planning (ERP).
CO 5	Understand the e-commerce framework and technology.
CO 6	Expose the students to current environment for existing business systems in the areas of Accounting, Finance, Manufacturing and Marketing
CO 7	Enable the students to use the software tools such as RDBMS, MS-Excel, MS-Word, MS-Access, Google Docs and MS-PowerPoint to analyze and solve business problems.

Course Title: Management Research Methods

Course code: 2.2

CO 1	Attaining comprehensive knowledge and skills about research process with a balanced blend of theory and Application Technique.
CO 2	Acquainting students with the types of management problems of organizations.
CO 3	Enabling them to develop insights about basic concepts, designs, tools and methodology that are used at each step of Research Process thereby, honing the research skills of future managers.
CO 4	Transforming students into well-equipped and scientifically skilled research professionals and managers by conducting research in every aspect of decision making in the organization.

Course Title: Entrepreneurship and Ethics

Course code: 2.3

CO 1	Understand the nuances of entrepreneurship
CO 2	Understand the dynamics for startups and success of new ventures.
CO 3	Critically analyze, how the fundamental concepts and tools may be applied to real world business situations and opportunities
CO 4	Gain an understanding of how entrepreneurial thought and action may be applied to opportunities of all kinds including new ventures as well as innovation within existing organizations, in both for profit and not for profit sectors.
CO 5	Use a methodology to develop and assess new opportunities to convert an idea into reality and to be able to create B Plans in addition to the ability of raising funds.
CO 6	Inculcate the ethical framework of leadership as an entrepreneur.





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Course Title: Human Capital Management

Course code: 2.4

CO 1	Design & perform various activities related to Human Resource Planning in the workplace
CO 2	Formulate job description and job specification details related to various positions in the workplace
CO 3	Choose right candidate by conducting relevant selection tests and interviews
CO 4	Evaluate employees performance in the workplace as per the organisation policies and procedures
CO 5	Align various functional goals by practicing Strategic Human Resource Management in the workplace
CO 6	Understand the changing environment and its implication for managing the Human Resources to achieve the competitive advantage and organisational excellence.

Course Title: Financial Management

Course code: 2.5

CO 1	Describe the financial environment within which organisations must operate.
CO 2	Understand the concept of time value of money and application of the same in various financial decisions.
CO 3	Review the various long-term sources of funds for a firm and apply measures of cost of capital and financial leverage to form long-term financial policies for business.
CO 4	Apply techniques for estimating the cost of each component of the cost of capital and understand how to assemble this information into a cost of capital.
CO 5	Identify and judge relevant cash flows for capital budgeting projects and apply various methods to analyse projects.
CO 6	Understand working capital management which includes strategies and techniques used to manage cash, accounts receivable, inventory and payables.
CO 7	Enable the students with required knowledge and skill sets to apply business finance theories and concepts to practical problems.





Course Title: Quantitative Techniques & Operation Research

Course code: 2.6

CO 1	Understand the technical aspect of computers and internet as well as their roles in business Environment
CO 2	Analyze the impact of IT in the Business and techniques used to maintain Management Information System in the organization.
CO 3	Expose the students in the areas of System Development Life Cycle and usage of software tools like DSS, GDSS and expert systems etc in business applications.
CO 4	Perceive the important business functions provided by typical business software such as Customer Relationship Management (CRM), Supply Chain Management, Artificial Intelligence and Enterprise Resource Planning (ERP).
CO 5	Understand the e-commerce framework and technology.
CO 6	Expose the students to current environment for existing business systems in the areas of Accounting, Finance, Manufacturing and Marketing
CO 7	Enable the students to use the software tools such as RDBMS, MS-Excel, MS-Word, MS-Access, Google Docs and MS-PowerPoint to analyze and solve business problems.

Course Title: Innovation Management

Course code: 2.7

CO 1	Given a set of objects the students shall use their design thinking skills to create useful objects which is novel and shall find economic value in the market.
CO 2	The students shall be confident to demonstrate out of the box thinking.
CO 3	Student shall identify at least one problem that they feel shall have an entrepreneurial opportunity.
CO 4	Every student shall create at least one new product with the existing material list and shall prepare a neat diagram on a paper using pencils or a black marker pens.
CO 5	All the students shall ACQUIRE SKILLS to draft a patent document.
CO 6	All the students shall demonstrate the procedures to develop an App/ Application in Google Play.



Director



IV SEMESTER

Course Outcomes

Course Title: International Business Dynamics

Course code: 4.1

CO 1	Understand some business organizations and how they operate in an international environment, Cross cultural management
CO 2	Recognise impact of international influences on overall business and conflict management.
CO 3	Understand the significance of trade blocks, WTO and strategic
CO 4	Demonstrate the increased confidence level the ability to take up a career in international business.
CO 5	Get ready for the future challenges in the globalised economy, strategic issues and technology transfers.

Course Title: Strategic Human Resource Management

Course code: 4.4.1

CO 1	Critically analyze the perspective of strategic human resource management and its application in organizational progress
CO 2	Evaluate the role and impact of mergers and acquisitions in formulating strategic Human Resource strategies
CO 3	Understand, appreciate, and apply various tools and techniques aimed at formulation, implementation and evaluation of various human resource strategies.
CO 4	Inculcate the desired mindset and qualities to think from the strategic perspective.
CO 5	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: International Human Resource Management

Course code: 4.4.2

CO 1	To expose the students to the world of International HRM by explaining various concepts of International HRM
CO 2	To enable the students with required knowledge and distinct skill sets to understand and apply various concepts of IHRM in an multinational organizational context
CO 3	To empower the students to effectively formulate and implement appropriate HR strategies from a Global perspective when they work in multinational companies
CO 4	To enable the students to understand HR issues in managing virtual organizations in the digital and global world
CO 5	To enable the students to understand and appreciate various socio-cultural factors and ethical issues in managing Human Resources in a MINC environment





Course Title: Talent and Knowledge Management
Course code: 4.4.3

CO 1	Identify and describe various talent friendly organisations and implement the necessary tools for the success of the organisation.
CO 2	Analyse Talent Management System and Building Blocks for evaluating employee potential.
CO 3	Identify and analyse the emerging trends in talent management by designing talent planning and estimating Talent Development Budget.
CO 4	Assess returns on talent and develop Talent Management Information System for the company.
CO 5	Analyse and design the organisational Talent and Knowledge Management practices by effective utilisation of Knowledge Management Portal.

Course Title: Investment Analysis & Management
Course code: 4.2.1

CO 1	Understand the concept of investment and how to define investment goals and constraints
CO 2	Identify and assess attributes of different investment alternatives with suitable criteria
CO 3	Understand market dynamics, stock trading and learn the application of security analysis tools and techniques
CO 4	Measure the risk and return of individual security and portfolio
CO 5	Apply different theories, tools and techniques of portfolio construction, evaluation and revision
CO 6	Enable the students to acquire portfolio management knowledge and skill sets to apply in real world.

Course Title: Risk Management & Derivatives

Course code: 4.2.3

CO 1	Analyzing risks in capital budgeting for the business enterprises.
CO 2	Know the features and usage of future contracts for hedging and trading purpose.
CO 3	Risk management by using options and option strategies.
CO 4	Application of pricing for derivative instruments like futures and options.
CO 5	Understand commodity market and commodity derivatives.





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Course Title: Strategic Brand Management

Course code: 4.3.1

CO 1	Whole process of managing the existing and new products of the organization.
CO 2	The concept of brand equity, brand performance and key principles of strategic brand Management
CO 3	Critically evaluating brand strategy and make effective suggestions for companies
CO 4	Analyse visual content and brand management strategies
CO 5	Recognise and respond to challenges in the management of brands
CO 6	Make recommendations to overcome and avoid specific brand challenges and threats

Course Title: International Marketing Strategy

Course code: 4.3.2

CO 1	To acquaint students with opportunities and challenges in International Marketing
CO 2	To help students sharpen their problem solving skills and enhance their sales practice in global markets.
CO 3	To understand the Export Documentation Process and Documentation.
CO 4	To help students in formulating Marketing strategies to be successful in selling to International Buyers.
CO 5	To familiarize students the importance of International MIS and role of Emerging Markets in International Marketing.

Course Title: Digital Marketing

Course code: 4.3.3

CO 1	Understand concepts of digital marketing, E- commerce business models, payment Gateways adopted by business firms
CO 2	Understand online surveys and profile of Consumer behaviour in marketing
CO 3	Understand the functioning and application of SEO, SEM, and Google ad words and Social Media platforms
CO 4	Develop a comprehensive digital marketing strategy and maintaining online Reputation for business
CO 5	Analyse the current online advertising process, mobile networks and mobile Banking Channels adopted by digital marketers



[Signature]
Director