



RASHTREEYA SIKSHANA SAMITHI TRUST  
**R V INSTITUTE OF MANAGEMENT**

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

**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





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**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



Director