Document on PO-CO MAPPING

MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

Institutional Vision

- To create a vibrant and responsive Institution aimed at attaining outstanding academic levels through inputs of excellence, thereby shaping professionals of tomorrow with the purpose of adding value to society thereby contributing towards nation building.

Institutional Mission

- To inculcate professional skills in our students to be "Krishnas and Arjunas" of the professional Mahabharata.

- To create a proactive environment, conducive for student's holistic development in both academic and non-academic spheres.

- To nurture the young minds with strong knowledge, skill, values and dispositions to enable them to excel in the work place and society & to be lifelong learners thereby reflecting a truly global citizen.

- To create a vibrant and responsive Institution aimed at attaining outstanding academic levels through inputs of excellence, thereby shaping professionals of tomorrow with the purpose of adding value to society thereby contributing towards nation building.

Departmental Vision (MBA)

- MBA To educate and inspire the future leaders in management who are sought after by the industry and who can go on to be successful managers and entrepreneurs with a sense of social responsibility.

Departmental Mission (MBA)

- To provide an education that equips students with the knowledge, skills and attitude to execute managerial responsibilities
- To instill a sense of ethics and social values in students
- To enable students to develop an appropriate internal locus of control and a sense of corporate citizenship

Program Objectives

PO- 1 Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.

PO- 2 Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multidisciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.

PO- 3 Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.

PO- 4 Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in lifelong learning.

PO- 5 Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.

Program Outcomes

PO-1 Disciplinary Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.

PO-2 Communication Skills - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.

PO-3 Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.

PO-4 Problem Solving - Ability to Identify, formulate and provide solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.

PO-5 Analytical Reasoning-Ability to identify patterns within a group of facts or rules and use those patterns to determine outcomes.

PO-6 Team Work - Ability to collaborate in an organizational context and across organizational boundaries in the achievement of organizational goals and optimize outcomes for all stakeholders.

PO-7 Reflective Thinking- Taking the bigger picture and understanding all of its consequences.

PO-8 Multi Cultural Competence- Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.

PO-9 Moral and Ethical Awareness - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.

PO-10 Leadership Readiness - Ability to lead in an organizational context and across organizational boundaries in the achievement of organizational goals and optimize outcomes for all stakeholders.

PO-10 Life Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

Course Outcomes

MBA Semester 1

Course Code: KMBN101	Course Name: MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR
Course Objectives:	**Course Outcomes:**
1. To provide basic understandings of management processes	CO 1: Developing understanding of managerial practices and their perspectives.
2. To help the students understand the concepts of organizational behaviour	CO2: Understanding and Applying the concepts of organizational behaviour
3. To apply the concepts of management and organizational behaviors in real world situations	CO 3: Applying the concepts of management and analyze organizational behaviors in real world situations
4. Familiarizing the students with the contemporary issues in management.	CO 4: Comprehend and practice contemporary issues in management.
5. Developing managerial and leadership skills among students	CO 5: Applying managerial and leadership skills among students

Course Code: KMBN102	Course Name: MANAGERIAL ECONOMICS
Course Objectives:	**Course Outcomes:**
1. To understand the importance of Managerial Economics in management and businesses	CO1: Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.
2. To apply the principles of managerial economics in achieving business objectives	
3. Be equipped with the tools necessary in forecasting product demand	
4. Understand and be able to apply latest pricing strategies	CO2: The students would be able to understand the law of demand & supply & their elasticities , evaluate & analyse these concepts and apply them in various changing situations in industry . Students would be able to apply various techniques to forecast demand for better utilization of resources.
5. Understand and analyze the macro environment affecting the business decision	

making.	CO3: The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world
	CO4: The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic
	CO5: The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.

Course Code: KMBN103	Course Name: FINANCIAL ACCOUNTING AND ANALYSIS
Course Objectives:	**Course Outcomes:**
1. To understand the fundamentals, basic theory and concepts of financial accounting. 2. To have a knowledge about various Accounting Standards used in preparation of financial statements. 3. To have an understanding of preparation and presentation of financial statements. 4. To acquire knowledge about various techniques used for analysing financial statements with its application. 5. To enable students acquainted with current trends and social responsibility accounting.	CO1.Understand andapply accounting concepts, principles and conventions for their routine monetary transaction. CO2. Understand about IFRS, Ind AS and IAS for preparation and reporting of financial statements. CO3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles CO4. Analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements. CO5. Recognising various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes

Course Code: KMBN104	Course Name: BUSINESS STATISTICS & ANALYTICS
Course Objectives:	**Course Outcomes:**
1. Understand the different basic concept /	CO1. Gaining Knowledge of basic concept / fundamentals of business statistics.

fundamentals of business statistics.

2. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.

3. Understand the concept of Probability and its usage in various business applications.

4. Understand the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test and Chi Square Test

5. Understand the practical application of Descriptive and Inferential Statistics concepts and their uses for Business Analytics.

CO2. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.
CO3. Evaluating basic concepts of probability and perform probability theoretical distributions
CO4. To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test
CO5. To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.

Course Code: KMBN105	Course Name: MARKETING MANAGEMENT
Course Objectives:	Course Outcomes:

1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.

2. Understand consumers' requirements and their behaviors.

3. Develop effective marketing strategies to achieve organizational objectives.

4. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.

5. Develop the understanding the current global and digital aspect of marketing.

CO1. Remember and Comprehend basic marketing concepts.
CO2. Understand marketing Insights on application of basic marketing concepts.
CO3. Able to Apply and develop Marketing Strategies and Plans
CO4. Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting
CO5. Develop skills to understand the current global and digital aspect of marketing.

Course Code: KMBN106	Course Name: DESIGN THINKING
Course Objectives:	Course Outcomes:

1. How to transform creative thinking into design thinking in every stage of your problem 2. How to apply design thinking to your real life problems / situations in order to evolve an innovative and workable solutions	CO1. Gain in depth knowledge about creative thinking and design thinking in every stage of problem CO2. Applying design thinking to your real life problems / situations in order to evolve innovative and workable solutions. CO3. Understand and implement design thinking to your real life problems / situations in order to evolve an innovative and workable solutions.

Course Code: KMBN107	Course Name: BUSINESS COMMUNICATION
Course Objectives:	Course Outcomes:
1. To understand business communication strategies and principles for effective and principles for effective and international communication for domestic and international business situations. 2. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self- expressive, in written, visual, and oral communication. 3. To develop the ability to research and write a documented paper and/or to give an oral presentation. 4. To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages. 5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.	CO1. Apply business communication strategies and principles to prepare effective communication in domestic and international business situations. CO2. Analyse ethical, legal, cultural, and global issues affecting business Communication. CO3. Develop an understanding of appropriate organizational formats and channels used in business communications CO4. Gaining an understanding of emerging electronic modes of communication. CO5. Developing effective verbal and non verbal communication skills.

Course Code: KMBN151	Course Name: IT SKILLS LAB-1
Course Objectives:	Course Outcomes:
1. To provide knowledge about the functioning of computers and its uses for managers 2. To provide hands on learning on Internet	CO1. Gain in depth knowledge about the functioning of computers and its uses for managers CO2. Learn to use Internet and its applications

and its applications

3. To provide hands on learning on Word processing software

4. To provide hands on learning of applications on Spreadsheet software

5. To provide hands on learning on Presentation software

CO3. Understand and implement Word processing software

CO4. Learn applications on Spread sheet software

CO5. Analyse and learn Presentation software

Course Code: KMBN152	**Course Name: MINI PROJECT -1**
Course Objectives:	**Course Outcomes:**
1. To develop an innovative idea for product or services in form of a project report. 2. To understand the importance and relevance of innovative idea, its feasibilities and detail descriptions.	CO1. Gain in depth knowledge on innovative idea for product or services in form of a project report. CO2. To apply innovative idea, its feasibilities and detail descriptions.

MBA Semester 2

Course Code: KMBN201	Course Name: BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS
Course Objectives:	**Course Outcomes:**
1. The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students. 2. To promote basic understanding on the concepts of Business Environment and international business environment. 3. To provide basic understanding of law of contract 4. To impart basic understanding of provisions of Companies Act concerning incorporation and regulation of business organizations. 5. To appraise the students on the leading practical application oriented case studies – relevant and updated and analyzing case laws in arriving at conclusions facilitating business decisions.	CO1. Develop understanding and fundamental knowledge about business environment CO2. Develop understanding on the concepts of Business Environment and international business environment. CO3. Develop basic understanding of law of contract CO4. understanding of provisions of Companies Act concerning incorporation and regulation of business organizations CO5. Able to analyze case laws in arriving at conclusions facilitating business decisions.

Course Code: KMBN202	Course Name: HUMAN RESOURCE MANAGEMENT
Course Objectives:	**Course Outcomes:**
In this course the students will learn the basic concepts and frameworks of Human Resource Management (HRM) and understand the role that HRM has to play in effective business administration. It will provide an insight as to how to use Human Resource as a tool to implement strategies.	CO1. Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change. CO2. Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. CO3. Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.

CO4.Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.

CO5. Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.

Course Code: KMBN203	Course Name: BUSINESS RESEARCH METHODS
Course Objectives:	**Course Outcomes:**
1. Understand the concept / fundamentals of research and their types.	CO1. Knowledge of concept / fundamentals for different types of research.
2. Understand the practical application of various research techniques.	CO2. Applying relevant research techniques.
3. Understand the importance of scaling & measurement techniquesand sampling techniques	CO3. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques
4. Understand the importance of coding, editing, tabulation and analysis in doing research.	CO4. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.
5. Understanding and applying the concept of statistical analysis which includes ANOVA technique and technique of report writing.	CO5. Evaluating statistical analysis which includes ANOVA technique and prepare research report.

Course Code: KMBN204	Course Name: FINANCIAL MANAGEMENT AND CORPORATE FINANCE
Course Objectives:	**Course Outcomes:**
1. To understand the fundamentals, various models and agency problems of Corporate Finance.	CO1 Understand the different basic concept / Models of Corporate Finance and Governance
2. To acquire knowledge about various techniques used for analysing various long-term projects.	CO2 Understand the practical application of time value of money and evaluating long term investment decisions
3. To have an understanding about various capital structure techniques and selecting best	CO3 Develop analytical skills to select the best source of capital, structure and leverage.
	CO4 Understand the use and application of different models for firm's optimum dividend pay-out.

source of finance. 4. To have an understanding of various dividend models and its applicability. 5. To acquaint students about corporate valuation in mergers and acquisitions	CO5 Understand the recent trends of mergers and acquisition and its valuation
Course Code: KMBN205	**Course Name: OPERATIONS MANAGEMENT**
Course Objectives:	**Course Outcomes:**
1. To understand the role of Operations in overall Business Strategy of the firm. 2. To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms. 3. To identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems. 4. To understand the trends and challenges of Operations Management in the current business environment. 5. To familiarize the students with the techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.	CO1. Understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms. CO2. Understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives. CO3. Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems. CO4. Analyze /understand the trends and challenges of Operations Management in the current business environment. CO5. Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.
Course Code: KMBN206	**Course Name: QUANTITATIVE TECHNIQUES FOR MANAGER**
Course Objectives:	**Course Outcomes:**
1. Understand the importance of the use of OR application in decision Making environment 2. To formulate LPP and Obtain Graphical Solutions & Acquire General idea of the Simplex method. 3. To understand and solve transportation &	CO1 Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type. CO2 To formulate linear programming problem and to find optimal solution by

assignment models.

4. To know optimal sequence model and understand concepts of queuing theory.

5. To identify right time for replacement of equipment and understand project management techniques

graphical simplex method.

CO3 Be able to build and solve Transportation Models and Assignment Models also to solve game theory problems by understanding pure and mix strategies.

CO4 To assign optimal sequence of difference jobs on different machines and develop understanding of queuing theory concepts.

CO5 To implement replacement of equipments at right time and able to implement project management concepts like CPM, PERT to reduce cost and time.

Course Code: KMBN207	Course Name: DIGITAL MARKETING AND E COMMERCE
Course Objectives:	**Course Outcomes:**
1. To help Student understand the concept of Digital Marketing & E-commerce in today's scenario 2. To enable student in creating and maintaining a good website and blog posts. 3. To make student understand the importance of SEO and Email Marketing in today's modern world 4. To understand the functioning and importance of Social Media Marketing via various platforms 5. To understand various Analytics tools of online marketing	CO1 Be able to understand the concept of Digital Marketing & E-commerce in today's scenario. CO2 To able to create and maintain a good website and blog posts. CO3 Be able to understand and apply SEO and Email Marketing in today's modern world CO4 To apply the Social Media Marketing techniques via various platforms CO5 To implement various Analytics tools of online marketing

Course Code: KMBN208	Course Name: MANAGEMENT INFORMATION SYSTEMS
Course Objectives:	**Course Outcomes:**
1. To help the students understand the importance of information management in	CO1 Be able to understand the importance of information management in business and

business and management	management.
2. To provide understanding about different types of information systems in business	CO2 To understand and formulate different types of information systems in business
3. To apply the theory and concepts in practical with help of software	CO3 Be able to apply the theory and concepts in practical with help of software
4. To understand various security and ethical issues with Information Systems	CO4 To apply various security and ethical issues with Information Systems
5. To provide hands on learning of applications on Spreadsheet and database software	CO5 To synthesize applications on Spread sheet and database software

Course Code: KMBN251	**Course Name: IT SKILLS LAB-2**
Course Objectives:	**Course Outcomes:**
1. To develop pivot table and understand the validating & auditing techniques	CO1. To gain knowledge of pivot table and understand the validating & auditing techniques
2. To understand different charting techniques in MS Excel	CO2. Learn to use different charting techniques in MS Excel
3. To understand different formatting techniques in MS Excel	CO3. Learn to use different formatting techniques in MS Excel

Course Code: KMBN252	**Course Name: MINI PROJECT -2**
Course Objectives:	**Course Outcomes:**
1. To identify the issues challenge of the industry	CO1. To gain knowledge of issues challenge of the industry
2. To able to prepare report on the application of emerging technologies in the selected industry	CO2. Learn to prepare report on the application of emerging technologies in the selected industry

Semester 3

Course Code: KMBN301	Course Name: STRATEGIC MANAGEMENT
Course Objectives:	**Course Outcomes:**
1. To have a clear understanding of the key conceptsandprinciplesof strategic management 2. To have skills and understanding of tools and techniques for analyzing a company strategically 3. To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes. 4. To encourage students to think critically and strategically. 5. The ability to identify strategic issues and design appropriate courses of action.	CO 1: Formulate organizational vision, mission, goals, and values CO2. Develop strategies and action plans to achieve an organization's vision, mission, and goals. CO3. Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes. CO4. Evaluate and revise programs and procedures in order to achieve organizational goals; CO5. Consider the ethical dimensions of the strategic management process;

Course Code: KMBN302	Course Name: INNOVATION & ENTREPRENEURSHIP
Course Objectives:	**Course Outcomes:**
1. The purpose of this course is to expose the studenttothebasicconceptsof entrepreneurship, functions of entrepreneurs and problems faced by them in the real world 2. To provide insights to students in converting an Idea to an opportunity and develop understanding of various funding sources for a startup 3. Familiarizing the students with SME sector activities, venture capital financing and international entrepreneurial opportunities. 4. To understand the role of innovation and technical change in enterprise and global level economic performance 5. To understand the technological, human, economic, organizational, social and other dimensions of innovation	CO 1: Remember and comprehend basic concepts of entrepreneurship CO2: Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies CO3: Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources CO4: Gain in depth knowledge of innovation and its various sources CO5: Develop understanding of various dimensions of innovation along with current trends and general awareness of innovation and startup

Course Code: KVE301	Course Name: UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS
Course Objectives:	**Course Outcomes:**

1. To help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education.
2. To help students initiate a process of dialog within themselves to know what they "really want to be" in their life and profession
3. To help students understand the meaning of happiness and prosperity for a human being.
4. To facilitate the students to understand harmony at all the levels of human living, and live accordingly.
5. To facilitate the students in applying the understanding of harmony in existence in their profession and lead an ethical life.

1. Understand the significance of value inputs in a classroom, distinguish between values and skills, understand the need, basic guidelines, content and process of value education, explore the meaning of happiness and prosperity and do a correct appraisal of the current scenario in the society
2. Distinguish between the Self and the Body, understand the meaning of Harmony in the Self the Co-existence of Self and Body.
3. Understand the value of harmonious relationship based on trust, respect and other naturally acceptable feelings in human-human relationships and explore their role in ensuring a harmonious society
4. Understand the harmony in nature and existence, and work out their mutually fulfilling participation in the nature.
5. Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

SUMMER INTERNSHIP PROJECT REPORT

Course Code: KMBE308	Course Name:
Course Objectives:	Course Outcomes:
The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.	1. To understand the relevance of the objectives with project. 2. To determine the challenges and future potential for his / her internship organization in particular and the sector in general. 3. To be able to analyze the functioning of internship organization and recommend changes for improvement in processes.

Specialization Group: Human Resource Management (HR)

Course Code: KMBNHR01	Course Name: TALENT MANAGEMENT
Course Objectives:	Course Outcomes:

1. This course focuses on the attraction, acquisition, and retention of talent in organizations 2. A clear understanding of talent management and its linkage with organizational strategy and other HR practices. 3. To provide the understanding of acquiring and retaining the talent in the organization. 4. To provide them the process of identifying and developing the potential talent to fulfil the present and future need of the organization. 5. In addition, the course will cover the negotiation problems that managers may face in decision-making processes; for example, the hiring negotiation, the promotion negotiation, the firing decision, and HR-relevant cross-cultural negotiation issues.	CO 1: Knowledge of Talent Management Processes CO 2: Understanding for analysis of the impacts of Talent management in the organization CO 3: Competency to implement Talent Management practices CO 4: Competency to develop leadership qualities among subordinate CO 5: Knowledge about the reward system to support Talent management

Course Code: KMBNHR02	Course Name: EMPLOYEE RELATIONS AND LABOR LAWS
Course Objectives:	**Course Outcomes:**
1. To Provide conceptual framework of Industrial Relation 2. To make students aware with the Indian Labor legislation 3. To make students aware with the basic requirements and mandate of labor legislations 4. To help the students to understand the existing framework of Industrial Relation and Labor legislation.	CO1: Knowledge of Industrial Relation framework CO2: Competency to understand the importance of Employee Relation within the perspective of Industrial Relation. CO3: Knowledge about relevant Laws of HR management CO4: Competency to interpreted and implement the Labor Laws within organization CO5: Competency to use Collective Bargaining and Grievance redressal Mechanism

Specialization Group: Marketing (MK)

Course Code: KMBNMK01	Course Name: CONSUMER BEHAVIOR & MARKETING COMMUNICATION
Course Objectives:	**Course Outcomes:**
1. To understand consumer behavior and explain the consumer decision making process	CO1. Understand the three major influences on customer choice: the process of human decision

2. To define external and internal influences on buying behavior
3. To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.
4. Help to understand what advertising is and its role in advertising and brand promotion.
5. Understand the importance of message design and the creativity involved in message designing.

making in a marketing context; the individual customers make up; the environment in which the customer is embedded.
CO2. Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities
CO3. Be able to demonstrate how concepts may be applied to marketing strategy.
CO4. Apply an IMC approach in the development of an overall advertising and promotional plan.
CO5. Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign

Course Code: KMBNMK02	Course Name: MARKETING ANALYTICS
Course Objectives:	Course Outcomes:
1. To understand the basic concepts of Marketing Analytics 2. To study various tools to have marketing insights in various marketing areas through empirical data 3. To interpret the marketing data for effective marketing decision making 4. To draw inferences from data in order to answer descriptive, predictive, and prescriptive questions relevant to marketing managers.	CO1. Students will develop the skill in marketing analytics CO2. Students will be acquainted with better understanding of real life marketing data and its analysis CO3.Students will develop analytical skill for effective market decision making in real life environment.

Specialization Group: Finance (FM)

Course Code: KMBNFM01	Course Name: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
Course Objectives:	Course Outcomes:
1. Emphasizing an understanding of the economic forces that influence the pricing of financial assets. 2. Understanding of investment theory will be stressed and tied in with discussion of applicable techniques such as portfolio selection. 3. The course material will cover formulae that can be applied in different business	CO 1: Understand about various investment avenues. CO 2: Understand the value of assets and manage investment portfolio. CO 3 : Understand various Models of Investment and its application CO 4: Understand and create various investment strategies on the basis of various market conditions. CO 5: Measure riskiness of a stock or a portfolio

situations regarding active portfolio management. 4. To expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management. 5. To provide a theoretical and practical background in the field of investments.	position.

Course Code: KMBNFM02	**Course Name: FINANCIAL PLANNING &TAX MANAGEMENT**
Course Objectives:	**Course Outcomes:**
1. Thepresentcourseaimsare familiarizing the participants with the principles & practices and structure of different types of taxes in Indian economy. 2. A student of taxation will have to make a detailed study of tax policy and tax provisions in India. 3. A broad understanding or role of taxation in economic and industrial development of an economy. 4. A broad understanding of financial planning process 5. An Understating o f asset allocation process and retirement planning	CO1: Understand about various tax provision and planning CO2: Understand the scope tax planning concerning various business and managerial and strategic activities can be explored CO3: Have Know about various Tax Dates Rates and Forms CO4: Have Knowledge of Financial Planning and its Process CO5: Have knowledge about asset allocation and retirement planning process

Specialization Group: International Business (IB)

Course Code: KMBNIB01	**Course Name: INTERNATIONAL BUSINESS MANAGEMENT**
Course Objectives:	**Course Outcomes:**
1. To give the student an exposure to the dynamic environment of International Business 2. To understand the impact of environment on the International Business Operations of the firm 3. To explain the functions and form of the global monetary system 4. To explain the role of International	CO 1: To get an overview of the key issues and concepts of International Business. CO 2: Understand how and why the world's countries differ. CO 3: Understand the monetary framework in which international business transactions are conducted . CO 4: Understand the role of International Organizations and Regional Trade blocks CO 5: Implement the decisions for international

organizations and Regional Trade	operations in a superior manner

Course Code: KMBNIB02	**Course Name: EXPORT IMPORT DOCUMENTATION**
Course Objectives:	**Course Outcomes:**
1. The basic objective of this course is to provide to the country a steady stream of competent young men & women with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding world of Import & Export Management 2. To promote basic understanding on the concepts of export & import documentations to enable them to realize the impact of documentations.	CO1. Identify the process of Registration process, Payment terms, Export costing and pricing. CO2. Interpret the process of Shipment procedures, & summarize the various documents used in Shipping, CO3. Classify the concept of various incentives, benefits & risk involved in shipping process CO4. Discuss the various business planning Import procedures & various export promotion schemes CO5. Demonstrate the various export promotion schemes &Types of Export Houses.

Specialization Group: Information Technology (IT)

Course Code: KMBNIT01	**Course Name: DATA ANALYTICS FOR BUSINESS DECISIONS**
Course Objectives:	**Course Outcomes:**
1. Understanding the Role of Business Analyst and Data Science in business. 2. Understanding the basic concept of data management 3. To understand the basic concept of R programming 4. To understand the application of business analysis. 5. Understanding the basic concept of Data Science Project Life Cycle.	CO1. Understand the basics of business analysis and Data Science CO2. Understand data management and handling and Data Science Project Life Cycle CO3. Understand the data mining concept and its techniques CO4. Understand and Analyzing machine learning concept CO5. Understand the application of business analysis indifferent domain

Course Code: KMBNIT02	**Course Name: AI AND MACHINE LEARNING FOR BUSINESS**
Course Objectives:	**Course Outcomes:**
1. To understand the need of Machine	CO1 To understand the need of Machine Learning

Learning & Statistics for solving various problems 2. To understand the basic concepts of Supervised and Unsupervised learning. 3. To apply regression analysis on the data available. 4. To design appropriate machine learning and apply on real world problems 5. To optimize different Machine Learning & Deep Learning Techniques	& Statistics for solving various problems. CO2 To understand the basic concepts of Supervised and Unsupervised learning. CO3 To apply regression analysis on the data available. CO4 To design appropriate machine learning and apply on real world problems CO5 To optimize different Machine Learning & Deep Learning Techniques

Specialization Group: Operations Management (OM)

Course Code: KMBNOM01	Course Name: SUPPLY CHAIN & LOGISTICS MANAGEMENT
Course Objectives:	**Course Outcomes:**
1. Components and processes of supply chain and logistics management 2. Drivers of Supply Chain & Creating Strategic Fit 3. Performance drivers of supply chain. 4. Understanding about logistics, transportation & warehousing. 5. Understanding the factors of Global Supply Chain.	CO 1: Apply the basic framework of Supply Chain Management and basic concepts in logistics CO 2: Knowledge about distribution, warehousing and its roles in strategic planning with supply chain CO 3: Competency to analyze and use inventory management methodologies and evaluate and select transportation modes CO 4: Assess the strategic role and impact of IT on supply chain integration CO 5: Knowledge about the latest trends in SCM and logistics

Course Code: KMBNOM02	Course Name: OPERATIONS PLANNING & CONTROL
Course Objectives:	**Course Outcomes:**
1. To understand the various fundamentals and functions of production planning and control. 2. To impart learning on work study procedures and practices. 3. To generate understanding on the essentials of product/ process planning and useful tools to accomplish both. 4. To develop knowledge and ability to undertake production scheduling procedures. 5. To know the recent trends in production planning and control such as manufacturing requirement Planning (MRP II) and Enterprise Resource Planning (ERP) and global	CO1: It will help in understanding the fundamentals of production planning and profit considerations. CO2: It will provide quantitative knowledge and capability to use various product/process planning tools. CO3: It will enable them to devise appropriate strategies concerning aggregate panning and cost. CO4: It helps in resolving complex scheduling issues by way of implementing standard scheduling procedures. CO5: It will enhance exposure to recent trends in production planning and control and increase adaptability with latest global-production practices.

practices.

Semester 4

Course Code: KMBN401	Course Name: EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT
Course Objectives:	**Course Outcomes:**
1. To give students an exposure to the VUCA environment of International Business 2. To provide in-depth understanding of digital transformation on business processes 3. To understand the impact of Industry 4.0 has on the context of International Business 4. To understand in detail the shifts taking place in the Political, Economic, Social and 5. Technological environments that are shaping business realities 6. To understand the changing role of International Organizations and changing dynamics in Geo Politics.	CO1: To get an overview of the changing context of International Business in the wake of Industry 4.0 CO 2: Conceptual understanding of the new technologies that are driving change in business operations and strategy CO 3: Understand shifts in economic thought and its impact on business decisions. CO 4: Understand changing geo politics and analyses its impact on international Business CO 5: Critically think about issues and challenges in the Global World and find sustainable solutions

Specialization Group: Human Resource Management (HR)

Course Code: KMBNHR03	Course Name: HR ANALYTICS
Course Objectives:	**Course Outcomes:**
1. This course introduces the student to the theory, concepts, and business application of HR analytics, and the ability to track, store, retrieve, analyze and interpret HR data to support decision making. 2. The student will use applicable benchmarks/metrics to conduct research and statistical analyses related to Human Resource Planning and Recruitment and Selection. 3. Employ appropriate software to record, maintain, retrieve and analyze Performance and training effectiveness. 4. Apply quantitative and qualitative analysis to understand and design compensation system.	**CO 1:** Apply HR Analytical techniques in the areas of HRP, recruitment and selection, **CO2:** Demonstrate HR function in adding **CO3:** Utilise soft factors in a people management context and convert them into measurable variables. **CO4**: Design a Metrics and Analysis index for recruitment, performance and or a training and development context **CO5**: Predict the issues using the available HR data and formulate the best strategies.

5. Demonstrate how to connect HR results to business results.

Course Code: KMBNHR04	Course Name: PERFORMANCE AND REWARD MANAGEMENT
Course Objectives:	**Course Outcomes:**
1. To create an understanding of the key concepts of performance management and contemporary methods for administering compensation and rewards in practices. 2. To articulate the benefits of using a performance development plan and the consequences of not having one in place. 3. To distinguish the elements of an effective, integrated performance development system. 4. To devise "SMART" annual performance objectives (e.g., objectives that are specific, measurable, attainable, relevant and track able). 5. To familiarize the students with the concept of competency mapping and understanding its role in career development. 6. To familiarize students with various aspects of compensation system in India and make them understand various issues linked with the process of fixing salary dearness allowance, bonus, incentive scheme and benefits.	CO1:KnowledgeofPerformance Management and Performance Appraisal CO 2: Competency to understand the importance of importance of Performance Management CO 3: Knowledge about the Compensation and Reward Systems CO 4: Competency to implement the effective reward systems in the organization CO 5: Ability to explain the relevance of competency mapping and understanding its linkage with career development

Course Code: KMBNHR05	Course Name: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Course Objectives:	**Course Outcomes:**
1. To familiarize the students with HR management in Global perspective. 2. To make the students understand the complexity of workforce diversity in international context. 3. To make the students aware of the international labor relations. 4. To help develop an understanding of expatriate's recruitment & training programs.	CO 1: Understanding the Contexts of International HRM CO 2: Knowledge about the HR Processes in International Context CO 3: Able to evaluate the impacts of Globalization on HRM CO 4: Desired level of expertise on organizational CO 5: Understanding the International culture in SHRM

Specialization Group: Marketing (MK)

Course Code: KMBNMK03	Course Name: B2B & SERVICE MARKETING
Course Objectives:	**Course Outcomes:**
1. Make students have an understanding of B2B marketing and its characteristics 2. To enhance knowledge of emerging trends in integrated marketing communication and Distribution channel. 3. To understand pricing strategy of B2B marketing and its impact on selling 4. To analyse consumer behaviour in service marketing 5. To understand service delivery promises and gaps.	CO1.Understand and nature of B2B marketing CO2. Ability to create an integrated marketing communications plan which includes promotional strategies CO3. Define and apply knowledge of various aspects of managerial decision making related to pricing strategy and tactics. CO4. Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes. CO5. Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence.

Course Code: KMBNMK04	Course Name: SALES AND RETAIL MANAGEMENT
Course Objectives:	**Course Outcomes:**
1. To build knowledge, understanding, and skills in Sales and Retail Management. 2. Enable development and implementation of Sales and Retail Management strategies. 3. Help to analyze decision alternatives and criteria in the context of realistic problem situations in Sales and Retail Management.	CO1: Students will develop knowledge, understanding and skills in Sales force management. CO2: Acquainted with better understanding of implementation of sales management strategies. CO3: Develop analytical skills for effective decision alternatives in sales management problems CO4: Develop the knowledge, understanding and skills in retail management. CO5: Acquainted with better understanding of implementation of retail management strategies and develop analytical skills for effective decision alternatives in retail operations.

Course Code: KMBNMK05	Course Name: SOCIAL MEDIA AND WEB ANALYTICS
Course Objectives:	**Course Outcomes:**
1. To provide basic understanding of the use and deployment of Digital marketing tools and web/social/mobile analytics platforms 2. Gaining a grounded understanding of web analytics and business implication. To prepare the students with growth potentials for Web Analysts professionals	CO1: Students will develop knowledge, understanding and skills in analysis of Social Media CO2: Acquainted with better understanding of implementation Web Analytics tool CO3: Develop analytical skills for effective decision alternatives in social media problems CO4: Develop the knowledge, understanding and skills in Facebook and Google analytics. CO5: Acquainted with better understanding of implementation of web analytics strategies and develop analytical skills for effective decision alternatives in social media operations

Specialization Group: Finance (FM)

Course Code: KMBNFM03	Course Name: FINANCIAL DERIVATIVES
Course Objectives:	**Course Outcomes:**
1. To make students aware of different types of Derivatives. 2. To develop an understanding amongst students of financial derivatives and associated regulatory framework 3. To have an understanding of the derivative tools such as options, futures and their application to hedging.	CO1: Understand about various derivatives instruments and derivative Market structure CO2 Understand the forward and future pricing mechanism and strategies for hedging using various futures products CO3 Understand the option pricing mechanism and using options strategies for mitigating risk CO4 Understand the Commodity derivative market CO5 Understand the Swaps derivatives and their mechanism

Course Code: KMBNFM04	Course Name: FOREIGN EXCHANGE & FOREX RISK MANAGEMENT
Course Objectives:	**Course Outcomes:**
1. To enable the students to understand about the Concepts of BOP and evaluation of international exchange rate system.	CO1 Understand the BOP and evaluation various exchange rate system CO2 Understand the theories of exchange rate determination

2. To facilitate the students to understand the various theories of exchange rate determination. 3. To enable the students to understand various foreign exchange transactions. **4.** To facilitate the students to understand various forex risks and its management.	CO3 Understand the foreign exchange transactions mechanism CO4 Understand the exchange dealings CO5 Understanding the various foreign exchange risk and its management

Course Code: KMBNFM05	Course Name: FINANCIAL CREDIT RISK ANALYTICS
Course Objectives:	**Course Outcomes:**
	CO 1: Understand about various types of financial credit. CO 2: Understand the credit risk and its rating. CO 3: Understanding of credit commitments and its application CO 4: Understanding of risk management and corporate governance. CO 5: Measure riskiness of a stock or a portfolio position.

Specialization Group: International Business (IB)

Course Code: KMBNIB03	Course Name: INTERNATIONAL LOGISTICS MANAGEMENT
Course Objectives:	**Course Outcomes:**
1. To help students understand the issues in International Logistics. 2. To provide an understanding of Sales Contract in International Logistics. 3. To provide a detail understanding of models of Forecasting in Supply Chain Management. 4. To provide a detail understanding of various methods for Demand Forecasting. 5. To help the students understand skills for inventory management.	CO1 : Understanding the issues in International Logistics for SCM CO 2: Knowledge of Processes in Export Sales Contracts. CO 3: Application of various techniques for Integrated Supply Chain Processes CO4:KnowledgeofInternational Transportation CO 5: Understanding and application Costs factors with International Logistics

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Course Code: KMBNIB04	**Course Name: CROSS CULTURAL MANAGEMENT**
Course Objectives:	**Course Outcomes:**
1. To consider the nature of intercultural communication 2. To learn to think across cultural differences 3. To experiment with different ways of acting in cross-cultural situations 4. To reflect on the cultural foundations of economic systems and of organizational practices	**CO1.** Understand and apply different meanings and dimensions of ″culture″ **CO2.** Describe and analyze the impact of culture on business practices **CO3.** Explain and evaluate the impact of national culture on organizational cultures **CO4.** Understand the impact of culture on Human Resource Management **CO5.** Explain how leadership differs across cultures

Course Code: KMBNIB05	**Course Name: INTERNATIONAL TRADE LAW**
Course Objectives:	**Course Outcomes:**
1. The public aspect deals with the harmonization and coordination of national commercial policies 2. Private aspect seeks to provide a legal framework for International commercial transactions between individuals belonging to different nationalities. This course covers both public and private aspects.	CO1.Understand the objectives and functioning of WTO CO2. Review and apply the various WTO agreements for effective international trade CO3. Analyze the forces that shape the international commercial laws. CO4. Understand and evaluate the export import policy in India. CO5. Analyze the recent challenges in international trade and role of international institutions

Specialization Group: Information Technology (IT)

Course Code: KMBNIT03	**Course Name: DATABASE MANAGEMENT SYSTEMS**
Course Objectives:	**Course Outcomes:**
The course has been designed to introduce the students with the applications of systems designed to manage the data resources of organizations.	CO 1: Knowledge about the DBMS Technology CO 2: Understanding the business application of DBMS CO 3: Application of DBMS for business

	process CO 4: Knowledge and uses of Data mining techniques CO 5: Working knowledge of DBMS Software ORACLE

Course Code: KMBNIT04	**Course Name: CLOUD COMPUTING FOR BUSINESS**
Course Objectives:	**Course Outcomes:**
1. To understand cloud services and solutions 2. To know about cloud virtualization technologies and cloud management 3. To understand the relevance of Cloud storage and virtualization	CO 1 Describes the main concepts, key technologies, strengths and limitations of cloud computing. CO 2 Learn the enabling technologies that help in the development of cloud. CO 3 Develop the ability to understand and use the architecture cloud, service and delivery models. CO 4 Explain the core issues of cloud computing like cloud virtualization CO 5 To appreciate the emergence of cloud as the next generation computing paradigm.

Course Code: KMBNIT05	**Course Name: BUSINESS DATA WAREHOUSING & DATA MINING**
Course Objectives:	**Course Outcomes:**
1. Understanding of data warehousing and its functions 2. To identify the key processes of data warehousing and applications. 3. To understand data mining basic concepts 4. To understand data mining techniques to solve problems in various disciplines 5. Compare and evaluate data mining techniques	CO1: Understanding of data warehousing and its functions CO2: To identify the key processes of data warehousing and applications. CO3: To understand data mining basic concepts CO4: To understand data mining techniques to solve problems in various disciplines CO5: Compare and evaluate data mining techniques

Specialization Group: Operations Management (OM)

Course Code: KMBNOM03	**Course Name: QUALITY MANAGEMENT**
Course Objectives:	**Course Outcomes:**
1. The concepts of Quality Management & Control 2. Describe Quality Management Systems 3. Recognise the value of Total Quality	CO 1: Knowledge about the quality dimensions and its importance CO 2: Knowledge about the techniques of quality control and its importance for

Management 4. Practice Quality Assurance and Control 5. Measure Quality and make improvements 6. Apply Quality Management Tools and Techniques	organizational competitiveness CO 3: Competency to analyze and impacts of Quality Control tools in the organization CO 4: Understanding of the International and Indian Quality Control Standards CO 5: Competency to use statistical methods for process quality control

Course Code: KMBNOM04	Course Name: PROJECT AND SOURCING MANAGEMENT
Course Objectives:	**Course Outcomes:**
1) Understand the Basics of Purchasing Principles 2) Lear the process vendor selection & evaluation process 3) Identify the key processes and requirements of project management. 4) Learn how to initiate & execute the project. . 5) Learn how to plan for time and cost. 6) Plan for project risks, communication, and change control. **7)** Learn the closer of the project.	CO 1: Conceptual knowledge about the procurement and sourcing management CO 2: Understanding of the processes of sourcing management CO 3: Competency to vendor selection and rating CO 4: Assess the importance of effective sourcing CO 5: Understanding of laws of Procurements

Course Code: KMBNOM05	Course Name: MANAGEMENT OF MANUFACTURING SYSTEM
Course Objectives:	**Course Outcomes:**
1. Understand the practical application of different type of manufacturing system. 2. Understanding the use of IT enabled technology in manufacturing system. 3. Understanding the entire value chain. 4. Develop an ability to analyze the capacity utilization & Strategy. 5. Understanding of tools for maintenance and capacity planning	CO 1: Conceptual knowledge of working of Manufacturing unit and complete system CO 2: Understanding of the processes of and activities of Manufacturing CO 3: Competency to implement effective managerial practices in manufacturing CO 4: Understanding of tools for maintenance and capacity planning CO 5: Knowledge about the support systems of manufacturing
Course Code: KMBN 408	**Course Name: Research Project Report**
Course Objectives:	**Course Outcomes:**
1. To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.	1. Plan, and engage in, an independent and sustained critical investigation and evaluation of a chosen research topic relevant to environment and society. 2. Systematically identify relevant theory

2. To provide means to immerse students in actual supervised professional experiences 3. To gain deeper understanding in specific areas	and concepts, relate these to appropriate methodologies and evidence, apply appropriate techniques and draw appropriate conclusions. 3. Appropriately apply qualitative and/or quantitative evaluation processes to original data.

Method of measuring the level of attainment of POs, and COs

Every course has a specific set of objectives and outcome which is prepared and revised with due diligence. Attainment of Programme outcomes and course outcomes are evaluated by the institution in the following manner:

1. Procedure for attainment of COs:

Course outcomes are attained through direct and indirect methods.
Direct Attainment: Following criteria are used:

- Class Tests are conducted based on COs
- Class performance activities consisting of assignments (Case Based/Topic Presentations / GD / Attendance)
- End term exam marks.

Indirect Attainment: Following criteria are used:

- Feedbacks of students, faculty, alumni and
parents. Average attainment of COs is calculated.
The following table shows the three target levels: Low, Moderate and High attainment for direct and indirect methods

Level Average Percentage Level

Level	Average Percentage Level
1 (Low)	<50%
2 (Moderate)	<60%
3 (High)	70% and above

1.4 Attainment Level Calculation for each CO= 80% of direct level + 20% of indirect level ofthat CO
  Attainment level of all course outcomes of a course is displayed in a table format.

2. CO-PO Mapping: Each Course outcome will be mapped to one or more suitable POs

3. Procedure for attainment of POs/PSOs:
  Program outcomes are attained through direct and indirect methods.
• *Direct Attainment:* All the courses which are mapped to a particular PO are considered.
Then the direct attainment value is calculated based on the following formula:
Direct PO Attainment= Sum of the average attainment level of the course outcomes mapped to a PO/ Total number of courses

• *Indirect Attainment:* In this method, the feedbacks of students, faculty, alumni and parents are considered.

Final PO attainment= 80% of Direct attainment + 20% Indirect attainment

The following table shows the five target levels:

Level	PO attainment range
1 (Poor)	0.5<=PO attainment value
2 (Average)	1<=PO attainment value
3 (Good)	1.5<=PO attainment value
4 (Very Good)	2<=PO attainment value
5 (Excellent)	2.5<=PO attainment value<=3

Direct Mapping:

PROGRAM : MBA 2021-2022															
Program Outcomes															
1	**Disciplinary knowledge**														
2	**Communication Skills**														
3	**Critical thinking**														
4	**Problem solving**														
5	**Analytical reasoning**														
6	**Cooperation/Team work**														
7	**Reflective thinking**														
8	**Multicultural competence**														
9	**Moral and ethical awareness/reasoning**														
11	**Lifelong learning**														
Course Code	Subjects	Blooms Taxonomy	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	
	Semester 1														
	KMBN101 MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR														
Course Outcomes															
CO1	Developing understanding of managerial practices and their perspectives.	K1, K2	2		2	2						1	1	
CO2	Understanding and Applying the concepts of organizational behaviour	K2, K4	3	2	3	3		2				1		
CO3	Applying the concepts of management and analyze organizational behaviors in real world situations	K4, K5	2	2	2	3	2	2				1	1	
CO4	Comprehend and practice contemporary issues in management.	K3	2		2	2	2					3	1	
CO5	Applying managerial and leadership skills among students	K4	2	2	1	1		2				3		
		AVERAGE	2.2	2	2	2.2	2	2				1.8	1	
	KMBN102 MANAGERIAL ECONOMICS														
Course Outcomes															

CO	Course Outcome	K	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO 1	Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.	K1, K2	2			2	2	2						2
CO 2	The students would be able to understand the law of demand & supply & their elasticities , evaluate & analyse these concepts and apply them in various changing situations in industry . Students would be able to apply various techniques to forecast demand for better utilization of resources.	K2, K4, K6, K7	2			3		3			2			
CO 3	The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world	K3, K4, K5, K7	2			2	3	2						2
CO 4	The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic	K4, K5, K6	2			3	2	3			2			2
CO 5	The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.	K2. K3	2			3	3	2						2
		AVERAGE	2			2.6	2.5	2.4			2			2
	KMBN103 FINANCIAL ACCOUNTING AND ANALYSIS													
	Course Outcomes													
CO 1	Understand and apply accounting concepts, principles and conventions for their routine monetary transaction.	K2, K3	2											
CO 2	Understand about IFRS, Ind AS and IAS for preparation and reporting of financial statements.	K2, K6	2				3							

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CO	Course Outcome	K													
CO3	Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles	K1	3			3									
CO4	Analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.	K4, K7	2		2	3									
CO5	Recognising various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes	K2, K4	3												
		AVERAGE	2.4		2	3									

KMBN104 BUSINESS STATISTICS & ANALYTICS

Course Outcomes

CO	Course Outcome	K													
CO1	Gaining Knowledge of basic concept / fundamentals of business statistics.	K2	2		2	1									
CO2	To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.	K1, K4	1		3	3	2								2
CO3	Evaluating basic concepts of probability and perform probability theoretical distributions	K3, K4			3	3	2		1						3
CO4	To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test	K5, K6			3	3	3		2						3
CO5	To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.	K7, K4	2		1	1	2	1	2						2
		AVERAGE	1.6666667		2.4	2.2	2.25	1	1.6666667						2.5

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KMBN105 MARKETING MANAGEMENT

Course Outcomes

CO	Outcome	K	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
CO1	Remember and Comprehend basic marketing concepts.	K1, K2	1											
CO2	Understand marketing Insights on application of basic marketing concepts.	K3, K6	1	1			2							
CO3	Able to Apply and develop Marketing Strategies and Plans	K4			2		3		2					
CO4	Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting	K5	1		3		3		2	1				
CO5	Develop skills to understand the current global and digital aspect of marketing.	K7	1						3	3				2
		AVERAGE	1	1	2.5		2.666667		2.333333	2				2

KMBN106 DESIGN THINKING

Course Outcomes

CO	Outcome	K	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
CO1	Gain in depth knowledge about creative thinking and design thinking in every stage of problem	K2	3				2							2
CO2	Applying design thinking to your real life problems / situations in order to evolve innovative and workable solutions.	K4	2		2	2	2		2					2
CO3	Understand and implement design thinking to your real life problems / situations in order to evolve an innovative and workable solutions	K6	2		2	2	2	2	2					2
		AVERAGE	2.3333333		2	2	2	2	2					2

K MBN107 BUSINESS COMMUNICATION

Course Outcomes

CO	Outcome	K	1	2	3	4	5	6	7	8	9	10	11	12	13	14
CO1	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.	K4	2	2		1						2	2			
CO2	Analyse ethical, legal, cultural, and global issues affecting business Communication.	K5	2	2	1	1							3	3	1	2
CO3	Develop an understanding of appropriate organizational formats and channels used in business communications	K2	2	2												
CO4	Gaining an understanding of emerging electronic modes of communication.	K3	2			1						1				1
CO5	Developing effective verbal and non verbal communication skills	K1, K4	3	3		1				1						
		AVERAGE	2.2	2.25	1	1				1.5		2	3	1		1.5

KMBN151 IT SKILLS LAB-1

Course Outcomes

CO	Outcome	K	1	2	3	4	5	6	7	8	9	10	11	12	13	14
CO1	Gain in depth knowledge about the functioning of computers and its uses for managers	K2	3	1		1										2
CO2	Learn to use Internet and its applications	K4	3	3		2										2
CO3	Understand and implement Word processing software	K6	3	2	2		2									2
CO4	Learn applications on Spread sheet software	K2, K4	3	2	2	2	2									2
CO5	Analyse and learn Presentation software	K5	3	3	2	2	2									2
		AVERAGE	3	2.2	2	1.75	2									2

KMBN152 MINI PROJECT -1

Course Outcomes

CO	Outcome	K	1	2	3	4	5	6	7	8	9	10	11	12	13	14
CO1	Gain in depth knowledge on innovative idea for product or services in form of a project report.	K2				3						2				3
CO	To apply innovative idea, its feasibilities	K4					3	3				2				3

2	and detail descriptions.															
		AVERAGE				3	3	3		2						3

Semester 2

	KMBN201 BUSINESS ENVIRONMENT & LEGAL ASPECT OF BUSINESS															
Course Outcomes																
CO 1	Develop understanding and fundamental knowledge about business environment	Remembering (K1) Knowledge (K2)	2		2	2										1
CO 2	Develop understanding on the concepts of Business Environment and international business environment.	Knowledge (K 2)	2		2	2										
CO 3	Develop basic understanding of law of contract	Knowledge (K 2)	2		3	3	3									2
CO 4	Understanding of provisions of Companies Act concerning incorporation and regulation of business organizations	Knowledge (K2)	1		3	3										2
CO 5	Able to analyze case laws in arriving at conclusions facilitating business decisions.	K4 Applying K5 Analysing	2		2	2										2
		AVERAGE	1.8		2.4	2.4	3									1.75

KMBN202 HUMAN RESOURCE MANAGEMENT

Course Outcomes

CO 1	Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.	K6 Synthesizing	3		3	3	1				
CO 2	Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.	K2 Knowledge	1					1			
CO 3	Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.	K3 Comprehending	2		2		2				
CO 4	Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.	K5 Analysing	2	2	2	3		2		2	2
CO 5	Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.	K2 Knowledge K4 Applying	3	2	2						
		AVERAGE	2.2	2	2.25	3	1.5	2	1	2	2

KMBN203 BUSINESS RESEARCH METHODS

Course Outcomes

CO 1	Knowledge of concept / fundamentals for different types of research.	Knowledge (K2)	2		3	3		2		2	1
CO 2	Applying relevant research techniques.	Rememb			3	3	3		2		2

		ering (K1) Applying (K4)										
CO 3	Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques	Comprehending (K3) Applying (K4)			2	2	3	2	3				1
CO 4	Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.	Analyzing (K 5) Synthesizing (K6)			3		3		2				
CO 5	Evaluating statistical analysis which includes ANOVA technique and prepare research report.	Evaluating (K7)				3	3	2				3	1
		AVERAGE	2		2.66667	2.75	3	2	2.25			2.333333	1

	KMBN204 FINANCIAL MANAGEMENT AND CORPORATE FINANCE		
Course Outcomes			
CO 1	Understand the different basic concept / Models of Corporate Finance and Governance	Knowledge (K2) Remembering	2

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		g(K1)											
CO 2	Understand the practical application of time value of money and evaluating long term investment decisions	Analyzing (K5) Evaluating(K7)	2		2	2							
CO 3	Develop analytical skills to select the best source of capital, structure and leverage.	Analyzing(K5) Synthesizing (K6)	2		2	3	3						
CO 4	Understand the use and application of different models for firm's optimum dividend pay-out.	Comprehending (K3) Applying (K4)	3		2	2			2				
CO 5	Understand the recent trends of mergers and acquisition and its valuation	Comprehending (K3) Synthesizing (K6)	3		2				1				
		AVERAGE	2.4		2	2.3333333	3		1.5				

KMBN205 OPERATIONS MANAGEMENT

Course Outcomes

CO	Description	Knowledge Level											
CO 1	Understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms.	Knowledge (K2) Comprehending (K 3) Remembering (K1)	1	1	2	2	2						
CO 2	Understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.	Knowledge (K2) Remembering (K1) Applying (K4)	1		2	3	2						
CO 3	Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.	Comprehending (K3) Applying (K4)	2	2	3	3	3						
CO 4	Analyze / understand the trends and challenges of Operations Management in the current business environment.	Analyzing (K5)	3	3	3	3	3						
CO 5	Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive	Synthesizing (K6)	3	3	3	3	3						

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CO	Course Outcome	Knowledge Level												
	prices.	Evaluating (K7)												
		AVERAGE	2	2.25	2.6	2.8	2.6							

KMBN206 QUANTITATIVE TECHNIQUES FOR MANAGER

Course Outcomes

CO	Course Outcome	Knowledge Level												
CO 1	Be able to understand the characteristics of different types of decision-making environments and the appropriate decision making approaches and tools to be used in each type.	Knowledge (K2) Remembering (K1)	2		2	1	2							2
CO 2	Toformulate linearprogramming problem and to find optimal solution by graphical simplex method.	Knowledge (K2)			2	3	2		1					2
CO 3	Be able to build and solve Transportation Models and Assignment Models also to solve game theory problems by understanding pure and mix strategies.	Applying (K4)	2		2	3	2	2	2					3
CO 4	To assign optimal sequence of difference jobs on different machines and develop understanding ofqueuingtheory concepts.	Applying (K4)	1		2	2	2	1	1					2
CO 5	To implement replacement of equipments at right time and able to implement project management concepts like CPM, PERT to reduce cost and time.	Synthesizing (K6) Evaluating (K7)	2		3	3	2		2					3
		AVERAGE	1.75		2.2	2.4	2	1.5	1.5					2.4

	KMBN207 DIGITAL MARKETING AND E-COMMERCE														
Course Outcomes															
CO 1	Be able to understand the concept of Digital Marketing & E-commerce in today's scenario.	Knowledge (K2) Remembering (K1)	3	2											1
CO 2	To able to create and maintain a good website and blog posts.	Applying (K 4)	2	2		1									1
CO 3	Be able to understand and apply SEO and Email Marketing in today's modern world	Comprehending (K3) Applying (K4)	2	2		1									1
CO 4	To apply the Social Media Marketing techniques via various platforms	Applying (K 4)	2	2											1
CO 5	To implement various Analytics tools of online marketing	Synthesizing (K6) Evaluating (K7)	2	2	2	2	2								2
		AVERAGE	2.2	2	2	1.333333	2								1.2

KMBN208 MANAGEMENT INFORMATION SYSTEMS

Course Outcomes

CO1	Be able to understand the importance of information management in business and management.	Knowledge(K2) Remembering (K1)	3	1	2	3	2						
CO2	To understand and formulate different types of information systems in business	Knowledge (K2)	3	1	3	3	2						
CO3	Be able to apply the theory and concepts in practical with help of software	Applying (K4)	3	2	2	2	2						
CO4	To apply various security and ethical issues with Information Systems	Applying (K4)	1	1	2	3	3				3	2	1
CO5	To synthesize applications on Spread sheet and database software	Synthesizing (K6) Evaluating (K7)	3	2	3	3	3	1					1
		AVERAGE	2.6	1.4	2.4	2.8	2.4	1			3	2	1

KMBN251 IT SKILLS LAB-2

Course Outcomes

CO1	To gain knowledge of pivot table and understand the validating & auditing techniques	Knowledge (K2)	3	3	3	3	3						
CO2	Learn to use different charting techniques in MS Excel	Applying	3	3	3	3	3						

CO		K-Level											
		(K4) Synthesizing (K6)											
CO 3	Learn to use different formatting techniques in MS Excel	Applying (K4) Knowledge (K2)	3	3	2	2	2						
		AVERAGE	3	3	2.66667	2.66667	2.66667						
KMBN252 MINI PROJECT -2													
Course Outcomes													
CO 1	To gain knowledge of issues challenge of the industry	Knowledge (K2)			3			2					3
CO 2	Learn to prepare report on the application of emerging technologies in the selected industry	Applying (K4) Synthesizing (K6)			3	3		2					3
		AVERAGE			3	3	3	2					3

Semester 3

KMBN301 STRATEGIC MANAGEMENT													
Course Outcomes													

CO	Description	Cognitive Level											
CO1	Formulate organizational vision, mission, goals, and values	Applying (K3) Understanding (K2) Remembering (K1)	3	1			2						2
CO2	Develop strategies and action plans to achieve an organization's vision, mission, and goals.	Create (K6) Evaluating (K5) Analysing (K4) Applying (K3) Understanding (K2) Remembering(K1)	3	1	2		3						2
CO3	Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.	Analysing (K4) Applying (K3) Und	3	1	2		2		2				2

		erstanding (K2) Remembering(K1)											
CO 4	Evaluate and revise programs and procedures in order to achieve organizational goals;	Analysing (K4) Applying (K3) Understanding (K2) Remembering(K1)	2	1	2	2	2		2		2		2
CO 5	Consider the ethical dimensions of the strategic management process;	Analysing (K4) Applying (K3) Understanding (K2) Remembering(K1)	3	2	2	2		2		2		2	2
		AVERAG	2.8	1.	2	2	2.2	2	2	2	2	2	2

		E		2			5							
	KMBN302 INNOVATION & ENTREPRENEURSHIP													
Course Outcomes														
CO1	Remember and comprehend basic concepts of entrepreneurship	Remembering (K1) Knowledge (K 2) Comprehending (K3)	3			2			1						
CO2	Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies	Applying (K 4) Analyzing (K 5) Evaluating (K7)	1	3	2										
CO3	Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources	Analyzing (K 5) Evaluating (K7)	1		2		3								
CO4	Gain in depth knowledge of innovation and its various sources	Remembering (K1)	2		1		3		2						

CO		Knowledge Level												
		Knowledge (K 2) Analyzing (K 5)												
CO 5	Develop understanding of various dimensions of innovation along with current trends and general awareness of innovation and startup	Knowledge (K 2) Synthesizing (K6) Evaluating (K7)	1		2		3		3					
		AVERAGE	1.6	3	1.75	2	3		2					
	KVE301 UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS													
Course Outcomes														
CO 1	Understand the significance of value inputs in a classroom, distinguish between values and skills, understand the need, basic guidelines, content and process of value education, explore the meaning of happiness and prosperity and do a correct appraisal of the current scenario in the society	Understanding (K2)	2	1	3	2	2	3	2	1		1	1	1
CO 2	Distinguish between the Self and the Body, understand the meaning of Harmony in the Self the Co-existence of Self and Body.	Understanding (K2)	2		2				3	2		3	2	2

CO	Description	K-Level													
CO 3	Understand the value of harmonious relationship based on trust, respect and other naturally acceptable feelings in human-human relationships and explore their role in ensuring a harmonious society	Understanding (K2)	1	2	2	2	2	2		2	1		2
CO 4	Understand the harmony in nature and existence, and work out their mutually fulfilling participation in the nature.	Understanding (K2)	1				3	3	3		2	2	2
CO 5	Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.	Applying (K3)	2			3	3		2		3		2
		AVERAGE	1.6	1.5	2.33333	2.33333	2.5	2.66667	2.5	1.66667	2	1.66667	1.8

KMBNHR01 TALENT MANAGEMENT													

Course Outcomes

CO	Description	K-Level													
CO 1	Knowledge of Talent Management Processes	K1(Remember) K2(Understand)	2		1								
CO 2	Understanding for analysis of the impacts of Talent management in the organization	K1(Remember) K2(Understand) K3(Appl	2		2		3						

CO											
		y) K4(Analyze)									
CO3	Competency to implement Talent Management practices	K4(Analyze) K5(Evaluate) K6(Create)	2	2			3		2	2	2
CO4	Competency to develop leadership qualities among subordinate	K4(Analyze) K5 (Evaluate)	2	3				2		2		3
CO5	Knowledge about the reward system to support Talent management	K2(Understand) K3(Apply)	2		1						
		AVERAGE	2	2.5	1.33333		3	2	2	2	2	3

	KMBNHR02 EMPLOYEE RELATIONS AND LABOR LAWS										
Course Outcomes											
CO1	Knowledge of Industrial Relation framework	K1(Remember) K2(	2								

CO	Competency	K-Level											
		Und erst and)											
CO 2	Competency to understand the importance of Employee Industrial Relation.Relation within the perspective of	K1(R eme mbe r) K2(Und erst and) K3(Appl y) K4(Anal yze)	2		2				2				
CO 3	Knowledge about relevant Laws of HR management	K1(R eme mbe r) K2(Und erst and) K3(Appl y)	2	2									
CO 4	Competency to interpreted and implement the Labor Laws within organization	K4(Anal yze) K5 (Eva luat e)	2	2		3			2				
CO 5	Competency to use Collective Bargaining and Grievance redressal Mechanism	K1(R eme mbe r) K2(Und erst and) K3(Appl	2	2	2	3		3		2			2

CO	Description	BL												
		y)												
	AVERAGE		2	2	2	3		3	2	2			2	
KMBNMK01 CONSUMER BEHAVIOR & MARKETING COMMUNICATION														
Course Outcomes														
CO 1	Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded.	Understand (K2)	1	1			2							
CO 2	Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities	Create (K6)			2	2								
CO 3	Be able to demonstrate how concepts may be applied to marketing strategy.	Apply (K3)				2								
CO 4	Apply an IMC approach in the development of an overall advertising and promotional plan.	Apply (K3)												
CO 5	Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign	Analyze (K4)					3						2	2
	AVERAGE		1	1	2	2	2.5						2	2
KMBNMK02 MARKETING ANALYTICS														
Course Outcomes														
CO 1	Students will develop the skill in marketing analytics	Apply (K3), Create (K6)	3	3	3	3	3							
CO 2	Students will be acquainted with better understanding of real life marketing data	Evaluate	3	3	3	3	3							

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	and its analysis	(K5)												
CO3	Students will develop analytical skill for effective market decision making in real life environment.	Analyze (K4), Create (K6)	3	3	3	3	3							
		AVERAGE	3	3	3	3	3							
KMBNFM01 INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT														
Course Outcomes														
CO1	Understand about various investment avenues.	K1 (Remember) K2(Understand)	3											
CO2	Understand the value of assets and manage investment portfolio.	K1 (Remember) K2(Understand)	2		1	1	1							
CO3	Understand various Models of Investment and its application	K2(Understand) K3(Apply)	3		1	3	1							
CO4	Understand and create various investment strategies on the basis of various market conditions.	K1 (Remembe	2		2	1	2							

CO	Course Outcome	K Level													
		r) K2(Understand) K3(Apply)													
CO5	Measure riskiness of a stock or a portfolio position.	K1(Remember) K2(Understand)	3		1	2	1								
		AVERAGE	2.6		1.25	1.75	1.25								

	KMBNFM02 FINANCIAL PLANNING &TAX MANAGEMENT														
	Course Outcomes														
CO1	Understand about various tax provision and planning	K1(Remember)	3		1	2									2
CO2	Understand the scope tax planning concerning various business and managerial and strategic activities can be explored	K1(Remember) K2(Understand)	3		3	3	2							2	2
CO3	Have Know about various Tax Dates Rates and Forms	K2(Understand) K3(Apply)	3												

CO			1	2	3	4	5	6	7	8	9	10	11
CO4	Have Knowledge of Financial Planning and its Process	K1 (Remember) K2(Understand) K3(Apply)	3		2	3							
CO5	Have knowledge about asset allocation and retirement planning process	K1 (Remember) K2(Understand) K3(Apply)	3		2	2							
		AVERAGE	3		2	2.5	2					2	2
KMBNIB01 INTERNATIONAL BUSINESS MANAGEMENT													
Course Outcomes													
CO1	To get an overview of the key issues and concepts of International Business.	Knowledge (K2) Comprehending (K3)	3		2	2							2
CO2	Understand how and why the world's countries differ.	Comprehending (K3)	1		3		2		2				2

CO	Outcome	K-Level	1	2	3	4	5	6	7	8	9	10	11	12
CO3	Understand the monetary framework in which international business transactions are conducted .	Comprehending (K3) Knowledge (K2)			2	3	2							2
CO4	Understand the role of International Organizations and Regional Trade blocks	Knowledge (K 2) Evaluating (K7)	2	1	1	3			2					
CO5	Implement the decisions for international operations in a superior manner	Evaluating (K7) Applying (K 4)	1		3	3	3							2
		AVERAGE	1.75	1	2.2	2.75	2.333333		2					2
KMBNIB02 EXPORT IMPORT DOCUMENTATION														
Course Outcomes														
CO1	Identify the process of Registration process, Payment terms, Export costing and pricing.	Knowledge (k1)	3	3	2	3	1	1				1		1
CO2	Interpret the process of Shipment procedures, & summarize the various documents used in Shipping,	Understand	3	3	3	3	2	1						

		(k2)													
CO 3	Classify the concept of various incentives, benefits & risk involved in shipping process	Und erst and (k2)	3	3	3	3	3	1							
CO 4	Discuss the various business planning Import procedures & various export promotion schemes	Und erst and (k2)	3	3	2	2	2								
CO 5	Demonstrate the various export promotion schemes &Types of Export Houses.	Appl y (k3)	3	2	2	2	2								
		AVE RAG E	3	2.8	2.4	2.6	2	1				1			1
	KMBNIT01 DATA ANALYTICS FOR BUSINESS DECISIONS														
Course Outcomes															
CO 1	Understand the basics of business analysis and Data Science	Kno wle dge (K2)	3	2	2	2	2								
CO 2	Understand data management and handling and Data Science Project Life Cycle	Com pre hen ding (K3)	3	2	2	2	2								
CO 3	Understand the data mining concept and its techniques	Appl ying (K4)	3	3	3	3	3								
CO 4	Understand and Analyzing machine learning concept	Anal yzin g (K5)	3	2	2	2	2								
CO 5	Understand the application of business analysis indifferent domain	Appl ying (K4)	3	2	2	2	2								
		AVE RAG E	3	2.2	2.2	2.2	2.2								

	KMBNIT02 AI AND MACHINE LEARNING FOR BUSINESS														
Course Outcomes															
CO 1	To understand the need of Machine Learning & Statistics for solving various problems.	K1 (Remember) K2(Understand)	3	2	2	2	2								
CO 2	To understand the basic concepts of Supervised and Unsupervised learning.	K1 (Remember) K3(Apply)	3	2	2	2	2								
CO 3	To apply regression analysis on the data available.	K2(Understand) K3 (Apply)	3	3	3	3	3								
CO 4	To design appropriate machine learning and apply on real world problems	K2(Understand) K3 (Apply)	3	2	2	2	2								
CO 5	To optimize different Machine Learning & Deep Learning Techniques	K3 (Apply)	3	2	2	2	2								
		AVERAGE	3	2.2	2.2	2.2	2.2								
	KMBNOM01 SUPPLY CHAIN & LOGISTICS MANAGEMENT														
Course Outcomes															

CO	Description	K-Level											
CO1	Apply the basic framework of Supply Chain Management and basic concepts in logistics	K1(Remember) K2(Understand) K3(Apply)	2	1	2	1	1	1						
CO2	Knowledge about distribution, warehousing and its roles in strategic planning with supply chain	K1(Remember) K2(Understand) K3(Apply) K4(Analyse)	3	3	3	3	3	2	2	1		2	1	1
CO3	Competency to analyze and use inventory management methodologies and evaluate and select transportation modes	K4(Analyse) K5(Evaluate) K6(Create)	3	2	3	3	3	2	1					
CO4	Assess the strategic role and impact of IT on supply chain integration	K4(Analyse) K5 (Evaluate)	3	1	2	2	3	2	1					
CO5	Knowledge about the latest trends in SCM and logistics	K1(Remember)	3	2	2	2	2	2						

		K2(Understand) K3(Apply)											
		AVERAGE	2.8	1.8	2.4	2.2	2.4	1.8	1.333333	1	2	1	1

	KMBNOM02 OPERATIONS PLANNING & CONTROL												
Course Outcomes													
CO1	It will help in understanding the fundamentals of production planning and profit considerations.	K1(Remember) K2(Understand)	2	1	1	2	1	1	1		1		
CO2	It will provide quantitative knowledge and capability to use various product/process planning tools.	K1(Understand) K3(Apply) K4(Analyse)	3	2	3	3	3	2	1				
CO3	It will enable them to devise appropriate strategies concerning aggregate panning and cost.	K4(Analyse) K5(Evaluate) K6(Create)	3	2	3	3	3	1	2				

CO 4	It helps in resolving complex scheduling issues by way of implementing standard scheduling procedures.	K4(Analyse) K5 (Evaluate)	3	2	3	3	3	2	1				
CO 5	It will enhance exposure to recent trends in production planning and control and increase adaptability with latest global-production practices.	K2(Understand) K3(Apply)	3	2	2	2	2	2					
		AVERAGE	2.8	1.8	2.4	2.6	2.4	1.6	1.25		1		

Semester 4

	KMBN401 EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT												
Course Outcomes													
CO 1	To get an overview of the changing context of International Business in the wake of Industry 4.0	Analysing (K4) Applying (K3) Understanding (K2) Remembering (K1)	3	2	2	2	2						
CO 2	Conceptual understanding of the new technologies that are driving change in business operations and strategy	Analysing (K4)	3	2	2	2	2						

		Applying (K3) Understanding (K2) Remembering (K1)														
CO 3	Understand shifts in economic thought and its impact on business decisions.	Understanding (K2) Remembering (K1)	3	2	2	2	2									
CO 4	Understand changing geo politics and analyses its impact on international Business	Analysing (K4) Applying (K3) Understanding (K2) Remembering (K1)	3	2	2	2	2									
CO 5	Critically think about issues and challenges in the Global World and find sustainable solutions	Applying (K3) Underst	3	2	2	2	2									

		andi ng (K2) Rem emb erin g (K1)											
		AVE RAG E	3	2	2	2	2						
KMBNHR03 HR ANALYTICS													
Course Outcomes													
CO 1	Apply HR Analytical techniques in the areas of HRP, recruitment and selection,	Rem emb erin g (K1) Kno wle dge (K 2) Com pre hen ding (K3)			3	3		1					
CO 2	Demonstrate HR function in adding	Appl ying (K 4) Anal yzin g (K 5)			3	3	3		3				
CO 3	Utilise soft factors in a people management context and convert them into measurable variables.	Appl ying (K 4) Anal			3	3							2

		yzing (K 5) Evaluating (K7)											
CO 4	Design a Metrics and Analysis index for recruitment, performance and or a training and development context	Applying (K 4) Synthesizing (K6) Analyzing (K 5)	1		2	2	2		3	1		1	1
CO 5	Predict the issues using the available HR data and formulate the best strategies.	Knowledge (K 2) Synthesizing (K6) Evaluating (K7)			3	3	3		3				
		AVERAGE	1		2.8	2.8	2.66667	1	3	1		1.5	1
	KMBNHR04 PERFORMANCE AND REWARD MANAGEMENT												
	Course Outcomes												

CO	Description	K-Level												
CO 1	Knowledge of Performance Management and Performance Appraisal	K1(Remember) K2(Understand)	2											
CO 2	Competency to understand the importance of importance of Performance Management	K1(Remember) K2(Understand)	2		2	2	2							
CO 3	Knowledge about the Compensation and Reward Systems	K1(Remember) K2(Understand)	2											
CO 4	Competency to implement the effective reward systems in the organization	K3(Apply) K4(Analyse) K5(Evaluate)	2		2	2	2							
CO 5	Ability to explain the relevance of competency mapping and understanding its linkage with career development	K1(Remember) K2(Understand) K3(Apply)	2		2	2	3		2					

							2.333333						
		AVERAGE	2		2	2	3		2				

KMBNHR05 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Outcomes

CO 1	Understanding the Contexts of International HRM	K1(Remember) K2(Understand)	2							1	1			
CO 2	Knowledge about the HR Processes in International Context	K1(Understand) K3(Apply)	2		2		2							
CO 3	Able to evaluate the impacts of Globalization on HRM	K4(Analyze) K5(Evaluate)	2			2	2							
CO 4	Desired level of expertise on organizational	K4(Analyze) K5 (Evaluate) K6 (Create)	2	2	2	2	3	2						2

CO	Course Outcome	K Level										
CO5	Understanding the International culture in SHRM	K2(Understand) K3(Apply)	2	2				2				2
		AVERAGE	2	2	2	2	2.3333333	2	1	1		2
	KMBNMK03 B2B & SERVICE MARKETING											
Course Outcomes												
CO1	Understand and nature of B2B marketing	Understand(K2)	3	1								1
CO2	Ability to create an integrated marketing communications plan which includes promotional strategies	Analyze (K4)	3	2		2						1
CO3	Define and apply knowledge of various aspects of managerial decision making related to pricing strategy and tactics.	Apply (K3) Analyze (K4)	3			2						1
CO4	Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes.	Analyze (K4)	3	2		2						1
CO5	Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence.	Apply (K3)	2	2	2	2						2
		AVERAGE	2.8	1.75	2	2						1.2
	KMBNMK04 SALES AND RETAIL MANAGEMENT											

Course Outcomes

		K-Level											
CO1	Students will develop knowledge, understanding and skills in Sales force management.	K1(Remember) K2(Understand)			2	1							1
CO2	Acquainted with better understanding of implementation of sales management strategies.	K1(Understand) K3(Apply) K4(Analyze)	3		2	2		2		3			
CO3	Develop analytical skills for effective decision alternatives in sales management problems	K4(Analyze) K5(Evaluate) K6(Create)	2		3	3	3		2				1
CO4	Develop the knowledge, understanding and skills in retail management.	K2(Understand) K3(Apply)			2	1							1
CO5	Acquainted with better understanding of implementation of retail management strategies and develop analytical skills for effective decision alternatives in retail operations.	K4(Analyze) K5(Evaluate)	2		3	2	2		2			2	1 s
		AVERAGE	2.33		2.4	1.8	2.5	2	2	3		2	1 1

			3 3 3 3															
	KMBNMK05 SOCIAL MEDIA AND WEB ANALYTICS																	
Course Outcomes																		
CO 1	Students will develop knowledge, understanding and skills in analysis of Social Media	K1(Remember) K2(Understand)	3	2	2	2	2											
CO 2	Acquainted with better understanding of implementation Web Analytics tool	K1(Understand) K3(Apply) K4(Analyse)	3	2	2	2	2											
CO 3	Develop analytical skills for effective decision alternatives in social media problems	K4(Analyse) K5(Evaluate) K6(Create)	3	2	2	2	2											
CO 4	Develop the knowledge, understanding and skills in Facebook and google analytics.	K2(Understand) K3(Apply)	3	2	2	2	2											

CO 5	Acquainted with better understanding of implementation of web analytics strategies and develop analytical skills for effective decision alternatives in social media operations.	K4(Anal yse) K5 (Eva luat e)	3	2	2	2	2							
		AVE RAG E	3	2	2	2	2							
	KMBNFM03 FINANCIAL DERIVATIVES													
Course Outcomes														
CO 1	Understand about various derivatives instruments and derivative Market structure	Kno wle dge (K2) Rem emb erin g(K1)	3											
CO 2	Understand the forward and future pricing mechanism and strategies for hedging using various futures products	Kno wle dge (K2) Com pre hen ding (K3) Appl ying (K4)	2				1							
CO 3	Understand the option pricing mechanism and using options strategies for mitigating risk	Kno wle dge (K2) Com pre hen ding (K3) Appl ying	2		1	2	1		1					

CO														
		(K4)												
CO 4	Understand the Commodity derivative market	Knowledge (K2) Comprehending (K3) Applying (K4)	2		1	1			1					
CO 5	Understand the Swaps derivatives and their mechanism	Knowledge (K2) Comprehending (K3) Applying (K4)	2		1	1			1					
		AVERAGE	2.25		1	1.5	1		1					
	KMBNFM04 FOREIGN EXCHANGE & FOREX RISK MANAGEMENT													
Course Outcomes														
CO 1	Understand the BOP and evaluation various exchange rate system	Knowledge (K2) Remembering(K1) Com	3		2	3	2							

		pre hen ding (K3)												
CO 2	Understand the theories of exchange rate determination	Kno wle dge (K2) Com pre hen ding (K3) Appl ying (K4)	3		2	3	2							
CO 3	Understand the foreign exchange transactions mechanism	Kno wle dge (K2) Com pre hen ding (K3) Appl ying (K4) Anal yzin g (K5)	3		2	3	2							
CO 4	Understand the exchange dealings	Kno wle dge (K2) Com pre hen ding (K3) Appl ying (K4)	2		2	3	2							

CO		K-level											
CO5	Understanding the various foreign exchange risk and its management	Knowledge (K2) Comprehending (K3) Applying (K4) Analyzing (K5)	3		2	3	2						2
		AVERAGE	2.8		2	3	2						2
KMBNFM05 FINANCIAL CREDIT RISK ANALYTICS													
Course Outcomes													
CO1	Understand about various types of financial credit.	K1 (Remember) K2(Understand)	3		2	2	2				2		
CO2	Understand the credit risk and its rating.	K1 (Remember) K2(Understand)	3		2	3	2						2
CO3	Understanding of credit commitments and its application	K2(Understand)	2		2	2	2						

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CO		Level										
		K3(Apply)										
CO4	Understanding of risk management and corporate governance.	K1 (Remember) K2(Understand) K3(Apply)	3		2	1	2				2	
CO5	Measure riskiness of a stock or a portfolio position.	K2(Understand) K5(Evaluation)	2		2	3	3					
		AVERAGE	2.6		2	2.2	2.2				2	2
	KMBNIB03 INTERNATIONAL LOGISTICS MANAGEMENT											
Course Outcomes												
CO1	Understanding the issues in International Logistics for SCM	Applying (K3) Understanding (K2) Remembering (K1)	2	2	3	3	3	1				

CO	Description	Level											
CO 2	Knowledge of Processes in Export Sales Contracts.	Applying (K3) Understanding (K2) Remembering (K1)	3	2	2	2	2	1			1		
CO 3	Application of various techniques for Integrated Supply Chain Processes	Analysing (K4) Applying (K3) Understanding (K2) Remembering (K1)	3	2	2	2	2	1	1	1	1		
CO 4	Knowledge of International Transportation	Analysing (K4) Applying (K3) Understanding (K2) Rememberin	3	1	3	2	3	1					

		Bloom Level											
		g (K1)											
CO 5	Understanding and application Costs factors with International Logistics	Applying (K3) Understanding (K2) Remembering (K1)	3	2	3	3	3	1			1		
		AVERAGE	2.8	1.8	2.6	2.4	2.6	1	1	1	1		
KMBNIB04 CROSS CULTURAL MANAGEMENT													
Course Outcomes													
CO 1	Understand and apply different meanings and dimensions of "culture"	Understand (K2) Apply (K3)	1	2	3	2	1	3	1	3	2	1	2
CO 2	Describe and analyze the impact of culture on business practices	Understand (K2) Analyze (K4)	1	2	2	3	3	3	1	3	2		2
CO 3	Explain and evaluate the impact of national culture on organizational cultures	Evaluate (K5)	2	2	3	3	2	1			2	1	1
CO 4	Understand the impact of culture on Human Resource Management	Understand	2	1	2	2		2	3	2	3	2	3

CO		K-level											
		(K2)											
CO5	Explain how leadership differs across cultures	Understand (K2)	2	3	2	3	2	2	2	3	3	2	2
		AVERAGE	1.6	2	2.4	2.6	2	2.2	1.75	2.75	2.4	1.5	2

KMBNIB05 INTERNATIONAL TRADE LAW

Course Outcomes

CO		K-level											
CO1	Understand the objectives and functioning of WTO	Remember (K1) Understand (K2)	2			2			2				2
CO2	Review and apply the various WTO agreements for effective international trade	Understand (K2) Apply (K3)	2			2	3	2					2
CO3	Analyze the forces that shape the international commercial laws.	Analyse (K4)	2			2	2	2		2			2
CO4	Understand and evaluate the export import policy in India.	Understand (K2) Evaluate (K5)	2			2	3	2		2			2
CO5	Analyze the recent challenges in international trade and role of international institutions	Understand (K2) Analyse (K4)	2			2	2	3		2			2

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		AVERAGE	2		2	2.4	2.25		2				2
KMBNIT03 DATABASE MANAGEMENT SYSTEMS													
Course Outcomes													
CO 1	Knowledge about the DBMS Technology	K1 (Remember) K2(Understand)	3	2	2	2	2						
CO 2	Understanding the business application of DBMS	K1 (Remember) K2(Understand) K3 (Apply)	3	2	2	2	2						
CO 3	Application of DBMS for business process	K2(Understand) K3(Apply) K4 (Analyze)	3	2	2	2	2						
CO 4	Knowledge and uses of Data mining techniques	K1 (Remember) K2(	3	3	3	3	3						

CO	Description	Knowledge Level					
		Und erst and) K3(Appl y)					
CO 5	Working knowledge of DBMS Software ORACLE	K1 (Re me mbe r) K2(Und erst and) K3(Appl y)	3	2	2	2	2
		AVE RAG E	3	2. 2	2. 2	2. 2	2. 2
	KMBNIT04 CLOUD COMPUTING FOR BUSINESS						
Course Outcomes							
CO 1	Describes the main concepts, key technologies, strengths and limitations of cloud computing.	Kno wle dge (K2)	3	1	3	3	3
CO 2	Learn the enabling technologies that help in the development of cloud.	Com pre hen ding (K3)	3	2	2	2	2
CO 3	Develop the ability to understand and use the architecture cloud, service and delivery models.	Appl ying (K4)	3	2	2	2	2
CO 4	Explain the core issues of cloud computing like cloud virtualization	Anal yzin g (K5)	3	2	2	2	2
CO 5	To appreciate the emergence of cloud as the next generation computing paradigm.	Appl ying (K4)	3	3	3	3	3
		AVE	3	2	2.	2.	2.

					4	4	4							
		RAGE												
KMBNIT05 BUSINESS DATA WAREHOUSING & DATA MINING														
Course Outcomes														
CO 1	Understanding of data warehousing and its functions	Knowledge(K2) Remembering(K1)	3	2	2	2	2							
CO 2	To identify the key processes of data warehousing and applications.	Comprehending (K3) Analyzing(K5)	3	2	2	2	2							
CO 3	To understand data mining basic concepts	Applying (K4)	3	2	2	2	2							
CO 4	To understand data mining techniques to solve problems in various disciplines	Applying (K4)	3	2	2	2	2							
CO 5	Compare and evaluate data mining techniques	Analyzing (K5) Applying (K4)	3	2	2	2	2							
		AVERAGE	3	2	2	2	2							
KMBNOM03 QUALITY MANAGEMENT														
Course Outcomes														

CO1	Knowledge about the quality dimensions and its importance	K1(Remember) K2 (Understand)	3	2	2	2	2							
CO2	Knowledge about the techniques of quality control and its importance for organizational competitiveness	K1(Remember) K2 (Understand)	3	2	2	2	2							
CO3	Competency to analyze and impacts of Quality Control tools in the organization	K4(Analyse) K5(Evaluate) K6(Create)	3	2	2	2	2							
CO4	Understanding of the International and Indian Quality Control Standards	K1(Remember) K2 (Understand)	3	2	2	2	2							
CO5	Competency to use statistical methods for process quality control	K1(Remember) K2 (Understand)	3	2	2	2	2							

		K3(Apply) K4(Analyse) K5(Evaluate)													
		AVERAGE	3	2	2	2	2								
	KMBNOM04 PROJECT AND SOURCING MANAGEMENT														
Course Outcomes															
CO 1	Conceptual knowledge about the procurement and sourcing management	K1(Remember) K2(Understand)	2	2	1	1	1	1							
CO 2	Understanding of the processes of sourcing management	K1(Remember) K2(Understand) K3(Apply) K4(Analyse)	3	2	2	2	2								
CO 3	Competency to vendor selection and rating	K4(Analyse) K5(Evaluate)	3	2	2	2	2								

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CO 4	Assess the importance of effective sourcing	K4(Analyse) K5(Evaluate)	3	2	2	2	2								
CO 5	Understanding of laws of Procurements	K1(Remember) K2(Understand) K3(Apply)	3	2	2	2	2								
		AVERAGE	2.8	2	1.8	1.8	1.8	1							
	KMBNOM05 MANAGEMENT OF MANUFACTURING SYSTEM														
Course Outcomes															
CO 1	Conceptual knowledge of working of Manufacturing unit and complete system	K1(Remember) K2(Understand)	3	2	2	2	2								
CO 2	Understanding of the processes of and activities of Manufacturing	K1(Remember) K2(Understand) K3(Apply)	3	2	2	2	2	2							

CO 3	Competency to implement effective managerial practices in manufacturing	K2(Understand) K3(Apply) K4(Analyse) K5(Evaluate)	3	2	2	2	2						
CO 4	Understanding of tools for maintenance and capacity planning	K4(Analyse) K5(Evaluate)	3	2	2	2	2						
CO 5	Knowledge about the support systems of manufacturing	K4(Analyse) K5(Evaluate)	3	2	2	2	2						
		AVERAGE	3	2	2	2	2	2					

Indirect

Student's Feedback

Program Outcomes		Disciplinary knowledge	Communication Skills	Critical thinking	Problem solving	Analytical reasoning	Cooperation/Team work	Reflective thinking	Multicultural competence	Moral and ethical awareness/reasoning	Leadership readiness/qualities	Lifelong learning
PO 1	Disciplinary knowledge											
PO 2	Communication Skills											
PO 3	Critical thinking											
PO 4	Problem solving											
PO 5	Analytical reasoning											
PO 6	Cooperation/Team work											
PO 7	Reflective thinking											
PO 8	Multicultural competence											
PO 9	Moral and ethical awareness/reasoning											
PO 10	Leadership readiness/qualities											
PO 11	Lifelong learning											
Student Satisfaction Survey		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11
1	The institute takes active interest in promoting internship, student exchange, field visit opportunities for students.		2		2		2		1		1	2
2	The teaching and mentoring process in your institution facilitates you in cognitive,social and emotional growth.		2	3	2	3	2	2		1	1	3
3	The institution provides multiple opportunities to learn and grow.											1
4	The teachers illustrate the concepts through examples and applications.	3		2	2	2		2				
5	The teachers identify your strengths and encourage you with providing right level of challenges.		2	2	2	2	2	2	1	1	2	3

6	Teachers are able to identify your weaknesses and help you to overcome them.		2	2	2	2	2	2	1	1	2	3
7	The institute/ teachers use student centric methods, such as experiential learning, participative learning and problem solving methodologies for enhancing learning experiences.	1	2	2	3	3	2	2				1
8	Teachers encourage you to participate in extracurricular activities.		2	2	2	2	3	2	2	3	3	3
9	Efforts are made by the institute/ teachers to inculcate soft skills, life skills and employ ability skills to make you ready for the world of work.		3	2	2	2	2	1	2	1	2	3
	AVERAGE	2	2.143	2.143	2.125	2.286	2.143	1.857	1.4	1.4	1.833	2.375

Alumni Feedback

Program Outcomes											
PO 1	Disciplinary knowledge										
PO 2	Communication Skills										
PO 3	Critical thinking										
PO 4	Problem solving										
PO 5	Analytical reasoning										
PO 6	Cooperation/Team work										
PO 7	Reflective thinking										
PO 8	Multicultural competence										
PO 9	Moral and ethical awareness/reasoning										
PO 10	Leadership readiness/qualities										
PO 11	Lifelong learning										
Alumni Feedback		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO 8	PO 9	PO 10	PO 11

#												
1	Curriculum is effective in enhancing team-work	2	1	1	1	1	3		1		2	1
2	Curriculum is effective in developing analytical and problem solving skills.	2	2	2	3	3		2			1	2
3	Curriculum is effective in enhancing constructive learning	2		2	2	2		2				3
4	Curriculum is effective in developing ICT & communication skills.	2	3				1		1		1	2
5	Curriculum has relevance to real life situations, reflects current trends and practices in the respective disciplines.	3	1	1	2	2	2	2	3	2	1	3
6	Course curriculum is contemporary and prepares the students for industry/higher education	3	2								2	2
7	Courses which are skills oriented	1	2	2	2	2					2	2
8	Workshop/Seminar/Conference/Value Added Course/Special Training Classes for bridging Industry/Academic gap		2		2		2		1		1	2
9	Extension & Outreach Program		2	2	2	2	3	3	3	3	2	3
	AVERAGE	2.143	1.875	1.667	2	2	2.2	2.25	1.8	2.5	1.5	2.222

Employer's Feedback

Program Outcomes											
PO 1	Disciplinary knowledge										
PO 2	Communication Skills										
PO 3	Critical thinking										
PO 4	Problem solving										
PO 5	Analytical reasoning										
PO 6	Cooperation/Team work										

PO 8	Multicultural competence											
PO 9	Moral and ethical awareness/reasoning											
PO 10	Leadership readiness/qualities											
PO 11	Lifelong learning											
Employer Feedback		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**
1	**The students possess strong technical knowledge/skill.**	3	2	2	2	2	2	2	2	2	2	3
2	**Their planning and organization skills are as per your expectation.**		1	2		2	3	1	2	2	3	2
3	**Communication skills of the students are as per the desired expectations.**		3									
4	**The students are able to develop practical solutions to work place problems.**			2	3	2		2	1	2	1	1
5	**The students are able to work as part of a team with other employees.**		2				3		2		2	
6	**Students are creative in response to workplace challenges.**			2	2	2	2	2	2	1		
7	**They are comfortable in using technology and workplace equipment.**	3										
8	**They are self-motivated and ready to take an appropriate level of responsibility.**		2	1	2	1	2	1			3	2
9	**They are open to new ideas and learning new techniques.**											
10	**Their conduct in the organization is ethical.**									3		
11	**Their relationship with seniors/peers/subordinates is cordial.**		2				3				2	
	AVERAGE	3	2	1.8	2.25	1.8	2.5	1.6	1.8	2	2.167	2