



# Sant Baba Bhag Singh UNIVERSITY

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**PO, PEO, PSO and CO**

**of**

**(Management)**



*Seema*  
(Dr. Seema - Dean.)  
Signature



SANT BABA BHAG SINGH UNIVERSITY, KHIALA -1430030, JALANDHAR		
Institute Name:		UICM
Department Name:		Management
Programme Name:		MBA
Number of Semesters		4
Vision:		To make prosperous and Competent Business executives.
Mission:		To provide students a comprehensive business education to cope up with global business challenges.
Details of Programme Educational Objectives,Program Outcomes,Program Specific Outcomes		
S.No.	Programme Educational Objective (PEO) (The Graduate/Undergraduate will be able....)	
1	PEO1.	To have Diversed and established Career in global management, administration and enterprises.
	PEO2.	To get Professional Competencies: to do research for continuous growth and development of business.
	PEO3	To Familiarize with Industrial Environment with Industrial visits and live training projects.
	PEO4	To have Business Communication skills through lecture demonstration, personality development, Group discussions and Presentations, mock interviews.
	Programme Outcomes (PO)(At the end of Programme/Degree mentioned above , the graduates will be able to apply .....)	
2	PO1.	The Specialization skills in the field of finance, marketing and human resouese, Information Technologies..
	PO2.	The Methodical skills for Problem solving and critical thinking for business challenges and brain storming for new ventures.
	PO3	The legal and ethical values for the betterment of the society.
	PO4	The Leadership traits for the value based leadership for team work.
	Programme Specific Outcomes (PSO)	
3	PSO1.	Ability to set own enterprise and Industry.
	PSO2.	Ability to use knowledge as specialized advisor in the fields of Finance, Marketing,Human Resources and Information Technologies.
	PSO3	Financial and Economic analysist.
	PSO4	Industry oriented professionals.



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Details of Course Outcomes					
S. No	Semester	Course Name	Course Title and Code	Course Outcomes	
1	1	MBA	Principles and Practices of Management/MGT501	CO1	Acquaint the students with the importance of management in our day to day life, help student to trace the evolution of Management thought and appreciate the various functions of management
				CO2	Learn about the development of management theory and will understand the importance of management.
				CO3	Explain the basic functional elements of management.
2			Organization Behavior/MGT503	CO1	Emphasizes the importance of human capital in the organizations of today.
				CO2	After the completion of the course the participant will be able to comprehend the relationship between management processes and behavior at workplace.
				CO3	The participant will also learn about designing the structure of organizations, management functions in a way that leads to performance of the workforce at all levels up to the fullest ability.
3			Economic Analysis/MGT505	CO1	Equip the basic knowledge of the concepts and tools of economic analysis as relevant for business decision making.
				CO2	Students will be able to apply economic theory and principles in managerial decision making.
				CO3	Analyse current economic conditions in developing emerging markets, and evaluate present and future opportunities.
4			Accounting for Managers/MGT507	CO1	Acquaint the role, concepts, techniques and methodology relevant to accounting function.
				CO2	To acquaint with concepts of cost and management accounting and their application in managerial decision making.
				CO3	Prepare and analyse Financial Statements, make efficient use of scarce financial resources for best possible output.
5			Marketing Management/MGT509	CO1	Understand concepts, philosophies, processes and techniques of managing the marketing operations.
				CO2	Students will be able to apply the knowledge for the global marketing practices.
				CO3	At the end of the course a students should be able to identify and analyse key trends, opportunities and problems in local and regional marketing environments.
6			Fundamental of Computer and IT/CSA503	CO1	To create awareness in would be managers, about information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making
				CO2	Use computer-intensive methods for data analysis.
				CO3	Obtain understanding of the concepts of Information Technology and its applications
7			Communication and Marketing Skills/MGT513	CO1	Develop the communication skills of students – both written communication and oral communication.
				CO2	Develop a basic integrated marketing communications plan for target markets and use of the marketing communications mix.
				CO3	Conceptualize a complex issue into a coherent written statement and oral presentation.



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8	2	MBA	<b>Business Environment/MGT502</b>	CO1	Orient the all the external environmental forces which affect the decision making process of an organization.
				CO2	Apply the knowledge for the global marketing practices.
				CO3	Identify and evaluate the complexities of business environment and their impact on the business
9			<b>Managerial Quantitative Techniques/MGT504</b>	CO1	Acquaint the students with various statistical tools and techniques used to business decision making
				CO2	Use the applications of statistical techniques in business decision making.
				CO3	Handle the quantitative aptitude part in competitive examinations. They will also better understand the quantitative portions in the functional areas of management
10			<b>Financial Management/MGT506</b>	CO1	Understand the function, the roles, the goals and the processes of corporate financial management, covering the sourcing of finances and their issues in investment and operations
				CO2	Understand how companies are valued and affected by strategic and tactical financing decisions.
				CO3	Understand how a firm meets its financial objectives utilizing financial decision-making.
11			<b>Business Research Methodology/MGT508</b>	CO1	Design research proposal and apply statistical tools manually as well as with the help of software
				CO2	Expose the basic concepts of research methodology and application through practical exercises in the area of management.
				CO3	Judge the reliability and validity of experiments and perform exploratory data analysis
12			<b>Human Resource Management/MGT510</b>	CO1	Understand the various aspects of the management of human resources, their interaction in the execution of managerial functions and facilitating learning of various concepts and skills required for utilization and development of these resources for organizational functions.
				CO2	Understand the various aspects of the management of human resources in an organization.
				CO3	Realise the impact of cultural differences across countries on organisational decisions
13			<b>Basics of Entrepreneurship/MGT514</b>	CO1	Provide practical and analytical understanding of the growth of entrepreneurship and its importance in the Indian economy.
				CO2	Acquaint them with the challenges faced by the entrepreneur.
				CO3	Aware with the basics of entrepreneurs and required knowledge for entrepreneurship
14			<b>Optimization Techniques for Managers/MGT601</b>	CO1	Acquaint with various quantitative techniques which are of great importance for quantitative decision-making.
				CO2	Acquainted with the application of statistical techniques in business decision making.
				CO3	Use the broad range of mathematical techniques for solving problems that arise in management to allocate resources and their effective utilization
15			<b>Project Management/MGT603</b>	CO1	Acquire projects are non-recurring activities which involve a specific set of planning skills in comparison with routine and operational activities.
				CO2	Develop a solid understanding of project management philosophy and implementation.

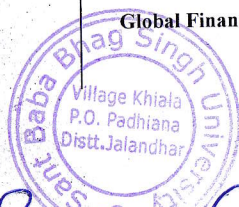


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16	Consumer Behavior/MGT607	CO3	Recognise and maintain the product spectrum, establish a task breakdown framework, build a project schedule, create a project budget and relevant ideas of project
		CO1	Recognize the mechanism of customer behaviour, problems and parameters, different internal and external influences affecting consumer behaviour.
		CO2	Study the fundamentals for assessing customer understanding and purchasing behavior, which in effect must improve their abilities to make choices.
		CO3	Recognize the various variables influencing customer behaviour and to recognize the consumer buying cycle
17	Advertising & Sales promotion/MGT609	CO1	Acquaint the concepts, techniques and applications for developing an effective advertising programme.
		CO2	Develop a basic integrated marketing communications plan for target markets and use of the marketing communications mix.
		CO3	Understand about the marketing communication tools and implement them in designing Advertisement strategies
18	Product and Brand Management/MGT611	CO1	Develop an understanding of the innovation process and the methods of analysis and evaluation used in the product development process.
		CO2	Use the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program.
		CO3	Learn the use of fundamentals and the contemporary issues related in the product and brand management
19	Rural and Green Marketing /MGT613	CO1	Provide information regarding industrial marketing and orienting students to the reality of rural marketing in India.
		CO2	Understand the applications of marketing strategies in industrial and rural markets
		CO3	Explore the Agriculture and Rural Marketing environment
20	Management of Financial Services/MGT615	CO1	Use the trends in the financial services sectors and improve their expertise to handle financial services management resources.
		CO2	Comprehend and analyze various financial instruments.
		CO3	Recognize the numerous banking facilities
21	Banking and Insurance Operations/MGT617	CO1	Know the basic principles of Banking sector.
		CO2	Throw a light on the changing scenario of banking principles, practices and governance and discuss the perspectives in the current Banking environment.
		CO3	Familiarize with the applications of banking and insurance operations in the business
22	Financial Statement Analysis/MGT619	CO1	Use the successful understanding and review of the financial statements.
		CO2	Analyse and reporting of the financial statements are to provide decision-makers with information about a business enterprise to assist them in making further decisions.
		CO3	Raw substantial lessons from the financial statements
23	Global Financial Markets and Institutions/MGT621	CO1	To advance the understanding of fundamental concepts of global financial markets, financial instruments in various markets and important financial services.
		CO2	Its aim is to provide knowledge about the flow of funds from the households (savers) to business firms (investors) to aid in wealth creation and development of both the parties.



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24	3	MBA	Social Security and Labor Welfare/MGT623	CO3	To understand the different global Currencies and markets
				CO1	Know about the important aspects of Industrial Relations namely Social Security and Labour Welfare.
				CO2	Familiarize the understanding and provisions of industrial and labour related social security laws.
				CO3	Use the skills regarding the different acts involved in the industries and labour
25			Training and Development/MGT625	CO1	Recognize the value of the growth of human capital within the organizations.
				CO2	Preparation of HRD plans as well as procedures and strategies utilized in the creation of people.
				CO3	Build awareness for the need, value and application of training among students so as to achieve employee growth.
26			Negotiation and Counseling for Managers/MGT627	CO1	Know how cultural factors influence workplace behavior and to examine the skills required to manage across national borders.
				CO2	Tackle International Business' ethical challenges for corporate decision making.
				CO3	Develop their negotiating, social skills and advice skills
27			Competency Mapping/MGT629	CO1	Understand competency frame work and various implementations in modern corporate life
				CO2	Understand how the business becomes more efficient, effective and competitive.
				CO3	Embeds the set of competencies like Innovations, technical expertise, quality and customer oriented aspects in student
28			International Business Environment/MGT631	CO1	Familiarize with foreign business principles, value and dynamics.
				CO2	Consider the diverse world in which the function of MNC resides. It shows them the fundamentals of foreign business in depth.
				CO3	Include and appreciate foreign exchange, export finance, export-import processes and the specific activities involved
29			Foreign Trade Documentation and Trade Finance/MGT633	CO1	Understand the collection of guidelines and guidance laid down by the DGFT in matters relating to the import and export of products and services in India.
				CO2	Focus on the production of a comprehensive method to coping with international exchange deals and the paper work on them.
				CO3	Explain the production of a comprehensive method to the management of international exchange transactions and the paper work on them
30			Global Marketing Management/MGT635	CO1	Establish a philosophical structure for the management of international marketing.
				CO2	Use the skills gained in Trade and foreign marketing strategies.
				CO3	Familiarize with the global marketing landscape and developing awareness of foreign marketing concepts
31			Global Strategic Management/MGT637	CO1	Insight into the international strategic planning process done by organizations and the international entrepreneurship.
				CO2	Learn basics of that how a strategy is formed and finally implemented by organizations.
				CO3	Explain the evolution of international business and strategy to enable the students to analyze the important factors in strategic international environment
32			Agri-Supply Chain Management/MGT639	CO1	The concept and process of Agricultural Supply Chain Management.
				CO2	Framework for structuring supply chain drivers;.
				CO3	Enablement of supply chain,
				CO4	Demand forecasting, inventory planning



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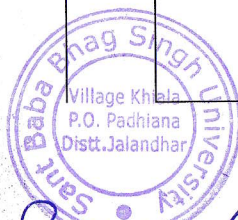
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33	<b>Agricultural Finance/MGT641</b>	CO1	The concept and functions Financial Management.
		CO2	Financial planning, different capital structures.
		CO3	Capital budgeting and Working capital Management need and importance in agribusiness
34	<b>Farm Business Management/MGT643</b>	CO1	The concept of Farm Business Management.
		CO2	How to cope with the various problems of agribusiness.
		CO3	To make the best use of farm resources.
		CO4	Efficient use of different farm management tools.
		CO5	Risk management
35	<b>Entrepreneurship Development and Business Communication/MGT645</b>	CO1	Student will able to know the parameters to assess opportunities for new business ideas
		CO2	Students will able to design strategies for successful implementation of ideas
		CO3	Students will able to build the possibility of entrepreneurship development
36	<b>DBMA/CSA631</b>	CO1	Installing Oracle Software
		CO2	Creating an Oracle Database Using DBCA
		CO3	Managing Database instances and ASM instances
		CO4	Managing and controlling database network environment
		CO5	Define and devise transaction management, concurrency control, crash recovery components
		CO6	Managing storage structures
		CO7	Controlling user security
		CO8	Designing Database backup and recovery procedures
37	<b>Management Information System/CSA633</b>	CO1	Relate the basic concepts and technologies used in the field of management information systems
		CO2	Compare the processes of developing and implementing information systems.
		CO3	Outline the role of the ethical, social, and security issues of information systems.
		CO4	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management
		CO5	Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.
38	<b>Legal Aspects of IT Business/CSA635</b>	CO1	Explain the basic concepts and structure of the American legal system.
		CO2	Describe how law and regulations apply to business and the economy.
		CO3	Recognize business situations that require legal counsel.
		CO4	Interpret and form contractual relationships in business
39	<b>Software Project Management/CSA637</b>	CO1	Identify the different project contexts and suggest an appropriate management strategy.
		CO2	Practice the role of professional ethics in successful software development.
		CO3	Identify and describe the key phases of project management.
		CO4	Determine an appropriate project management approach through an evaluation of the business context and scope of the
40	<b>Industrial Safety Engineering/ME611</b>	CO1	Evaluate workplace to determine the existence of occupational safety and health hazards
		CO2	Identify faults in machines through different fault finding activities.
		CO3	Select appropriate control methodologies based on the Periodic and preventive maintenance.



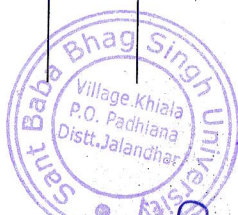
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41		<b>Methods of Engineering &amp; Ergonomics/ME519</b>	CO1	Ability to apply knowledge of the sciences of human factors and workplace ergonomics.
			CO2	Understanding of professional and ethical responsibility.
			CO3	Understand the impact of human factors and workplace ergonomics solutions in a global, economic, environmental, and societal context.
42		<b>Total Quality Control/ME513</b>	CO1	Explaining quality standards and need for standardization.
			CO2	Understanding Different total quality models and processes of Planning and Management.
			CO3	Understanding Problem solving tools and quality circles.
43		<b>Product Design &amp; Development/ME520</b>	CO1	Understanding the technical and business aspects of the product development process
			CO2	implementation of gathering data from customers and establish technical specification
			CO3	Participate in engineering problem solving through costing, complexity and time management.
44		<b>Strategic Management and Business Policy/MGT602</b>	CO1	Evaluate the organization's strategic position, to reach the organization's strategic alternatives, and to execute its strategic choices.
			CO2	Extensive usage of a number of case studies can help accomplish this course's aims.
			CO3	Understand the method of strategic decision-making, execution, and organizational strategy assessment
45		<b>Corporate Law/MGT604</b>	CO1	Expose the growing legal facets of industry.
			CO2	Familiarize with the essence of corporate enterprises' legal regulatory climate in India.
			CO3	Use this legal review in business unit or plant preparation and decision-making to prevent legal disputes
46		<b>Intellectual Property Rights/MGT606</b>	CO1	Get holistic understanding of the complexities involved in the process of attributing intellectual property rights.
			CO2	Learn the legalities of intellectual property to avoid plagiarism and other IPR relates crimes like copyright Infringements etc
47		<b>International Marketing/MGT612</b>	CO1	Establish a philosophical structure for the management of international marketing. This paper further expands the expertise already acquired in marketing.
			CO2	Familiarize with international marketing principles and issues and to allow them to examine the global business climate.
			CO3	Build an enterprise's foreign communication plans and pricing decisions
48		<b>Retail Marketing/MGT614</b>	CO1	Take a strategic approach to retail management, emphasizing the things that influence the decisions made by retailers.
			CO2	Understand all aspects of retail business.
			CO3	Identify and analyse key trends, opportunities and problems in local and regional retail environments
49		<b>Services Marketing/MGT616</b>	CO1	Explain all facets of service architecture, specifications, Providing and providing support.
			CO2	Build awareness among the students to implement the principles and techniques of service management to generate consumer loyalty in today's extremely competitive climate.



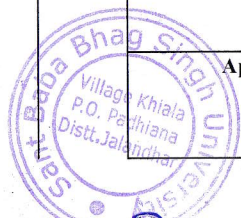
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50			CO3	Adapt marketing concepts and principles to the particular problems and opportunities in marketing services to generate value for the customers
		<b>Marketing Research/MGT618</b>	CO1	Develop the ability to conduct, evaluate and research particularly with respect to marketing mix elements.
			CO2	Define the role of marketing research in decision making and to explain in detail each of the principles steps in research design.
			CO3	Understand how to analyse data; which tools and methods to apply and how to write a report
51		<b>Digital Marketing/MGT620</b>	CO1	Build conceptual foundation of digital marketing and to develop the students' ability to plan, implement and monitor digital marketing campaigns.
			CO2	Create strategic and targeted online campaigns.
			CO3	Understand innovative insights of digital marketing to have a competitive edge.
52		<b>International Finance/MGT622</b>	CO1	Familiarize with the opportunities and challenges of financial management in accessible economies.
			CO2	Establish fundamental understanding of Global Financial Accounting methods, strategies and procedures varied.
			CO3	Highlight the opportunities and challenges of financial management in open economies
53		<b>Security Analysis and Portfolio Management/MGT624</b>	CO1	Familiarize with the theoretical and practical dimensions of risk research for choosing security and handling funds targets.
			CO2	Provide a comprehensive introduction to the areas of security analysis and portfolio management.
			CO3	Understand and invest in stock Market
54		<b>Management Control System/MGT626</b>	CO1	Acquire expertise, gain experience and analytical skills relevant to developing and implementing management systems.
			CO2	Use principles of accounting, financial methods and strategies of order to make them conscious of the Managerial Management Structure.
			CO3	Learn approaches and thoughts in management control systems.
55		<b>Indian Taxation System/MGT628</b>	CO1	Develop an understanding of issues related to taxation for corporate entities vis-à-vis management decision making to facilitate constructive planning of tax liability.
			CO2	Provide basic essential knowledge of various concepts of Direct Taxation, Indirect Taxation and Tax planning to the Students.
			CO3	Understand the new concepts VAT and GST
56		<b>Banking Management &amp; Credit Analysis/MGT630</b>	CO1	Familiarize with the basic principles of Banking sector and throw a light on the changing scenario of banking.
			CO2	Introduce the Indian banking and financial system with view to expose the developments taking place in the banking industry.
			CO3	Understand the different credit analysis and the techniques which can be used.
57		<b>International Human Resource Management/MGT632</b>	CO1	Familiarize with the different aspects of managing international human resource in the organization.
			CO2	Give a complete exposure to all aspects of International HRM.
			CO3	Emphasizes the importance of Human Capital in the organizations of today
58		<b>Applied Industrial Psychology/MGT634</b>	CO1	Provide broad understanding about basic concepts and techniques of human behaviour to the students.
			CO2	Understand the basics industrial behavior and work force diversity.
			CO3	Know the latest trends in Psychology



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59	4	MBA	Organization Development/MGT636	CO1	Understand how organizations have to develop themselves for future. Various methods shall be taught to them so that they learn how to intervene in the ongoing systems.
CO2				Understand how to improve organizations and people in them through the use of theory and practice of planned change.	
CO3				Know the latest trends in OD.	
60			Compensation and Reward Management/MGT638	CO1	Impart specific information needed to conduct human resource planning functions within an organisation, and to provide seekers with detailed and realistic expertise to efficiently monitor employee results.
				CO2	Facilitate the awareness of problems related to the nature, review and modification of rewards and incentive programs within organization.
				CO3	Recognize pay and compensation system and elements, and pay administration in India
61			Leadership/MGT640	CO1	Appreciate the role of leaders in developing world class organizations.
				CO2	Broadens students' knowledge and allowing them to understand how to use various biological traits to apply in leadership styles.
				CO3	Inculcating leadership skills and values leading to personal and organizational effectiveness shall be the thrust of the workshop.
62			International Business Laws/MGT642	CO1	Introduce the participants to the fundamental legal concepts and issues involved in international business as well as the laws concerning Indian foreign trade.
				CO2	Exposes the students to pursuing foreign business through commercial law.
				CO3	Recognize the various relevant rules
63			Global logistics and Supply Chain Management/MGT644	CO1	Discusses the key problems relevant to global supply chain management (SCM).
				CO2	Consider the main organizational problems present with global supply chain management.
				CO3	Acquaint with the present scenario of global supply chain management systems and latest supply chain designs
64			International Financial Management/MGT646	CO1	Illustrate opportunities and challenges for financial management in accessible economies.
				CO2	Highlight the complications caused by the process of international investment decision making as well as the development of investment and hedging strategies on a multinational level.
				CO3	Understand the Multinational Corporations within an environment of free flows of foreign capital and floating exchange rates
65			International Financial Organizations/MGT648	CO1	Consider the economic consequences of foreign trade policies according to WTO rules.
				CO2	Provide knowledge and understanding of the interrelationship between the various elements of the WTO agreements and practices.
				CO3	Know what is the importance of WTO and regional trade arrangements to the world economy
66			Cross Cultural Management/MGT650	CO1	Familiarize with how cultural influences affect organizational behaviour and to analyze the skills needed to navigate across national borders.
				CO2	Address the ethical challenges of International Business for corporate decision making.



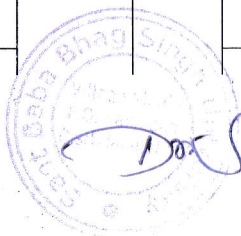
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			CO3	Understand Cross Cultural Management issues, relate to managerial practice and provide exposure to the diverse management styles across the globe
67		Agricultural Marketing Management/MGT652	CO1	Assess agricultural marketing, pricing, packaging, and development of Agri products and services.
			CO2	Categories agro industry and gives the depth knowledge of making the decisions.
			CO3	Evaluate various alternatives at managerial roles in the industrial and corporate sector
68		Food Retail Management/MGT654	CO1	The international food market scenario
			CO2	Pricing policies, recent trends in value chain food retailing.
			CO3	Brand management, Four P's and Retail sale management
69		International Trade and Marketing for Agribusiness/MGT656	CO1	Scanning of international business environment
			CO2	Foreign trade policies, tariff policies.
			CO3	Role of export promotion institutions.
70		Management of Food Processing Industry/MGT658	CO1	The food industry in India
			CO2	Laws and Regulations relating to food industry ,
			CO3	Various types of food industries
71		Agribusiness Management/MGT660	CO1	Students will get knowledge about Importance of agribusiness management in the Indian economy, Management structure and definitions, capitol management and financial management
			CO2	Students will learn types of agro-based industries, different marketing systems, different pricing systems and procedure for setting up a agro based industry
			CO3	Students will learn method of making of balance sheets, profit and loss statements
72		Data Centre Management/CSA632	CO1	Manage Server Systems and Data Centres Infrastructure Management
			CO2	Utilize the Storage, Bandwidth, Efficiency of systems and other resources for Data centre.
			CO3	Monitoring the Networks and Resources.
			CO4	Planning for Flexible resource allocation
73		Knowledge Management/CSA634	CO1	Clearly characterize types of knowledge and structure of knowledge management solutions.
			CO2	Describe key components of KM solutions: infrastructure, mechanisms and technologies, systems and processes.
74		E-Customer Relationship Management/CSA636	CO1	Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals
75		Big Data Analytics/CSA638	CO1	Ability to identify the characteristics of datasets and compare the trivial data and big data for various applications.
			CO2	Ability to select and implement machine learning techniques and computing environment that are suitable for the applications under consideration.
			CO3	Ability to understand and apply scaling up machine learning techniques and associated computing techniques and technologies.
76		Flexible Manufacturing System/ME521	CO1	Understanding FMS, types and applications.
			CO2	Apply the concepts of GT to the development of FMS.
			CO3	Identify troubleshooting in implementing FMS and scheduling process.
		Supply Chain Management/ME522	CO1	Analyze factors influencing network design



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77			CO2	Develop mathematical models to represent curves and surfaces.
			CO3	Model engineering components using solid modeling techniques.
78		<b>Statistics &amp; Reliability Engineering/ME524</b>	CO1	Understanding the role of statistics in engineering
			CO2	Understanding failure analysis, reliability design and prediction.
			CO3	Understanding the analysis of variance is used to analyse the data from these experiments.
79		<b>Productions and Operations Management/ME526</b>	CO1	Understanding the basic concepts and theories of the production management.
			CO2	Applying operations management concepts and their influence on business decisions.
			CO3	Expanding individual knowledge of operations management principles and practices
80		<b>Lean Manufacturing/ME609</b>	CO1	Understanding how lean management today represents a profound change in the competitive business culture.
			CO2	Developing an understanding of basic principle of lean management strategy and Just in time.
			CO3	Employee involvement through different models.



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Institute Name:	UICM	
Department Name:	Management	
Programme Name:	BBA	
Number of Semesters	6	
Vision:	To make prosperous and Competent Business executives.	
Mission:	To provide students a comprehensive business education to cope up with global business challenges.	
Details of Programme Educational Objectives, Program Outcomes, Program Specific Outcomes		
S.No.	Programme Educational Objective (PEO) (The Graduate/Undergraduate will be able to....)	
1	PEO1.	To get Diverse Career In global management, administration and entrepreneurs.
	PEO2.	development of business.
	PEO3	To familiarize with Industrial Environment, With Industrial visits and training reports.
	PEO4	discussions and Presentations.
	PEO5	To get Business Ethics to uplift the society with ethical behaviour.
Programme Outcomes (PO)(At the end of Programme/Degree mentioned above , the graduates will		
2	PO1.	The Specialization skills in the field of finance, marketing and human resouese and banking and operations.
	PO2.	The Methodical skills for Problem solving and Critical Thinking to resolve global business challenges.
	PO3	The legal and ethical values for the betterment of the society.
	PO4	The leadership traits for team work.
Programme Specific Outcomes (PSO)		
3	PSO1.	Ability to set own enterprise.
	PSO2.	Ability to use knowledge as consultant(Advisor)
	PSO3	Effective practices as business assistant in corporate world in the field of Finance,Marketing,Human Resource and Banking and Operations.

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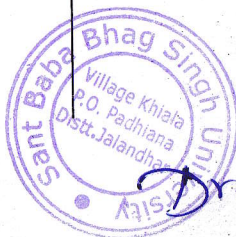


Dr. Seema Garg  
(Dean)

ms. Indipreet Kaur  
(COO)



Details of Course Outcomes				
S. No	Semester	Course Name	Course Title and Code	Course Outcomes
1	1	BBA	Business Studies/MGT101	CO1 Understand the process of business management and its functions CO2 Recognize and appraise the complexity of business and its impact on globalization CO3 Build up a structure to support booming decision-making in all applicable functions and
2			Principles of Economics/MGT103	CO1 Purpose of economic principles in business management CO2 Equip the students with basic knowledge of the concepts and tools of economic analysis as CO3 Understand the term inflation and measures to control inflation
3			Book Keeping and Basic Accounting/COM105	CO1 The objective of this paper is to help students to acquire conceptual knowledge of CO2 To provide knowledge to students about advanced accounting problems with the CO3 The objective of the paper is to provide broad understanding to the students about the
4			Communication Skills-I/ENG121	CO1 The course aims at developing the communication skills of students – both written CO2 The students to acquire proficiency written language and to develop comprehension, improve writing skills CO3 Enhance skills in spoken English.
5			Communication Skills-I (Practical)/ENG123	CO1 The course aims at developing the communication skills of students – both written CO2 Enhance skills in spoken English. CO3 Enable the students to survive in the corporate world with their communication skills
6			Business Communication/MGT107	CO1 Read and extract meaningful information from financial statements CO2 Improve writing skills and enhance skills in spoken English CO3 conceptualize a posh issue into a coherent written statement and public speaking
7			Fundamental of Computers/CSA101	CO1 Bridge the fundamental concept of computers CO2 Familiarize with peripheral devices CO3 Understand and implement MS-Office concepts
8	2	BBA	Office Organization and Management/MGT102	CO1 The importance of management in our day to day life CO2 Help student to trace the evolution of Management CO3 Understand Management thought and appreciate the various functions
9			Basics of Indian Economy/MGT104	CO1 This course will provide insight into the various sectoral aspects of Indian economy. CO2 Understand basic concepts, theories and policies regarding economic development and growth. CO3 Understand background of various policies framed for the up gradation of Indian economy
10			Basics of Company Law	CO1 To make students aware about various kinds of companies, and to understand the various CO2 To impart knowledge about shares and share capital, issue of share capital etc CO3 To instruct students about liquidation concept of companies along with introduction to
11			Communication Skills-II/ENG114	CO1 The course aims at developing the communication skills of students – both written CO2 The students to acquire proficiency written language and to develop comprehension, improve CO3 Enhance skills in spoken English.
12			Communication Skills-II (Practical)/ENG116	CO1 The course aims at developing the communication skills of students – both written CO2 Enhance skills in spoken English. CO3 Enable the students to survive in the corporate world with their communication skills
13			Personality Development/MGT110	CO1 Understand the concept of personality and how to enhance their personality CO2 Polish the written and verbal communication CO3 Upgraded reasoning and interview skills.
14			Gender Equity/MGT108	CO1 The students will analyse the evolution of thinking and approaches around gender and CO2 The student will get familiar about the various women development activities



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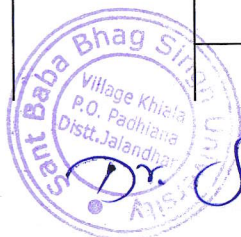
Dr. Seema Garg  
Dean

Ms. Indpreet Kaur  
(CO)

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15	3	BBA	Organization Behavior/MGT201-18	CO3	This will help to understand the laws relating to gender equity
16			Human Resource Management/MGT205	CO1	This course emphasizes the importance of human capital in the organizations of today
				CO2	It gives an insight to the students regarding individual and group behaviour in any organization
				CO3	Build the Leadership and Motivational attitude to manage human resource in organisation
17			Business Environment /MGT203	CO1	Familiarize the students with the different aspects of managing human resource in the
				CO2	Their interaction in the execution of managerial functions
				CO3	Facilitating erudition of various concepts and skills vital for deployment of organizational
18			Basics of Financial and Management Accounting/MGT207	CO1	This course aims at orienting the students with all the external environmental forces which
				CO2	Students will be able to apply the knowledge for the global marketing practices
				CO3	Identify and evaluate the complexities of business environment and their impact on the
19			Environmental Science/EVS001	CO1	To impart basic knowledge of accounting
				CO2	To make students aware about various rules, concepts and conventions of accounting.
				CO3	To instruct the students regarding methods of preparations of financial statements
20	4	BBA	Business Ethics and Human Values/MGT209	CO1	Understand the importance of environment in their life.
				CO2	Contributes greatly to attaining organisational performance.
				CO3	Understand the relation between social issues and environment
21			Business Mathematics/MAT211	CO1	Know how corporate ethics discourages businesses from doing wrong.
				CO2	The course aims to educate that how the adoption of Business Ethics by
				CO3	To sensitize students regarding the importance of human values and ethics in
22			Introduction to Research Methodology/MGT202	CO1	The objective of this paper is to help the students in understanding mathematical and
				CO2	Students will be able to apply the mathematics in the business operations.
				CO3	The objective of the paper is to acquaint the student with the various quantitative
23			Applied Statistics in Business/MGT204	CO1	At the end of the course a student should be able to design research proposal and apply
				CO2	To expose the students to the basic concepts of research methodology and application through
				CO3	Judge the reliability and validity of experiments and perform exploratory data analysis
24			Macro Economics/MGT206	CO1	Do calculation of arithmetic mean, median and mode and partition values
				CO2	Understand statistical testing and their applications
				CO3	Acquaint various quantitative techniques and methods used in managerial decisions.
25			Introduction to Marketing/MGT208	CO1	Understand basic concepts of the distribution and modern tools of macro-economic analysis.
				CO2	Deal with concepts, theories and policies regarding industrial structure and growth
				CO3	Explain basic concepts of economics which help in business decision – making
26			Virtual Crimes and Constitutions/MGT210-18	CO1	Understand the basic concepts, philosophies, process and techniques of marketing
				CO2	Analyze the relationships between marketing management and the political, economic, legal
				CO3	Identify the role and significance of various elements of marketing mix
27			Foreign Trade/ MGT212	CO1	Compare and contrast the differences between digital evidence and traditional evidence
				CO2	Discuss the ways in which digital evidence is authenticated
				CO3	Explain the history, origin, scope and definition of crime, its relevance in
28			Entrepreneurship and Business Small Management/MGT214	CO1	Interrelate the trade theory with the economic development.
				CO2	Follow the liberalisation of the world trade.
				CO3	Understand systematic approach to handling foreign trade transactions and the paper work
29			Tax Planning and Management/MGT216	CO1	Understand various issues involved in setting up a private enterprise and develop required
				CO2	Recognize conceptual and theoretical understanding about the development of entrepreneurship
				CO3	Acquaint them with the challenges faced by the entrepreneur.
				CO1	Interpret and analyze legitimate way of tax planning under different provisions of various tax
				CO2	Make management decisions to facilitate constructive planning of tax liability.



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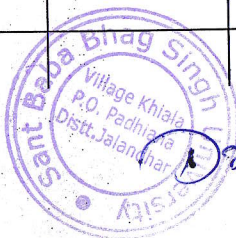
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30	5	BBA	Financial Management/MGT301	CO3	Develop the ability to evaluate the difference between tax planning and tax avoidance
				CO1	Familiarize the students with Principles and Practices of Financial Management.
				CO2	Demonstrate an understanding of the overall role of the finance function.
				CO3	Communicate effectively using standard business terminology.
31			Optimization Techniques for Managers/MGT303	CO1	Understand the concepts and techniques of Operations Research for business
				CO2	Acquire required skills to solve various problems with optimization techniques.
				CO3	Formulate decisions in the situations of uncertainty and threat
32			Marketing Research/MGT305	CO1	Define the basic concepts related to marketing research.
				CO2	Explain relationship and differences between marketing research and marketing information
				CO3	List the marketing research process.
33			Advertising and Communication /MGT307	CO1	Identify functions of advertising and marketing communications through the study of
				CO2	Understand the advertising and promotional techniques through the analysis of market
				CO3	Understand how the role of the manager impacts the success of an advertising industry
34			Principles of Retailing/MGT309	CO1	Apply a broad theoretical and technical knowledge of retail management to understand
				CO2	Learn how to procure, display and maintain merchandise to meet daily business requirements
				CO3	Apply reasoned judgements to solve problems in a variety of retail environments with reference
35			Cost Control Management/MGT311	CO1	Understand the basic concept and processes used to determine product costs.
				CO2	Interpret cost accounting statements.
				CO3	Analyse and evaluate information for cost ascertainment, planning, control and decision
36			Working Capital Management/MGT313	CO1	Define and understand the importance of working capital.
				CO2	Identify the sources of working capital.
				CO3	Explain the importance of managing cash flow
37			Capital Market/MGT315	CO1	Understanding of essential concepts of capital markets.
				CO2	Explain monetary instruments in different markets and important financial services.
				CO3	Understand the role of lending risk management decision of banks and financial intermediaries
38			Psychology for Managers/MGT 317	CO1	Understand an incorporated approach to the improvement of HR strategies that facilitate the
				CO2	Demonstrate critical thinking skills in analysing theoretical and applied perspectives of AHRM.
				CO3	Analyse problems and develop managerial solutions to employment related problems at both
39			Industrial Relations and Labour Laws/MGT319	CO1	Become familiar with the laws governing commercial deals.
				CO2	Understand the salient features of welfare and wage legislations.
				CO3	Know the development and the judicial setup of labour laws
40			Principles of Organizational Development/MGT321	CO1	Understand the nature and concept of organisational transformation and transition
				CO2	Gain an insight into the organisational development programmes and techniques, emerging OD
				CO3	Provide conceptual and practice based approach on the implications of change tailoring the
41			Banking Law and Practices/MGT323	CO1	Have knowledge of banking, insurance and capital market law besides fundamental legal
				CO2	Carry out financial analysis of banks and insurance companies.
				CO3	Analyse risks and financial problems
42			Commodity Market - I/MGT325	CO1	Understanding the articulation of commodities with the financial markets.
				CO2	Concept of hedging and speculation.
				CO3	Have an understanding of how to analyse simple market models theoretically in both static and
43			Insurance Principles and Practices/MGT327	CO1	Acquaint the students with Indian Insurance industry.
				CO2	Familiarize the students with the Basic Principles, functions and Importance of insurance
				CO3	Compare various kinds of insurance plans as well as the contract selection criteria from a cost-
44			Strategic Management /MGT302	CO1	Understand growing importance of strategies in uncertain business environment.
				CO2	Understand applicability of various strategies in varied situations.

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45	6	BBA	Commercial Law/MGT304	CO3	Develop skills to deal with ever changing business situations.
				CO1	Define basic terms, values and laws in the area of Commercial law.
				CO2	Describe methods of applying principles and provisions of commercial law
				CO3	Compose simple contracts
46			Consumer Buying Behavior/MGT306	CO1	Provide an understanding of how consumers make decisions.
				CO2	Analyze personal and environmental factors that influence consumer decisions.
				CO3	Understand the processes used when individuals, group or organizations make buying
47			Rural and Agriculture Marketing /MGT308	CO1	Gain knowledge on agricultural marketing, challenges and prospectus for improving
				CO2	Gain skills to analyse marketing functions, marketing information and intelligence.
				CO3	Understand the needs and buying behaviour of rural consumers and satisfying rural demand
48			Sales and Distribution Marketing /MGT310	CO1	Understand functions of sales man within the range organization.
				CO2	Understand the selling concepts and theories within various sales situations.
				CO3	Understand the various sales functions like Budgeting, sales quota, sales territories and sales
49			Fundamentals of Services Marketing/MGT312	CO1	Understand the fundamental concepts of service marketing and its functions.
				CO2	Identify the role and significance of various elements of service marketing mix.
				CO3	Analyze customer requirement, measure service quality and design and deliver better service.
50			Portfolio Management and Investment Analysis/MGT314	CO1	Understand the nature of investments in corporate securities.
				CO2	Develop the relationship between interests and prices of bonds.
				CO3	Use duration and convexity in the analysis of the price sensitivity of bonds to interest rate
51			Management of Financial Services/MGT316	CO1	Describe operational, business, financial and traditional risk.
				CO2	Distinguish among various financial intermediaries and markets.
				CO3	Developing their skills to manage financial services
52			Corporate Tax Management/MGT318	CO1	Helps in taking different financial/managerial decisions after evaluating and reviewing the
				CO2	Develop the ability to evaluate the difference between tax planning and tax avoidance
				CO3	Familiarize the students with relevant provisions of taxation laws (both direct and indirect
53			Principles of Debt Market/MGT320	CO1	Understanding of fundamental concepts of debt markets.
				CO2	Financial instruments in various markets and important financial services
				CO3	Understand basic features of debt security. Debt securities include securities offered by
54			Basics of Industrial Psychology/MGT322	CO1	Describe major topics and sub-specialities including critical theory and research finding that
				CO2	Describe the complicated systems of individual and group psychological processes involved in
				CO3	Connect the basic principles of industrial psychology to personnel and human resources
55			Management of Industrial Relations/MGT324	CO1	Understand establishing & maintaining a sound relationship between the worker & the
				CO2	Clarify the use & importance of various Acts & their uses in Industrial Relations.
				CO3	Keep away from strikes & lockouts so as to enhance the economic status of the employee
56			Psychology of Interpersonal Relationship/MGT326	CO1	Understand the competencies associated with communicating with those from other cultures.
				CO2	Send and interpret verbal and nonverbal messages accurately and effectively.
				CO3	Portray how great correspondence with other can impact our working connections
57			Managerial Development/MGT328	CO1	Regulate and add to the plan and assessment of the presentation the board program.
				CO2	Regulate and add to the structure and assessment of the exhibition the board program.
				CO3	Encourage and convey the HR segment of the association's strategy.
58			Commodity Market – II/MGT330	CO1	Increase the capacity to comprehend the connections between the calculated plan and working
				CO2	Procured information to the test in recreations.
				CO3	Comprehend the capacity and structure of Indian ware advertise.
59			International Banking /MGT332	CO1	Increase the capacity to comprehend the connections between the calculated plan and working
				CO2	Procured information to the test in recreations.



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60		Credit and Risk Management in Banking/MGT334	CO3	comprehend the capacity and structure of Indian ware advertise
			CO1	Gauge, execute and assess credit chance evaluation techniques for singular advances to
			CO2	Comprehend and fundamentally talk about strategies for observing and following model
			CO3	Comprehend and fundamentally talk about techniques for estimating and evaluating the credit
61		Bank Marketing/MGT336	CO1	See how advertising hypothesis supports the promoting of banking administrations.
			CO2	Acknowledge how late deduction in promoting and administrations showcasing applies to
			CO3	Have the option to distinguish key issues for advertisers of money related administrations



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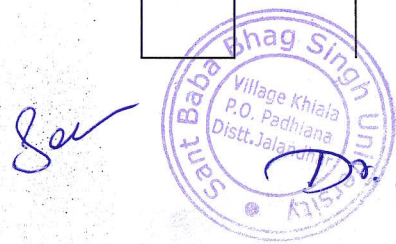
Details of Course Outcomes					
S. No	Semester	Course Name	Course Title and Code	Course Outcomes	
1	1	DMM	Behavioral Aspects in Organization/DMM101	CO1	Emphasizes the importance of human capital in the organizations of today.
				CO2	After the completion of the course the participant will be able to comprehend the relationship between management processes and behavior at workplace.
				CO3	The participant will also learn about designing the structure of organizations, management functions in a way that leads to performance of the workforce at all levels up to the fullest ability.
2			Consumer Buying Behavior/DMM103	CO1	Recognize the mechanism of customer behaviour, problems and parameters, different internal and external influences affecting consumer behaviour.
				CO2	Study the fundamentals for assessing customer understanding and purchasing behavior, which in effect must improve their abilities to make choices.
				CO3	Recognize the various variables influencing customer behaviour and to recognize the consumer buying cycle.
3			Advertisement Management/DMM105	CO1	Acquaint the concepts, techniques and applications for developing an effective advertising programme.
				CO2	Develop a basic integrated marketing communications plan for target markets and use of the marketing communications mix.
				CO3	Understand about the marketing communication tools and implement them in designing Advertisement strategies.
4			Advertising and Communication/DMM107	CO1	Identify functions of advertising and marketing communications through the study of advertising theories in marketing.
				CO2	Understand the advertising and promotional techniques through the analysis of market situations.
				CO3	Understand how the role of the manager impacts the success of an advertising industry.
5			Principles of Management/DMM109	CO1	Acquaint the students with the importance of management in our day to day life, help student to trace the evolution of Management thought and appreciate the various functions of management.
				CO2	Learn about the development of management theory and will understand the importance of management.
				CO3	Explain the basic functional elements of management.



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6			Basics of Communication/DMM111	CO1	Develop the communication skills of students – both written communication and oral communication.
				CO2	Develop a basic integrated marketing communications plan for target markets and use of the marketing communications mix.
				CO3	Conceptualize a complex issue into a coherent written statement and oral presentation.
7			Marketing Analysis/DMM102	CO1	Understand concepts, philosophies, processes and techniques of managing the marketing operations.
				CO2	Students will be able to apply the knowledge for the global marketing practices.
				CO3	At the end of the course a students should be able to identify and analyse key trends, opportunities and problems in local and regional marketing environments.
8			Marketing for International Business/DMM104	CO1	Establish a philosophical structure for the management of international marketing. This paper further expands the expertise already acquired in marketing.
				CO2	Familiarize with international marketing principles and issues and to allow them to examine the global business climate.
				CO3	Build an enterprise's foreign communication plans and pricing. decisions
9			Marketing in Retail Business/DMM106	CO1	Take a strategic approach to retail management, emphasizing the things that influence the decisions made by retailers.
				CO2	Understand all aspects of retail business.
				CO3	Identify and analyse key trends, opportunities and problems in local and regional retail environments.
10	2	DMM	Marketing of Services/DMM108	CO1	Explain all facets of service architecture, specifications, Providing and providing support.
				CO2	Build awareness among the students to implement the principles and techniques of service management to generate consumer loyalty in today's extremely competitive climate.
				CO3	Adapt marketing concepts and principles to the particular problems and opportunities in marketing services to generate value for the customers.
11			Agronomical Marketing/DMM110	CO1	Gain knowledge on agricultural marketing, challenges and prospectus for improving agricultural marketing system.
				CO2	Gain skills to analyse marketing functions, marketing information and intelligence.
				CO3	Understand the needs and buying behaviour of rural consumers and satisfying rural demand.



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12		les Marketing and Distribution Channels/DMM1	CO1	Understand functions of sales man within the range organization.
			CO2	Understand the selling concepts and theories within various sales situations.
			CO3	Understand the various sales functions like Budgeting, sales quota, sales territories and sales forecasting.

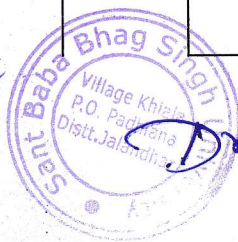
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Details of Course Outcomes					
S. No	Semester	Course Name	Course Title and Code	Course Outcomes	
1	1	DBM	Professional Communication Skills/DBM101	CO1	Develop the communication skills of students – both written communication and oral communication.
				CO2	Develop a basic integrated marketing communications plan for target markets and use of the marketing communications mix.
				CO3	Conceptualize a complex issue into a coherent written statement and oral presentation.
2			Computer Applications in Business/DBM103	CO1	Apply the knowledge of combinational and sequential logic circuits to mimic a simple architecture.
				CO2	Answers about the social, economic, and political contexts in which it exists.
				CO3	To introduce cutting-edge technologies and trends such as those in the areas of wireless multimedia, computer security, digital audio, and high-performance computing.
				CO4	Apply the knowledge of combinational and sequential logic circuits to mimic a simple architecture.
3			Basics of Accounting/DBM105	CO1	Acquaint the role, concepts, techniques and methodology relevant to accounting function.
				CO2	To acquaint with concepts of cost and management accounting and their application in managerial decision making.
				CO3	Prepare and analyze Financial Statements, make efficient use of scarce financial resources for best possible output.
4			Practices of Management/DBM107	CO1	Acquaint the students with the importance of management in our day to day life, help student to trace the evolution of Management thought and appreciate the various functions of management.
				CO2	Learn about the development of management theory and will understand the importance of management.
				CO3	Explain the basic functional elements of management.

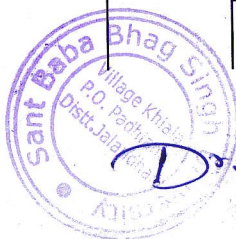


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5			Database and MIS/DBM109	CO1	Acquaint the students with the importance of management in our day to day life, help student to trace the evolution of Management thought and appreciate the various functions of management.
				CO2	Create systems for finding and sorting data.
6			Marketing Research/DBM111	CO1	Define the basic concepts related to marketing research.
				CO2	Explain relationship and differences between marketing research and marketing information systems.
				CO3	Understand how the role of the manager impacts the success of an advertising industry.
7			Basics of Entrepreneurship/DBM102	CO1	Understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.
				CO2	Recognize conceptual and theoretical understanding about the development of entrepreneurship and its significance in Indian economy.
				CO3	Acquaint them with the challenges faced by the entrepreneur.
8			Human Resource Practices/DBM104	CO1	Familiarize the students with the different aspects of managing human resource in the organization.
				CO2	Their interaction in the execution of managerial functions.
				CO3	Facilitating erudition of various concepts and skills vital for deployment of organizational resources.
9			Managerial Marketing/DBM106	CO1	Understand the basic concepts, philosophies, process and techniques of marketing.
				CO2	Analyze the relationships between marketing management and the political, economic, legal and social policies and its impact on business.
				CO3	Identify the role and significance of various elements of marketing mix.
	2	DBM		CO1	Familiarize the students with Principles and Practices of Financial Management.



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10		Basics of Financial Management/DBM108	CO2	Demonstrate an understanding of the overall role of the finance function.
			CO3	Communicate effectively using standard business terminology.
11		Environmental Principles of Business/DBM110	CO1	Orient the all the external environmental forces which affect the decision making process of an organization.
			CO2	Apply the knowledge for the global marketing practices.
			CO3	Identify and evaluate the complexities of business environment and their impact on the business.
12		Retail Management/DBM112	CO1	Apply a broad theoretical and technical knowledge of retail management to understand opportunities and challenges for creating excellent retailing experience.
			CO2	Learn how to procure, display and maintain merchandise to meet daily business requirements.
			CO3	Apply reasoned judgements to solve problems in a variety of retail environments with reference to regulatory and global perspectives.

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