

## BBA 2024 Pattern as per NEP-2020

### Program Outcome Statements (PO)

PO NO	STATEMENTS
PO - 01	To understanding of fundamental business principles, including management, finance, marketing, and human resources.
PO - 02	To analyse business problems, develop strategic plans, and make data-driven decisions to address complex business challenges.
PO - 03	To demonstrate the ability to apply theoretical knowledge to practical situations through hands-on projects, internships, and real-world case studies.
PO - 04	To possess strong written and verbal communication skills, essential for business reporting, presentations, and professional interactions.
PO - 05	To exhibit leadership qualities and the ability to work effectively in teams, contributing to collaborative efforts and leading projects.
PO - 06	To adept at using modern business technologies and information systems, enhancing business operations and decision-making processes.
PO - 07	To understand and uphold ethical standards in business practices, demonstrating a commitment to corporate social responsibility and environmental sustainability.
PO - 08	To integrate knowledge from various disciplines, providing a holistic approach to solving business problems and making informed decisions.
PO - 09	To well-prepared for professional careers in management, finance, marketing, entrepreneurship, and other business fields, equipped with the necessary skills and knowledge.
PO - 10	To have a commitment to continuous learning and professional development, staying current with industry trends, technological advancements, and evolving market conditions.
PO - 11	To demonstrate entrepreneurial skills, including the ability to identify opportunities, develop business plans, and manage new ventures.
PO - 12	To possess strong critical thinking abilities, enabling them to identify, analyse, and solve complex business problems with innovative and effective solutions.

## Program Specific Outcome Statements (PSO)

PSO NO	STATEMENTS
PSO - 01	Identify and apply basics skills in commerce for analysis of various problems in accounting, costing, auditing and taxation, law, management, communication, economics, ICT, marketing, human resource management, organizational, rural development, entrepreneurship development, banking & finance, behaviours, mathematics and statistics.
PSO - 02	Demonstrate the specific skills in finance, marketing & human resource management as main domain to create values in modern business worlds.
PSO - 03	Define and facilitate employability and career values and skills through providing knowledge in the field of finance, marketing & human resource management.

## Course Outcomes (CO)

Semester	Course Code	Type of Course	Course Title
I	BBA101T	Major Mandatory	<b>Principles of Management</b>
<b>Course Outcome</b>			
CO1	Express themselves effectively in routine and special real business interactions and principles of management		
CO2	Demonstrate appropriate use of administration, management.		
CO3	Ability to organize various programs, meetings and events		
CO4	Apprise the pros and cons of major managerial functions		
CO5	Create and deliver effectiveness of quality management		

Semester	Course Code	Type of Course	Course Title
I	BBA102FINT	Major Mandatory	<b>Principles of Finance</b>
<b>Course Outcome</b>			
CO1	Remembering traditional, modern, role of finance manager		
CO2	Understand the sources of Finance, recent trends in business finance		
CO3	Identify the capital structure and factors affecting capital structure		
CO4	Analysing the difference between shares, debentures		
CO5	Evaluate consequences of over- capitalization and Under Capitalization.		

Semester	Course Code	Type of Course	Course Title
I	BBA102MART	Major Mandatory	<b>Principles of Marketing</b>
<b>Course Outcome</b>			
CO1	Remembering traditional, modern, role of marketing manager		
CO2	Understand the recent trends in business marketing		
CO3	Identify the various marketing strategies		
CO4	Analyzing the P's of marketing		
CO5	Evaluate marketing segmentation		

Semester	Course Code	Type of Course	Course Title
I	BBA101HRMT	Major Mandatory	Principles of Human Resource Management
<b>Course Outcome</b>			
CO1	Remembering traditional, modern, role of HR manager		
CO2	Understand the sources of acquiring human resources		
CO3	Identify the skills of HR Manager		
CO4	Analyzing the difference between Personnel and HRM		
CO5	Evaluate career planning process		

Semester	Course Code	Type of Course	Course Title
I	OE-103-MTS	Open Elective	Business Mathematics – I
<b>Course Outcome</b>			
CO1	understand the Concepts of Ratio, Proportion, Percentage and Partnership.		
CO2	apply the mathematical concepts to solve real-world financial problems.		
CO3	understand the equated monthly instalments (EMI) for loans and mortgages.		
CO4	apply the simple and compound interest for various financial instruments.		
CO5	analyse models related to Finance and can solve them.		
CO6	remember the computation of Dividend and Return on Investment in shares.		

Semester	Course Code	Type of Course	Course Title
I	OE-103-STS	Open Elective	Business Statistics – I
CO1	understand basic concepts in statistics		
CO2	collect, present, analyse and interpret the data and graphs		
CO3	deal data in business problems		
CO4	evaluate feasibility business problems using statistical techniques		
CO5	prepare business report using various statistical techniques		

Semester	Course Code	Type of Course	Course Title
I	BBA101VSC	Vocational Skill Development Course (VSC)	Information Technology for Business
CO1	Understand the evolution of IT and its use in Business		
CO2	Understand the basics of e-commerce		
CO3	Understand advanced IT tools used in business		

Semester No.	Course Code	Type of Course	Course Title
I	BBA101AEC	Ability Enhancement Course (AEC)	Business Communication Skills-I
CO1	To understand the concept, process, and importance of communication		
CO2	To apply gain knowledge of media of communication in businesses		
CO3	To develop skills of effective communication - both written and oral		

Semester	Subject Code	Type of Course	Course Title
I	BBA101VEC	Value Education Course (VEC)	Environmental Awareness
CO1	To understand Environmental pollution.		
CO2	To apply and promote green practices at home and at work		

Semester	Course Code	Type of Course	Course Title
II	BBA201T	Major Mandatory	Business Cost Accounting
<b>Course Objective</b>			
CO1	evaluate Cost Sheet, Stock Levels and Inventory Turnover Ratio		
CO2	analyse the various Methods for Issue of Material and Pricing		
CO3	understand role of a Cost Accountant in Business		

Semester	Course Code	Type of Course	Course Title
II	BBA202FINT	Major Mandatory	Finance: Business Accounting
<b>Course Objectives</b>			
CO1	Remembering the general rules of accounting and principles		
CO2	learn about importance of account in business		
CO3	distinguish between different transactions and its nature		

Semester	Course Code	Type of Course	Course Title
II	BBA202MART	Major Mandatory	Consumer Behavior and Sales Management
<b>Course Objectives</b>			
CO1	identify the stages of the consumer decision-making process, steps in the sales process, and emerging consumer trends.		
CO2	describe the factors influencing consumer behavior and outline the components of an effective sales process.		
CO3	Assess the success of marketing strategies, sales techniques, and trends in meeting business goals and enhancing		

Semester	Course Code	Type of Course	Course Title
II	BBA202HRMT	Major Mandatory	HRM-Organizational Behaviour
<b>Course Objectives</b>			
CO1	Understand the different concepts of Organisational Behaviour		
CO2	Understand and deal with organizational change and development.		
CO3	Able to analyse individual and group behaviour		

Semester	Course Code	Type of Course	Course Title
<b>II</b>	<b>BBA201MIN</b>	<b>Minor</b>	<b>Business Economics</b>
<b>CO1</b>	understand the meaning, Nature, importance and Scope of Business Economics.		
<b>CO2</b>	apply the emerging dimensions of economics while understanding the concepts of Business Economics.		
<b>CO3</b>	analyze the elasticity of demand and supply according to price and income of the consumers.		
<b>CO4</b>	evaluate the various types of markets and price discrimination.		
<b>CO5</b>	create awareness about relationship between various markets and distribution strategies.		

Semester No.	Course Code	Type of Course	Course Title
<b>II</b>	<b>OE-103-CS-T</b>	<b>Open Elective</b>	<b>Introduction to Google Apps - I</b>
<b>Course Outcome</b>			
<b>CO1</b>	Use the google tools for the day to day life		
<b>CO2</b>	Explore various applications available in the google tools.		
<b>CO3</b>	Develop the skills to implement the skills available in the google tools.		

Semester	Course Code	Type of Course	Course Title
<b>II</b>	<b>OE-155-CS-P</b>	<b>Open Elective</b>	<b>AI Tools for Business</b>
<b>Course Outcome</b>			
<b>CO1</b>	Understand the role of AI tools in business operations.		
<b>CO2</b>	Utilize AI-powered tools for marketing, automation, and decision- making		
<b>CO3</b>	Apply AI solutions to business challenges through practical use cases		

Semester	Course Code	Type of Course	Course Title
<b>II</b>	<b>BBA201VSCP</b>	<b>VSC</b>	<b>Computerized Accounting using Tally Prime</b>
<b>Course Outcome</b>			
<b>CO1</b>	Create Ledgers in Tally Prime		
<b>CO2</b>	Pass the transaction Entries of Payment, Receipt, Contra, Sales, Purchase		
<b>CO3</b>	Pass the entries with automatic calculation of GST.		
<b>CO4</b>	Maintain Accounts only and Accounts with Inventory		

Semester	Course Code	Type of Course	Course Title
<b>II</b>	<b>BBA201SEC</b>	<b>SEC</b>	<b>Basics of Stock Markets</b>
<b>Course Outcome</b>			
<b>CO1</b>	remember all the types of Shares and Capital Markets.		
<b>CO2</b>	understand the basic share market terminologies.		
<b>CO3</b>	apply various Software for virtual Trading.		
<b>CO4</b>	evaluate the various Technical Indicators.		
<b>CO5</b>	create new Demat Account and how to trade online.		

Semester No.	Course Code	Type of Course	Course Title
II	BBA201AEC	AEC	Business Communication Skills-II
CO1	Improve oral communication and presentation skills.		
CO2	Understand and deal with different types of interviews.		
CO3	Students can learn how to identify their strengths and weaknesses, and how to focus on improving those areas.		

Semester No.	Course Code	Type of Course	Course Title
II	BBA201VEC	VEC	Democracy Awareness and Gender Sensitisation
CO1	Students will understand the fundamentals of democracy, including equality, justice and human rights and will be able to challenge negative attitudes and stereotypes about all genders (various gender identities identified in contemporary society).		
CO2	Students will develop empathy and understanding democratic values and can develop a sense of responsible citizenship and healthy relations.		
CO3	Students will develop critical thinking and analytical skills, fostering them to evaluate democratic issues and can create increased readiness for diversity and inclusion.		
CO4	Students will be inspired to become active citizens, by engaging in democratic processes.		

Semester No.	Course Code	Type of Course	Course Title
II	BBA201CC	Co-Curricular (CC)	Physical Education - II
CO1			

# BBA 2019 CBCS Pattern

## Program Outcomes (PO)

<b>PO NO</b>	<b>STATEMENTS</b>
<b>PO - 01</b>	To develop precise understanding about business environment and organizations.
<b>PO - 02</b>	To develop desired business acumen amongst the students.
<b>PO - 03</b>	To inculcate managerial and entrepreneurial attitude and skills
<b>PO - 04</b>	To develop leadership aptitude among the students in order to work independently and in organized groups.
<b>PO - 05</b>	To inculcate among the students the qualities of a dynamic manager, capable of taking various decisions and communicating effectively to different groups of people.
<b>PO - 06</b>	To understand and gain knowledge of various financial institutions and agencies.

## Program Specific Outcomes (PSO)

<b>POS NO</b>	<b>STATEMENTS</b>
<b>POS - 01</b>	To prepare the students to avail the opportunities available in the management profession and also creation self-employment opportunities
<b>POS - 02</b>	To develop aptitude and awareness amongst the students in tune with the prevailing business systems.
<b>POS - 03</b>	To incorporate time management skills, presentation skills, geo-political awareness and business awareness in order to develop managerial effectiveness.
<b>POS - 04</b>	To develop research aptitude, inter-personal skills, analytical skills, and domestic aspects of managerial careers
<b>POS - 05</b>	To provide opportunity to students to choose courses from other electives to explore cross functionality.

# Course Outcomes (CO)

## Semester No. III

Semester No.	Course Code	Course Title
III	301	<b>Principles of Human Resource Management</b>
<b>CO1</b>	To introduce the basic concepts of Human Resource Management.	
<b>CO2</b>	To cultivate right approach towards Human Resource and their role in business.	
<b>CO3</b>	To create awareness about the various trends in HRM among the students.	

Semester No.	Course Code	Course Title
III	302	<b>Supply Chain Management</b>
<b>CO1</b>	To enable the students to have a comprehensive understanding of Supply Chain Management.	
<b>CO2</b>	To understand key concepts and issues of Logistics and Inventory Management.	
<b>CO3</b>	To understand Warehousing and its role in Space Management.	

Semester No.	Course Code	Course Title
III	303	<b>Global Competencies and Personality Development</b>
<b>CO1</b>	To build self-confidence, enhance self-esteem, and improve overall personality of the students.	
<b>CO2</b>	To enhance global and cultural competencies of the students.	
<b>CO3</b>	To groom the students for appropriate behaviour in social and professional circles.	

Semester No.	Course Code	Course Title
III	304	<b>Fundamentals of Rural Development</b>
<b>CO1</b>	To understand the development issues related to rural society.	
<b>CO2</b>	To find the employment opportunities for rural youth.	
<b>CO3</b>	To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.	
<b>CO4</b>	To discourage seasonal and permanent migration to urban areas	

Semester No.	Course Code	Course Title
III	305 A	<b>MM Consumer Behaviour and Sales Management</b>
<b>CO1</b>	To develop significant understanding of Consumer behaviour in Marketing.	
<b>CO2</b>	To understand the relationship between consumer behaviour & Sales Management.	
<b>CO3</b>	To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.	

Semester No.	Course Code	Course Title
III	306 A	<b>MM Retail Management</b>
<b>CO1</b>	To provide basic understanding of forces that shape retail industry	
<b>CO2</b>	To provide understanding of retail operations and strategy	
<b>CO3</b>	To provide understanding of opportunities and challenges in retail industry	

Semester No.	Course Code	Course Title
III	305 B	<b>FM Management Accounting</b>
<b>CO1</b>	To impart basic knowledge of management accounting.	
<b>CO2</b>	To understand the implications of various financial ratios in decision making.	
<b>CO3</b>	Application and use of various tools of management accounting in the business.	

Semester No.	Course Code	Course Title
III	306 B	<b>FM Banking &amp; Finance</b>
<b>CO1</b>	Study of banking function and its operations.	
<b>CO2</b>	To study the functioning of Regulatory Authorities in India.	

Semester No.	Course Code	Course Title
III	305 C	<b>HRM Organisational Behaviour (OB)</b>
<b>CO1</b>	To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.	
<b>CO2</b>	To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.	
<b>CO3</b>	To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.	

Semester No.	Course Code	Course Title
III	306 C	<b>(HRM) Legal Aspects in Human Resources</b>
<b>CO1</b>	To study and explain rights of employees at work place.	
<b>CO2</b>	To understand the Applications of different Legal Aspects in HR	

### Semester No. IV

Semester No.	Course Code	Course Title
IV	401	<b>Entrepreneurship and Small Business Management</b>
<b>CO1</b>	To understand the concept and process of Entrepreneurship.	
<b>CO2</b>	To Acquire Entrepreneurial spirit and resourcefulness.	
<b>CO3</b>	To get acquainted with the concept of Small Business Management.	
<b>CO4</b>	To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.	

Semester No.	Course Code	Course Title
IV	402	<b>Production and Operation Management</b>
<b>CO1</b>	To understand the key concepts of Production and Operation Management.	
<b>CO2</b>	To understand the various manufacturing methods and role in managing business.	
<b>CO3</b>	To create awareness about the various safety measures and ergonomics in industries.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
IV	403	<b>Decision Making and Risk Management</b>
<b>CO1</b>	To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.	
<b>CO2</b>	Find the best alternative in a decision with multiple objectives and uncertainty.	
<b>CO3</b>	Describe the process of making a decision.	
<b>CO4</b>	Analyze an organization's decision making system.	
<b>CO5</b>	Develop a risk management process.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
IV	404	<b>International Business Management</b>
<b>CO1</b>	To acquaint the students with emerging trends and issues in International Business.	
<b>CO2</b>	To study the impact of International Business Environment on foreign market operations.	
<b>CO3</b>	To analyze International trade models.	
<b>CO4</b>	To analyze the International Investment and its risks associated.	
<b>CO5</b>	To understand financial aspects in world economies, their need and functionality	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
IV	405 A	<b>MM Advertising and Promotion Management</b>
<b>CO1</b>	To develop knowledge and understanding of importance of advertising.	
<b>CO2</b>	To understand different sales promotion techniques.	
<b>CO3</b>	To know about promotion management.	
<b>CO4</b>	To understand the process of online advertising	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
IV	406 A	<b>MM Digital Marketing</b>
<b>CO1</b>	To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.	
<b>CO2</b>	To help students become in demand professional by being acquainted through various Digital channels & their ways of Integration.	
<b>CO3</b>	To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing	
<b>CO4</b>	To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
IV	405 B	<b>FM Business Taxation</b>
<b>CO1</b>	To understand different concepts & definitions under Income Tax Act 1961.	
<b>CO2</b>	To understand the importance of Taxation to the students.	
<b>CO3</b>	To update the students with the latest development in the subject of Taxation.	
<b>CO4</b>	To acquire knowledge about the submission of Income tax returns.	
<b>CO5</b>	To prepare students competent enough to take up to employment in tax planner.	
<b>CO6</b>	To develop ability to calculate taxable income of the person as per Income Tax Act 1961	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
IV	406 B	<b>FM Financial Services</b>
<b>CO1</b>	To Study in detail financial services in India.	
<b>CO2</b>	To study & Understand working of Indian financial system.	
<b>CO3</b>	To make the students well acquainted regarding financial markets.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
IV	405 C	<b>HRM Human Resource Management Functions&amp; Practices</b>
<b>CO1</b>	To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.	
<b>CO2</b>	To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.	
<b>CO3</b>	To acquire knowledge about various HR practices adopted by the organization.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
IV	406 C	<b>HRM Employee Recruitment &amp; Record Management</b>
<b>CO1</b>	To study and explain employee acquisition and its importance in industry.	
<b>CO2</b>	To cultivate right approach towards employee recruitment and record management.	

## Semester No. V.

Semester No.	Course Code	Course Title
V	501	<b>Research Methodology</b>
CO1	To develop an understanding of the right approach of Research Methodology and its role in Business.	
CO2	To develop an understanding of the basic framework of the identification of various sources of information for data collection.	
CO3	To develop an understanding of various Designs, Tools and Techniques of Research Study.	
CO4	To enable the students in conducting Research work and write Research Paper and Research Project Report	

Semester No.	Course Code	Course Title
V	502	<b>502 Database Administration and Data Mining</b>
CO1	To understand the Database Management System	
CO2	To understand the Data Mining Concepts	
CO3	To understand the current trends in Data Management	

Semester No.	Course Code	Course Title
V	503	<b>Business Ethics</b>
CO1	To provide a comprehensive understanding of the concepts of Business Ethics	
CO2	To develop theoretical tools to understand current ethical issues and their impacts on business.	
CO3	To analyze the role of Ethics in business, Government and Society.	
CO4	To analyze the Ethical scenario concerning to Environment and consumer protection.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
V	504	<b>Management of Corporate Social Responsibility</b>
<b>CO1</b>	To understand the concept and process of CSR	
<b>CO2</b>	To understand the industrial contribution for CSR Policy	
<b>CO3</b>	To understand the context of CSR of present-day Management	
<b>CO4</b>	To understand the contribution of CSR for the development of Society	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
V	505 A	<b>MM Marketing Environment Analysis and Strategies</b>
<b>CO1</b>	To develop students' understanding of the factors shaping Marketing Environment	
<b>CO2</b>	To develop students' ability to analyze the Business Environment	
<b>CO3</b>	To develop students' understanding of the strategies for sustaining the forces in Marketing Environment	
<b>CO4</b>	To develop students' understanding of the factors shaping Marketing Environment	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
V	506 A	<b>MM Legal Aspects in Marketing Management</b>
<b>CO1</b>	To understand the application of different legal aspects in Marketing Management	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
V	505 B	<b>FM Analysis of Financial Statements</b>
<b>CO1</b>	To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.	
<b>CO2</b>	To enable to use of various types of ratios for financial and investment decisions.	
<b>CO3</b>	To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.	

Semester No.	Course Code	Course Title
V	506 B	<b>FM Legal Aspects of Finance &amp; Security Laws</b>
<b>CO1</b>	To understand the Legal Aspects of Finance & Security Laws.	
<b>CO2</b>	To know the legal provisions to obtain finance from various source of finance.	
<b>CO3</b>	To explore various finance & securities-related laws in India.	

Semester No.	Course Code	Course Title
V	505 C	<b>HRM Cross-Cultural HR &amp; Industrial Relations</b>
<b>CO1</b>	To make students understand Cultural Variables in Multinational Enterprises.	
<b>CO2</b>	To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe	
<b>CO3</b>	To make students understand the relationship between Cross-Culture Management and Human Resource Management.	
<b>CO4</b>	To explain how employees can be prepared for international assignments.	
<b>CO5</b>	To provide students with the fundamental knowledge of Industrial Relations.	
<b>CO6</b>	To provide the knowledge to students of provisions under The Industrial Disputes Act,1947,The Factories Act, 1948 and The Maternity Benefit Act 2017.	

Semester No.	Course Code	Course Title
V	506 C	<b>HRM Cases in Human Resource Management + Project Viva</b>
<b>CO1</b>	To understand the application of theory into practice.	
<b>CO2</b>	Design critical thinking by making judgments related to problems in Case Studies of HumanResource.	
<b>CO3</b>	Develop critical thinking for solving Case Studies of Human Resource.	
<b>CO4</b>	To analyze the broad fundamental components of HRM.	

## Semester No. VI

Semester No.	Course Code	Course Title
VI	601	<b>Essentials of E-Commerce</b>
CO1	To understand the importance, role, and activities of E-Commerce.	
CO2	To understand various E-Money and E-Payment systems used in E-Commerce.	
CO3	To understand the concept of E-Marketing and its tools in E-Commerce.	
CO4	To Understand the concept of Cyber Space and Cyber Security in E-Commerce.	

Semester No.	Course Code	Course Title
VI	602	<b>Management Information System</b>
CO1	To understand the importance, role, and activities of E-Commerce.	
CO2	To understand various E-Money and E-Payment systems used in E-Commerce.	
CO3	To understand the concept of E-Marketing and its tools in E-Commerce.	
CO4	To understand the concept of Cyber Space and Cyber Security in E-Commerce.	

Semester No.	Course Code	Course Title
VI	603	<b>Business Project Management</b>
CO1	To develop a significant understanding of Project Management.	
CO2	To develop a concept based approach towards Management of Business Projects.	
CO3	To develop the relationship between the significance of Businesses Projects & their Management.	

Semester No.	Course Code	Course Title
VI	604	<b>Management of Innovations and Sustainability</b>
CO1	To understand the concepts of Innovation and Sustainability in a practical sense.	
CO2	To better know the significance of organisational sustainable development and the economic implications of sustainable development.	
CO3	To learn about the most common errors made when handling sustainable growth.	
CO4	To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
VI	605 A	<b>MM International Brand Management</b>
<b>CO1</b>	To develop students' understanding of the concept of developing brands	
<b>CO2</b>	To develop students' understanding of the concept of brand equity	
<b>CO3</b>	To develop students' understanding of the strategies in managing brand portfolios.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
VI	606 A	<b>MM Cases in Marketing Management + Project</b>
<b>CO1</b>	To understand the application of theory into practice.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
VI	606 B	<b>FM Cases in Finance +Project</b>
<b>CO1</b>	To Study & understand the core areas of finance.	
<b>CO2</b>	To study the practical applications of finance.	
<b>CO3</b>	To prepare project reports based on the internship & understanding of core areas of finance.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
VI	605 C	<b>HRM Global Human Resource Management</b>
<b>CO1</b>	To understand the concepts, theoretical framework, and issues of HRM in Global Perspective	
<b>CO2</b>	Identify and Understand issues and practices about the major HRM functions within the context of the global environment	
<b>CO3</b>	To learn how to conduct strategic human resource management in an international setting.	
<b>CO4</b>	To learn how companies, manage their expatriates.	
<b>CO5</b>	To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.	
<b>CO6</b>	To study understanding of international approaches to dealing with people in organizations.	

<b>Semester No.</b>	<b>Course Code</b>	<b>Course Title</b>
VI	606 C	<b>HRM Recent Trends &amp; HR Accounting + Project</b>
<b>CO1</b>	To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.	
<b>CO2</b>	To describe various Employee Engagement Strategies to enhance Employee Engagement. 3.To discuss the uses of Human Resource Information Systems in organizations.	
<b>CO3</b>	To explain the different methods used to calculate the value of human Resources.	
<b>CO4</b>	To define Human Resource Audit and outline its scope.	
<b>CO5</b>	To study the methods of Human Resource Valuation.	