



Academic Year 2023-2024

Institute / Branch Name : Symbiosis Institute of Business Management , Pune.

Programme Name : Master of Business Administration (Innovation and Entrepreneurship)

Color Code Description		
Global	National / Local	Regional / National

Sr. No.	GA No.	Graduate Attributes	PO No.	Programme Outcomes
1	GA1	Scholarship: research, inquiry and lifelong learning	PO1	Develop knowledge in core areas of business based on current research and best practice.
2	GA2	Global citizenship: ethical, social and professional understanding	PO2	Utilize qualitative and quantitative methods for effective decision making and to overcome critical business challenges.
3	GA3	Eco-literate: sensitivity towards a sustainable environment	PO3	Develop a world view that understands and appreciates a global cross-cultural business context.
4	GA4	Employability: equipped with skills, attributes, leadership and entrepreneurial qualities that society needs; being capable of making a contribution to society through earning a living	PO4	Identify new business opportunities and innovate at the workplace.
5	GA1	Scholarship: research, inquiry and lifelong learning	PO5	Apply management practices in the context of societal, health, safety, legal, and cultural issues with a concern for the environment.
6	GA2	Global citizenship: ethical, social and professional understanding	PO6	Communicate effectively as a manager under different situations with all stakeholders.
7	GA3	Eco-literate: sensitivity towards a sustainable environment	PO7	Demonstrate Leadership and Team work capabilities in multidisciplinary settings.
8	GA4	Employability: equipped with skills, attributes, leadership and entrepreneurial qualities that society needs; being capable of making a contribution to society through earning a living	PO8	Engage in independent and life-long learning and take up challenging assignments for selfdevelopment.
9	GA4	Employability: equipped with skills, attributes, leadership and entrepreneurial qualities that society needs; being capable of making a contribution to society through earning a living	PO9	Integrate ethical considerations while taking business decisions.
10	GA3	Eco-literate: sensitivity towards a sustainable environment	PO10	Develop Entrepreneurship skills to start new ventures to bring positive change in Society.
11	GA4	Employability: equipped with skills, attributes, leadership and entrepreneurial qualities that society needs; being capable of making a contribution to society through earning a living	PO11	Develop skills to think innovatively and out of the box.

Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
	SEM I	0201430101	T2805	Project I	CO1	Analyze the potential industry, sector, using secondary and primary market research	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H

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1					CO2	Build a startup idea using fundamentals concepts of entrepreneurship such as Design Thinking, Lean Startup, IKIGAI, etc	Strong-H	Moder-ate-M	Moder-ate-M	Strong-H	Strong-H	Moder-ate-M	Weak-L	Strong-H	Moder-ate-M	Moder-ate-M	Strong-H
					CO3	Create a feasible and lucrative business model	Strong-H	Moder-ate-M	Moder-ate-M	Strong-H	Moder-ate-M	Strong-H	Strong-H	Moder-ate-M	Strong-H	Moder-ate-M	Strong-H
					CO4	Test the hypothesis (startup idea)	Strong-H	Strong-H	Moder-ate-M	Moder-ate-M	Strong-H	Moder-ate-M	Strong-H	Weak-L	Strong-H	Moder-ate-M	Strong-H
					CO5	Create a PoC level pitch deck	Moder-ate-M	Strong-H	Strong-H	Moder-ate-M	Strong-H	Moder-ate-M	Strong-H	Strong-H	Moder-ate-M	Moder-ate-M	Strong-H
2	SEM I	0201430102	T2642	Fundamentals of Entrepreneurship and Intrapreneurship	CO1	Develop entrepreneurial mindset using 10 elements using class exercise	Moder-ate-M	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moder-ate-M	Strong-H	Strong-H	Weak-L	Weak-L
					CO2	Design a customer survey to identify the problem and expected solutions	Moder-ate-M	Strong-H	Moder-ate-M	Moder-ate-M	Strong-H	Strong-H	Strong-H	Moder-ate-M	Moder-ate-M	Strong-H	Strong-H
					CO3	Plan the process of entrepreneurship from idea to market that leads to new products, services, and venture	Strong-H	Strong-H	Weak-L	Weak-L	Moder-ate-M	Moder-ate-M	Strong-H	Strong-H	Weak-L	Weak-L	Weak-L
					CO4	Assess the feasibility and scalability of a startup idea	Strong-H	Moder-ate-M	Moder-ate-M	Weak-L	Moder-ate-M	Strong-H	Strong-H	Moder-ate-M	Moder-ate-M	Strong-H	Strong-H
					CO5	Adapt the ability to develop and sustain innovation capability in the organizations using concepts, practical approaches and changing organizational culture	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moder-ate-M	Moder-ate-M	Strong-H	Weak-L	Weak-L
3	SEM I	0201430103	T2657	Fundamentals of Innovation	CO1	Discover the basic concepts, relevance of industry practices on innovation	Strong-H	Strong-H	Moder-ate-M	Moder-ate-M	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Classify what is the difference in idea, creativity, invention and innovation	Moder-ate-M	Strong-H	Strong-H	Strong-H	Strong-H	Moder-ate-M	Moder-ate-M	Moder-ate-M	Moder-ate-M	Strong-H	Strong-H
					CO3	Categorize forms of Indian Innovation ,	Strong-H	Moder-ate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moder-ate-M	Strong-H	Strong-H
					CO4	Analyze the ROI on innovation efforts, the innovation process, and tools for innovation	Strong-H	Moder-ate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moder-ate-M	Strong-H	Strong-H
					CO5	Take part in innovative case studies	Strong-H	Moder-ate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moder-ate-M	Strong-H	Strong-H
	SEM I	0201430104	T2239	Business Communication	CO1	Understand the importance of communication & its criticality in achieving entrepreneurial success.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moder-ate-M	Moder-ate-M	Moder-ate-M	Weak-L	Strong-H	Strong-H

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4					CO2	Determine the barriers in communication & overcome them effectively for entrepreneurs.	Moderate-M	Strong-H	Moderate-M	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Explain the importance to draft emails and foster clear, concise communication in enterprises.	Strong-H	Strong-H	Weak-L	Moderate-M	Strong-H	Moderate-M	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Explain effective meetings and handling human dynamics in startups.	Strong-H	Strong-H	Strong-H	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Create effective presentations and become a good communicator with cross-cultural sensitivity/diversity/inclusivity for entrepreneurs.	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H
5	SEM I	0201430105	T2656	Creativity and Problem Solving	CO1	Discover innovation opportunities and frame innovation problems	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H
					CO2	List innovative ideas and build innovative solutions	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H
					CO3	Analyze the innovative projects	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Strong-H	Weak-L	Strong-H	Strong-H
					CO4	Analyze Future Scenarios and Protecting Innovation Ideas (IP)	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H
					CO5	Examine the different Business Model Canvas	Strong-H	Moderate-M	Weak-L	Weak-L	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H
6	SEM III	0201430106	T2658	Design Thinking	CO1	Evaluate the basics of Design Thinking and its applications.	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Analyze the strategic advantages of using Design Thinking in IT and related domains.	Strong-H	Strong-H	Strong-H	Moderate-M	Weak-L	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H
					CO3	Design the various phases of the Design Thinking process.	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Analyze, synthesize and create an industry based prototype using the Design Thinking process	Strong-H	Strong-H	Weak-L	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Adapt the prototype to the industry/societal real-life challenges	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H
	SEM I	0201430107	T2114	Essentials of Marketing Management	CO1	Explain the fundamental concepts of Marketing, examine the marketing environment and customer value.	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Moderate-M	Moderate-M

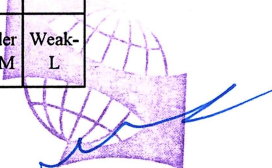
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7					CO2	Evaluate the basis for segmenting consumer and business markets.	Strong-H	Strong-H	Moderate-M	Weak-L	Moderate-M	Weak-L	Strong-H	Moderate-M	Moderate-M	Strong-H	Moderate-M
					CO3	Interpret the STP strategy - market segmentation, target marketing, and positioning - for a product or a service	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Moderate-M
					CO4	Formulate the marketing mix - Product, Price, Place and Promotion for a product and additionally include People, Process and Physical evidence in a service setting.	Strong-H	Strong-H	Moderate-M	Weak-L	Moderate-M	Weak-L	Strong-H	Moderate-M	Moderate-M	Strong-H	Moderate-M
					CO5	Elaborate on the contemporary issues in Marketing.	Strong-H	Strong-H	Moderate-M	Strong-H	Weak-L	Moderate-M	Moderate-M	Strong-H	Weak-L	Strong-H	Strong-H
8	SEM I	0201430108	T2003	Financial Accounting	CO1	Develop an insight to concepts, principles and techniques of accounting	Strong-H	Weak-L	Weak-L	Strong-H	Weak-L	Weak-L	Strong-H	Weak-L	Moderate-M	Moderate-M	Strong-H
					CO2	Compile the financial and accounting information for planning, decision making and control.	Weak-L	Weak-L	Strong-H	Weak-L	Strong-H	Strong-H	Weak-L	Moderate-M	Moderate-M	Strong-H	Weak-L
					CO3	Appraise accounting information for evaluation & interpretation	Strong-H	Strong-H	Strong-H	Weak-L	Weak-L	Moderate-M	Weak-L	Moderate-M	Moderate-M	Weak-L	Strong-H
					CO4	Evaluate accounting Information from a Transactional level to a reporting level	Strong-H	Strong-H	Weak-L	Weak-L	Weak-L	Strong-H	Weak-L	Strong-H	Strong-H	Weak-L	Moderate-M
					CO5	Evaluate the accounting Information from a reporting level to a comprehensible level.	Weak-L	Weak-L	Weak-L	Moderate-M	Moderate-M	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H
9	SEM II	0201430109	T2513	Marketing Research	CO1	Assess critical marketing problems and develop suitable approach to solve those problems.	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Weak-L	Moderate-M
					CO2	Develop skills that required to solve problem related to marketing field	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Weak-L	Moderate-M	Weak-L	Moderate-M	Weak-L	Moderate-M
					CO3	Apply various quantitative and qualitative tools and techniques for solving complex business and marketing problems	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Moderate-M	Moderate-M
					CO4	Students should be able to develop competent expertise in decision making using data analysis.	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Weak-L	Weak-L	Strong-H	Strong-H	Strong-H	Moderate-M
					CO5	Assess the marketing research and data analytics industry for pursuing the professional career.	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H
	SEM I	0201430110	T2659	Sectorial Innovations - I	CO1	Develop the understanding the evolution of new and disruptive models in the services sector in the last few decades	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H

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10					CO2	Analyze the factors that led to the emergences of multiple sectors in India	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H
					CO3	Propose innovative solutions to the challenges students have identified in the semester	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H
					CO4	Build innovation concepts in the corporate and social organizations	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H
					CO5	Compile the learnings to apply to their own start ups	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H
11	SEM I	0201430111	TE7300	Tinker Lab	CO1	Identify various hardware components & sensors of electronic devices	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Students will get Hands-on experience on router device	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Use a single-board microcontroller and develop a smart system	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Exploit student's creativity on IoT	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Exploit students' creativity on emerging Augmented reality	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
12	SEM I	0201430112	T6075	Managerial Economics	CO1	Discuss the definitions, evolution, nature and scope of Economics	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Moderate-M	Weak-L
					CO2	Support students to understand the relevance and significance of Economics in managerial decision making	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Strong-H	Moderate-M
					CO3	Simplify inter-linkage between microeconomic variables through Microeconomic theories	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Moderate-M	Weak-L
					CO4	Explain - demand estimation and forecasting	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Strong-H	Moderate-M
					CO5	Explain the micro-economic environment of a firm	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Strong-H	Moderate-M
	SEM II	0201430201	T2805	Project II	CO1	Adapt to the lean startup mindset	Moderate-M	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H
					CO2	Test the hypothesis (startup idea) using validation board	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H

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13					CO3	Build a prototype/wireframe/MVP to get validated learnings	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Test various channels and identify the most effective ones to create the most suitable go-to-market strategy	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H
					CO5	Create an angel-investor pitch deck	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H
14	SEM II	0201430202	T3656	AI and ML for Business Management	CO1	Appraise basics of AI, ML and Deep Learning	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Evaluate AI and ML Applications and its use cases	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Discover Robotic Process Automation (RPA)	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H
					CO4	Explain Smarter Manufacturing and its applications	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H
					CO5	Evaluate the AI and ML for Inventory and Supply Chain Excellence	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H
15	SEM II	0201430203	T2660	Sectorial Innovations - II	CO1	Discover the evolution of new and disruptive models in the services sector.	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Strong-H	Moderate-M
					CO2	Examine the factors that led to the emergences of services sectors in India	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H
					CO3	Take part in the different case studies in various subsector of services to identify the challenges and solutions.	Moderate-M	Strong-H	Weak-L	Strong-H	Weak-L	Moderate-M	Moderate-M	Strong-H	Strong-H	Weak-L	Strong-H
					CO4	Analyze the case studies of the large companies in the services sectors.	Weak-L	Moderate-M	Strong-H	Weak-L	Strong-H	Strong-H	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M
					CO5	Compare learnings from large as well as small size organization case studies	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H	Moderate-M
16	SEM II	0201430204	T2903	Internship	CO1	Take part in preparatory process like CV Drive, Aptitude Test, Group Discussion, and Personal Interview.	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Inference and prepare Interim Report's.	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Take part in the interaction with the organization and their mentor.	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H

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					CO4	Analyze their work and submit the final report	Strong-H	Weak-L	Moderate-M	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Take part in the final viva and make a presentation of their complete work	Moderate-M	Moderate-M	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
17	SEM II	0201430205	T2227	Business Analytics	CO1	Use spreadsheets and big data tools to analyze and visualize business data	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Apply predictive modeling, regression, and forecasting for trend analysis	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Analyze linear and integer programming, and logistic models for business problem-solving.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Design and implement data warehousing, OLAP, and balanced scorecards for performance management.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Apply decision analysis techniques to evaluate and guide business decisions	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
18	SEM II	0201430206	T2573	Organizational Behaviour	CO1	Develop cognizance of the importance of human behavior for entrepreneurs.	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Strong-H	Weak-L	Weak-L	Strong-H
					CO2	Assess how people behave under different conditions and why people behave as they do in entrepreneurial contexts.	Weak-L	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Analyze the challenges associated with the management of individual behavior in startups.	Weak-L	Weak-L	Weak-L	Weak-L	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Strong-H
					CO4	Examine the constraints associated with the management of group behavior in startups.	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Weak-L	Weak-L	Moderate-M
					CO5	Evaluate the complexities associated with the management of the organizational level behavior in startups.	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Weak-L
19	SEM II	0201430207	T2528	Management of Operations	CO1	Examine operations management and their linkages with other business functions	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Assess the strategic importance of operations management in manufacturing as well as service sectors.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Analyze various issues related to product and process design.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Discuss emerging concepts in operations management such as, TOC, Lean management etc.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Discuss the difference between product and services operations.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H

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20	SEM II	0201430208	T2645	Lean Startup	CO1	Develop comprehensive understanding of Lean Startup Methodology concepts	Weak-L	Moderate-M	Strong-H	Weak-L	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Examine application of Lean Startup Methodology Principles	Strong-H	Strong-H	Weak-L	Weak-L	Weak-L	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H
					CO3	Test the innovative/startup ideas using Lean Startup techniques	Strong-H	Weak-L	Weak-L	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H
					CO4	Assess the dynamics of leadership and team work while working on startups	Strong-H	Weak-L	Weak-L	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H
					CO5	Analysis of problem solving approaches with critical thinking using lean startup methods.	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Weak-L	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H
21	SEM II	0201430209	T2253	Strategic Management	CO1	Evaluate the effectiveness of various corporate-level strategies, including product and international diversification, using appropriate strategic frameworks.	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Weak-L
					CO2	Analyze aspects related to strategic management such as environment scanning internal environment core competence of a firm RBV and Value Chain Analysis	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M
					CO3	Critique the strategic capabilities and core competencies of an organization using the VRIO framework to identify areas for improvement.	Moderate-M	Strong-H	Moderate-M	Strong-H	Weak-L	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H
					CO4	Develop a change management strategy utilizing the McKinsey 7S model to ensure successful implementation of organizational change initiatives.	Weak-L	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H	Weak-L	Weak-L	Moderate-M	Weak-L	Weak-L
					CO5	Design a strategic plan that integrates environmental scanning techniques, such as PESTEL and Porter's Five Forces, to identify and capitalize on market opportunities.	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M
22	SEM II	0201430210	T2617	Product Design	CO1	Analyse the concepts and practices in Product Design and Development	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Moderate-M	Weak-L
					CO2	Adapt Service Design principles and processes	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Moderate-M	Weak-L
					CO3	Plan a Design Thinking process to apply while designing a product	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Strong-H	Weak-L
					CO4	Examine the importance of Packaging Design for Product Development	Strong-H	Strong-H	Moderate-M	Weak-L	Moderate-M	Weak-L	Strong-H	Moderate-M	Moderate-M	Moderate-M	Weak-L



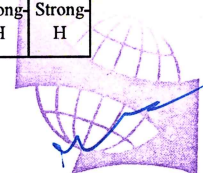
Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
					CO5	Propose a design thinking as a key strategic approach towards sustainable development	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Weak-L	Moderate-M
23	SEM II	0201430211	T7623	Industrial Automation & Robotic Lab	CO1	Examine the industrial automation in production system	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Perceive the knowledge about CNC machines and CNC software	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Perceive the robot anatomy and related attributes.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Develop Robot assembly exercise including programming, use of sensors.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Analyse the concepts of Force analysis of various basic gripper systems.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
24	SEM I	0201430214	T2625	Doing Business In India	CO1	Analyze and apply management practices in context of current business environment/business in India	Strong-H	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Moderate-M	Weak-L	Weak-L	Weak-L	Weak-L
					CO2	Compare knowledge in core areas of business based on recent changes in the business scenario/ecosystem.	Moderate-M	Moderate-M	Strong-H	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Weak-L	Weak-L	Weak-L
					CO3	Analyze internal and external domains of various business functions and processes with reference to the latest scenarios.	Moderate-M	Moderate-M	Weak-L	Strong-H	Moderate-M	Weak-L	Weak-L	Strong-H	Strong-H	Strong-H	Moderate-M
					CO4	Take part in team work capabilities in multidisciplinary setting.	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Weak-L	Strong-H	Moderate-M	Weak-L	Weak-L
					CO5	Examine an overall view of the world and understands a cross cultural business context.	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Weak-L	Strong-H	Moderate-M	Weak-L	Moderate-M	Strong-H	Strong-H
25	SEM II	0201430216	T2389	Business, Government and the Global Political Economy	CO1	Analyze business environment of a set of select countries	Strong-H	Weak-L	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Assess the entrepreneurial and innovation (EI) ecosystem of these select countries	Strong-H	Weak-L	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Compare and contrast the interdependence between business and government in various countries across the world.	Strong-H	Weak-L	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Evaluate the role of government in business and its support to EI ecosystem	Strong-H	Weak-L	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H

Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
					CO5	Discuss the current issues affecting business and government relations	Strong-H	Weak-L	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
26	SEM III	0201430301	T2805	Project III	CO1	Analyze business problems, validate solutions, and present findings in detailed reports.	Moderate-M	Moderate-M	Moderate-M	Strong-H	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H	Weak-L	Weak-L
					CO2	Construct development plans for business prototypes.	Moderate-M	Moderate-M	Moderate-M	Strong-H	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H	Weak-L	Weak-L
					CO3	Compose detailed implementation plans for business solutions.	Strong-H	Moderate-M	Moderate-M	Strong-H	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H	Weak-L	Weak-L
					CO4	Develop engaging videos about prototypes and business models.	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Weak-L	Strong-H	Strong-H	Strong-H	Weak-L	Weak-L
					CO5	Evaluate MVPs through initial customer acquisition and strategic resource planning.	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Weak-L	Strong-H	Strong-H	Strong-H	Weak-L	Weak-L
27	SEM III	0201430302	T2804	Project IV	CO1	Examine their entrepreneurial skills by working on the External Startup/Self Startup/Family business	Strong-H	Strong-H	Moderate-M	Weak-L	Moderate-M	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Weak-L
					CO2	Analyze business model canvas, options for working solutions, conduct experiments, and surveys,	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H
					CO3	Discover how to run the business	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Moderate-M	Moderate-M
					CO4	Analyze their work and submit the final report	Moderate-M	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Take part in the final viva and make a presentation of their complete work	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H
28	SEM III	0201430303	T1269	Basics of Intellectual Property and Business Law	CO1	The student should adapt the legal framework applicable to their business	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H
					CO2	The student should be able to categorize the regulatory authority and the underlying compliances.	Moderate-M	Strong-H	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H
					CO3	The student should be able to list the importance of intellectual property, the rights thereunder and protection thereof.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Weak-L	Strong-H	Moderate-M	Strong-H	Strong-H
					CO4	The student should be able to judge the Securities Laws and the methods of raising capital.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H

Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
					CO5	The students should be able to compile the Labour Law regulations and their compliance.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
29	SEM III	0201430304	T2606	Finance Strategy	CO1	Develop an analytical/practical approach to corporate fin decision making	Strong-H	Moderate-M	Strong-H	Weak-L	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Apply & analyse the concepts in real life situations.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H
					CO3	Compare and Appraise various theories related to different concepts.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H
					CO4	Evaluate various theories related to different concepts.	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H
					CO5	Determine and Recommend improvements based on the concepts taught.	Strong-H	Moderate-M	Weak-L	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Weak-L	Strong-H	Strong-H
30	SEM III	0201430305	T2344	Marketing Strategies for Entrepreneurs	CO1	Discover what is marketing for entrepreneurs, what makes an organization and customer unique, how entrepreneurial marketing is different	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H
					CO2	Examine the utility of market research and market segmentation for an entrepreneur.	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H
					CO3	Discover the need gap, how to go for a new product development, product life cycle, strategic marketing and its barriers.	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Classify the Channel of Distribution, its Acceptance, skills required for creating the right promotion mix, sales promotions, and building brand equity	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Assume the pricing policy, types of pricing, and strategy, what is break-even and how to reach profitability	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
31	SEM III	0201430306	T2294	Conflict and Negotiation	CO1	Explain the fundamental concepts of conflicts in relation to business organizations	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H
					CO2	Examine the nature and types of conflict in an organization and its relevance in the context of business.	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Weak-L	Weak-L	Strong-H	Moderate-M
					CO3	Discover behavioural styles while handling conflicts.	Strong-H	Moderate-M	Moderate-M	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Moderate-M

Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
					CO4	Analyse conflict in the light of negotiation tactics	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H
					CO5	Evaluate the practical skills required to resolve conflicts through negotiations	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Weak-L
32	SEM III	0201430307	T3088	Management Information System	CO1	Analyse Components and frameworks of MIS	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Weak-L	Weak-L	Moderate-M	Moderate-M	Strong-H	Moderate-M
					CO2	Evaluate the evolution of MIS	Strong-H	Strong-H	Weak-L	Moderate-M	Weak-L	Weak-L	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M
					CO3	Classify the different types of information systems used in business organizations	Strong-H	Moderate-M	Moderate-M	Moderate-M	Weak-L	Weak-L	Weak-L	Strong-H	Moderate-M	Moderate-M	Moderate-M
					CO4	Determine the dimensions of IS integration	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Weak-L	Weak-L	Weak-L	Strong-H	Moderate-M	Moderate-M
					CO5	Design the development and implementation aspects of MIS using an organization case	Strong-H	Weak-L	Weak-L	Weak-L	Moderate-M	Moderate-M	Weak-L	Moderate-M	Strong-H	Moderate-M	Weak-L
33	SEM I	0201430308	T2527	Human Resource Man	CO1	Explain the importance of human resources and their effective management for startups.	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Moderate-M
					CO2	Assess the various functions of HRM	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Moderate-M	Strong-H
					CO3	Develop understanding of recruitment, selection and training strategies and specifications for the delivery of training programs.	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H
					CO4	Evaluate the significance of employee benefits to both employers and employees with respect to performance management systems.	Moderate-M	Moderate-M	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H
					CO5	Discuss the recent trends of contemporary HR practices	Weak-L	Weak-L	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H
	SEM III	0201430309	T2193	Project Management	CO1	Discover the major aspects of project management, including scope, time, cost, quality, and risk.	Strong-H	Moderate-M	Weak-L	Moderate-M	Strong-H	Moderate-M	Moderate-M	Moderate-M	Weak-L	Moderate-M	Moderate-M
					CO2	Appraise various concepts, tools, and techniques of project management in the context of a specific project.	Moderate-M	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Weak-L	Strong-H

Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
34					CO3	Determine various issues related to project planning and scheduling, and propose solutions to mitigate those issues.	Moderate-M	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Moderate-M	Moderate-M	Moderate-M	Weak-L	Strong-H
					CO4	Discuss various issues in project evaluation, and make recommendations for improvement.	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H
					CO5	Estimate different risks involved in project management, and develop a risk mitigation plan.	Weak-L	Strong-H	Strong-H	Weak-L	Weak-L	Strong-H	Weak-L	Moderate-M	Moderate-M	Moderate-M	Moderate-M
35	SEM III	0201430310	T2607	Venture and Private Equity Funding	CO1	Discover an overview of funding a start-up in India including bank finance, both short-term and long-term & to understand the constraints/limitations of VC & PE funding a start-up in India	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Adapting the process of venture capital funding and private equity funding in India; instruments & statutory provisions of SEBI especially for International Venture Capital Fund	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Weak-L	Weak-L	Strong-H	Strong-H
					CO3	Compiling knowledge of feasibility report and detailed project report and be in a position to give required inputs to consultants and finance personnel to complete these reports	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Listing out possible reasons for success and failure of start-ups in India through suitable examples	Moderate-M	Moderate-M	Moderate-M	Strong-H	Weak-L	Weak-L	Weak-L	Moderate-M	Moderate-M	Strong-H	Strong-H
					CO5	Preparing a matrix comparing the practices of VC & PE globally with happenings in India and draw up the due diligence process involved in VC & PE funding	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Moderate-M	Strong-H	Strong-H
36	SEM IV	0201430401	T2804	Project - V	CO1	Will be able to create strategy for a global manufacturing firm	Weak-L	Moderate-M	Moderate-M	Moderate-M	Weak-L	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H
					CO2	Will learn to apply entrepreneurial mindset	Moderate-M	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Will be able to create a product strategy	Weak-L	Moderate-M	Moderate-M	Moderate-M	Weak-L	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H
					CO4	Will be able to create and apply marketing and sales strategy	Moderate-M	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H



Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
					CO5	Will be able to make informed decisions using financial statements	Weak-L	Moderate-M	Strong-H	Moderate-M	Moderate-M	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H
37	SEM IV	0201430402	T2661	Innovation Lab I	CO1	Plan all finance related aspects of Business Acceptance of the Innovative Solution.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO2	Examine the basics of financial statements required in business.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Evaluate cost vs benefit for the the customers to accept the solution.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Plan the growth of start-up as it scales up	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Build a strong and profitable business that caters to all stakeholders	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
38	SEM IV	0201430403	T2662	Innovation Lab II (New Venture Planning)	CO1	Examine a prototype and the gap in the availability of the product / service.	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Weak-L	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H
					CO2	Analyze the feedback of the mentors and the customers.	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Inspect the formulation of product launch plan, operational plan, and customer acquisition plan.	Strong-H	Moderate-M	Strong-H	Moderate-M	Weak-L	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO4	Classify innovative sales strategies	Moderate-M	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H	Strong-H
					CO5	Take part in an executable business plan and solution document.	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H
39	SEM IV	0201430404	T2385	Export Import Management	CO1	Discuss the role of exports in formulating strategies in international business.	Strong-H	Strong-H	Strong-H	Moderate-M	Weak-L	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H
					CO2	Discuss the role of imports in formulating strategies in international business.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Examine the export import procedures involved in international business operations.	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H
					CO4	Examine the export import documentation involved in international business operations.	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H
					CO5	Solve practical problems related to import export management by observing sites such as ports, DGFT, ECGC, EPCs etc.	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
	SEM IV	0201430405	T2136	Sales Force and Channel Management	CO1	Discover what is sales management, role and duties of the sales manager.	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H

Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
40					CO2	Distinguish among sales theories, selling process, and the different aspects of sales force such as Training, Motivating, Recruitment, Selection, etc.	Weak-L	Weak-L	Weak-L	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H
					CO3	Categorize Sales promotion, sales forecasting, sales territories, and sales quotas.	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Moderate-M	Strong-H	Weak-L	Weak-L	Strong-H
					CO4	Analyze channel design, intermediaries channel formats, role of distribution channels and its functional knowledge.	Weak-L	Weak-L	Weak-L	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Weak-L	Moderate-M	Moderate-M
					CO5	Simplify what is channel partner management, channel conflicts, and role of the Channel Information System in sales	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Weak-L	Weak-L	Strong-H
41	SEM III	0201430406	T2139	Digital Marketing	CO1	Evaluate Search Marketing, Google Adwords Understanding, Ad Rank Understanding, Keyword Match Types understanding, Search Advertising campaign creation on platform, Display Advertising campaign creation on platform	Strong-H	Strong-H	Strong-H	Strong-H	Weak-L	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H
					CO2	Discuss Social Media Advertising ecosystem, Facebook Advertising fundamentals, Instagram Advertising, Targeting methodologies used in Facebook, Different social media metrics for Facebook & how to improve them, Instagram, YouTube & Twitter	Moderate-M	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
					CO3	Apprise the utility of Search Engine Optimization (SEO), Keyword Analysis, On page optimization, off page optimization, content optimization, Google business, ecommerce website SEO	Moderate-M	Strong-H	Weak-L	Strong-H	Weak-L	Moderate-M	Strong-H	Moderate-M	Strong-H	Strong-H	Strong-H
					CO4	Evaluate the Google analytics overview, Google analytics fundamentals, understanding audiences in analytics, understanding acquisition in analytics, understanding behaviour in analytics, reading data and interpreting data in Google analytics. Attribution models in Analytics understanding, defining segments in analytics, defining segments for E commerce marketing	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Moderate-M	Moderate-M	Strong-H	Strong-H	Strong-H

Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
					CO5	Conclude about the digital marketing strategy for a brand, the approach, defining personas, defining key communication for a brand, consumer insights, Media buying & Planning for Digital Marketing, Dynamic Creative Optimization strategy	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Weak-L	Strong-H	Strong-H	Strong-H

