



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

Learning Management System

Academic Year : 2022-2023 Institute/ Branch Name : Symbiosis Centre for Management studies

Programme Name : Bachelor of Business Administration

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	To employ the theoretical constructs to assess and evaluate dynamic global business environment				
2	GA2	Global citizenship: ethical, social and professional understanding			PO2	To demonstrate leadership skills in multidisciplinary settings, while exhibiting sensitivity towards a sustainable environment				
3	GA3	Eco-literate: sensitivity towards a sustainable environment			PO3	To engage in life-long learning through research adopting contemporary modes of learning				
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	To take decisions on the principles of ethics, integrity and accountability				
Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4
1	SEM 3	210210302	T2858	Indian Banking and Financial System	C01	Explain the financial system, its structure and indicators of development and their contribution in economic growth of the country	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Identifying the need and role of banking and non-banking financial companies in the economic development and measures taken to control their operations.	Strong-H	Moderate-M	Strong-H	Strong-H

					C03	Applying the knowledge of financial markets, their instruments, nature and role of regulatory bodies in business	Strong-H	Strong-H	Moderate-M	Strong-H
					C04	Select the right financial product(s) from mutual funds and insurance policies and understanding the role of regulatory bodies in insurance sector.	Strong-H	Moderate-M	Strong-H	Moderate-M
					C05	Demonstrate the role of venture funding in supporting new businesses, merchant banking and investment banking in managing international finance and IPO process to raise funds.	Strong-H	Moderate-M	Strong-H	Strong-H
2	SEM 3	210210303	T1134	Company Law	C01	Understand the distinctive features of a company form of business organization.	Moderate-M	Weak-L	Moderate-M	Strong-H
					C02	Understand the capital structure of a company	Moderate-M	Weak-L	Moderate-M	Strong-H
					C03	Develop an understanding of company's management and board processes.	Moderate-M	Weak-L	Moderate-M	Strong-H
					C04	Understand legal provisions regarding various fund raising mechanisms available for Corporates.	Moderate-M	Weak-L	Moderate-M	Strong-H
					C05	Understand current regulatory environment	Moderate-M	Weak-L	Moderate-M	Strong-H
3	SEM 3	210210304	T2783	Corporate Governance and Ethics	C01	Understand the broad framework of corporate governance.	Strong-H	Strong-H	Moderate-M	Strong-H
					C02	Understand the various theories of corporate governance.	Strong-H	Strong-H	Moderate-M	Strong-H
					C03	Understand the importance of best practices	Strong-H	Strong-H	Moderate-M	Strong-H
					C04	Understand the role of overarching institutions in ensuring compliance of corporate governance practices.	Strong-H	Strong-H	Moderate-M	Strong-H
					C05	Analyse ethical dilemmas within a corporate environment.	Moderate-M	Strong-H	Moderate-M	Strong-H
4	SEM 3	210210308	T7474	Basics of Database	C01	Understand the importance of transactional database in business.	Strong-H	Weak-L	Strong-H	Moderate-M
					C02	Summarize the given database in the form E-R model through the E-R Diagram, representing conceptual database.	Strong-H	Weak-L	Strong-H	Moderate-M
					C03	Associate the conceptual model to the physical database through multiple tables and joining them.	Strong-H	Weak-L	Strong-H	Moderate-M
					C04	Make inferences from the data using SQL, related to business process.	Strong-H	Weak-L	Strong-H	Moderate-M
					C05	Understand and identity database analysis and design techniques.	Strong-H	Weak-L	Strong-H	Moderate-M

5	SEM 3	210210309	TE7018	Business Analytics	C01	Analyse a business problem using descriptive analytics	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Understand the techniques of predictive analytics	Strong-H	Strong-H	Moderate-M	Moderate-M
					C03	Discover the concepts and methods of prescriptive analytics	Strong-H	Strong-H	Moderate-M	Moderate-M
					C04	Infer the results/solutions obtained through techniques of business analytics and identify appropriate courses of action for a given managerial situation	Strong-H	Strong-H	Moderate-M	Moderate-M
6	SEM 3	210210310	T2101	Financial Management	C01	Students should be able to identify the significance of financial environment of business and compare and contrast the role and functions of its various	Strong-H	Weak-L	Strong-H	Weak-L
					C02	Students should be able to appraise the meaning, objectives and functions of financial management	Strong-H	Strong-H	Moderate-M	Weak-L
					C03	Students should be able to understand and apply the concept of Time value of money and Risk and Return	Strong-H	Weak-L	Moderate-M	Weak-L
					C04	Students should be able to examine and apply the techniques to assess feasibility of Capital Budgeting projects	Strong-H	Weak-L	Moderate-M	Moderate-M
					C05	Students should be able to appraise and apply the concept and calculation of cost of capital	Strong-H	Weak-L	Moderate-M	Weak-L
7	SEM 3	210210311	T2092	Financial Statement Analysis	C01	To understand the concept and structure of	Strong-H	Moderate-M	Moderate-M	Strong-H
					C02	To highlight the use of financial statements for inter and intra firm comparison.	Strong-H	Moderate-M	Moderate-M	Strong-H
					C03	To draw inferences for financial health of the	Strong-H	Moderate-M	Moderate-M	Strong-H
					C04	To predict financial statements using analytical tools.	Strong-H	Moderate-M	Moderate-M	Strong-H
8	SEM 3	210210312	T2268	Training and Development	C01	Elaborate the different theoretical constructs used in understanding the concept of training and development	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Analyze the influence of various multidisciplinary factors on training and development with a focus on developing sustainable training and development practices.	Moderate-M	Strong-H	Strong-H	Moderate-M

					C03	Apply learning theories and research to develop a training model which is in tune with dynamic training trends in the business environment	Strong-H	Moderate-M	Strong-H	Strong-H
					C04	Recognize an appropriate model of training evaluation to apply it on dynamic training and development methods in the	Moderate-M	Moderate-M	Strong-H	Moderate-M
					C05	Apply training and development analysis in taking ethical human resource decisions in corporate	Moderate-M	Strong-H	Strong-H	Strong-H
9	SEM 3	210210313	T2270	Industrial Relations	C01	Understand the concept, importance, and factors affecting Industrial Relations.	Moderate-M	Weak-L	Moderate-M	Moderate-M
					C02	Able to understand the evolution of IR and the role of various individuals involved in industrial relations.	Moderate-M	High	Moderate-M	Moderate-M
					C03	Able to comprehend various methods and their relevance in resolving industrial conflicts.	Moderate-M	High	Moderate-M	Moderate-M
					C04	Understand social security measures by the government	Moderate-M	Weak-L	Moderate-M	Moderate-M
					C05	Understand the laws pertaining to industrial relations.	Moderate-M	Weak-L	Moderate-M	Moderate-M
10	SEM 3	210210314	T6158	International Economics : Theory and Practice	C01	Students should be able to apply the structure of the theories of International trade into the practical business world.	Strong-H	Weak-L	Moderate-M	Weak-L
					C02	Students should be able to make use of the role of international trade theories, concepts of balance of payments and global monetary systems in international	Strong-H	Weak-L	Strong-H	Moderate-M
					C03	Students should build an overview of the working of key institutions and impact of important policy decisions on the society at large.	Strong-H	Weak-L	Moderate-M	Moderate-M
					C04	Students should develop an outlook to real problems and challenges in international economics	Strong-H	Weak-L	Strong-H	Moderate-M
					C05	Students should utilize their knowledge of International Economics in exchange rate determination and its movements.	Strong-H	Weak-L	Strong-H	Weak-L
11	SEM 3	210210315	T6160	Post Liberalization Indian Economy	C01	Understand nature of economic reforms and link economic reforms with growth of Indian Economy.	Strong-H	Weak-L	Moderate-M	Moderate-M

					C02	Understand the government policies in various sectors including agriculture, industries, medium and small scale industries, service sector.	Strong-H	Weak-L	Moderate-M	Moderate-M
					C03	Link government policies in various sectors with Business plans/strategies.	Weak-L	Weak-L	Strong-H	Strong-H
					C04	Evaluate scope, opportunities, and challenges of starting a business in specific state.	weak	Weak-L	Strong-H	Strong-H
					C05	Understand problems in Indian economy and link with government and corporate initiatives to address the	Strong-H	Weak-L	Strong-H	Strong-H
12	SEM 3	210210316	T2719	Elementary Retail Marketing	C01	To Understand theoretical and conceptual insights to students, which can be further applied in managing various dynamics of global business.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	To develop integrated leadership styles complementing boundary less functioning, while being sensitive towards	Strong-H	Strong-H	Strong-H	Moderate-M
					C03	To develop analytical skill for planning and solving future business/marketing challenges in global context.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C04	To make them understand the use of ethical and moral values and their importance in	Strong-H	Strong-H	Moderate-M	Weak-L
					C05	To enable students, acquire hard and soft skills.	Strong-H	Strong-H	Moderate-M	Weak-L
13	SEM 3	210210317	T2882	Services Marketing	C01	Understand the key issues and elements that play into the measurement and management of service quality and	Strong	Moderate-M	Strong-H	Weak-L
					C02	Develop a theoretical and practical base to assess service performance in a professional, logical and coherent way	Strong	Moderate-M	Strong-H	Weak-L
					C03	Applying key linkages between marketing and other business functions in the context of designing and operating an effective service system.	Strong	Moderate-M	Strong-H	Weak-L
					C04	Analyse and communicate an ethical opinion on contemporary issues in the dynamic services environment.	Strong	Moderate-M	Strong-H	Weak-L
14	SEM 4	210210403	T2276	Cross Cultural Management	C01	Apply various cultural frameworks to assess and evaluate the dynamic global business environment, providing insights into cultural influences on business	Strong-H	Weak-L	Strong-H	Moderate-M

					C02	Apply the communication process in cross-cultural contexts, addressing barriers to communication and enhancing cultural sensitivity and contribute to effective global business assessment and leadership in sustainable multidisciplinary	Strong-H	Weak-L	Strong-H	Moderate-M
					C03	Apply global staffing choices, design training programs for global operations incorporating cultural sensitivity	Strong-H	Weak-L	Strong-H	Moderate-M
					C04	Demonstrate cross-cultural leadership skills in managing diverse teams, showcasing sensitivity towards a sustainable environment and fostering effective collaboration in multidisciplinary	Strong-H	Weak-L	Strong-H	Moderate-M
					C05	Develop strategies for successful cross-cultural negotiation, propose conflict resolution approaches considering principles of ethics, integrity, and accountability, ensuring responsible and ethical business conduct.	Strong-H	Weak-L	Strong-H	Moderate-M
15	SEM 4	210210404	T2339	Introduction to Entrepreneurship	C01	Define the concept of entrepreneurship	Strong-H	Strong-H	Moderate-M	Weak-L
					C02	Interpret the role of creativity and innovation in entrepreneurship	Strong-H	Strong-H	Moderate-M	Weak-L
					C03	Infer the product development cycle for new	Strong-H	Strong-H	Strong-H	Weak-L
					C04	Summarize the various components of business to develop a business plan	Strong-H	Strong-H	Strong-H	Weak-L
16	SEM 4	210210405	T2859	Operations Management	C01	Understand the relevance of Operations management and historic development in field of Operations Management	Strong-H	Weak-L	Strong-H	Moderate-M
					C02	Create awareness of OM interfaces within the organisation to plant decisions, Quality control & maintenance in manufacturing organisations	Strong-H	Strong-H	Strong-H	Moderate-M
					C03	Understand concepts of Lean Operations	Strong-H	Weak-L	Strong-H	Moderate-M
					C04	Develop understanding of Service Operations	Strong-H	Moderate-M	Strong-H	Moderate-M
17	SEM 4	210210409	T3695	Big Data	C01	Understand the importance of big data and its role in organizational decision	Strong-H	Weak-L	Strong-H	Moderate-M
					C02	Relate the tools and technologies with the big data concept.	Strong-H	Weak-L	Strong-H	Moderate-M

18	SEM 4	210210410	T3647	Data Analytics using MS-Excel	C03	Categorize the databases and data - warehouse	Strong-H	Weak-L	Strong-H	Moderate-M
					C04	Gathering knowledge regarding industry applications of big data analytics.	Strong-H	Weak-L	Strong-H	Moderate-M
					C05	Understand the privacy and ethical issues related to data capturing and big	Strong-H	Weak-L	Strong-H	Moderate-M
					C01	Apply Excel functions and formulas for basic data analysis and interpretation	Strong-H	Weak-L	Strong-H	Moderate-M
					C02	Make use of PivotTables for data aggregation and summarization	Strong-H	Weak-L	Strong-H	Moderate-M
					C03	Build Dashboards for data visualization	Strong-H	Weak-L	Strong-H	Moderate-M
19	SEM 4	210210411	TE7292	R Programming	C04	Build Data Models using multiple worksheets and files	Strong-H	Weak-L	Strong-H	Moderate-M
					C05	Make use of Excel Macros to perform routine tasks	Strong-H	Weak-L	Strong-H	Moderate-M
					C06	Make use of Excel VBA to automate tasks	Strong-H	Weak-L	Strong-H	Moderate-M
					C01	Explain the fundamentals of R programming language	Strong-H	Weak-L	Strong-H	Moderate-M
					C02	Illustrate the data structures and control structures in R programming language	Strong-H	Weak-L	Strong-H	Moderate-M
					C03	Demonstrate the use of R for data analysis and visualization	Strong-H	Weak-L	Strong-H	Moderate-M
20	SEM 4	210210412	TM2102	Microfinance	C04	Interpret the results generated through R for business decision making	Strong-H	Weak-L	Strong-H	Moderate-M
					C01	Understand the evolution of microfinance and development.	Strong-H	Weak-L	Strong-H	Moderate-M
					C02	Develop the understanding of role of microfinance in financial inclusion and its delivery models	Strong-H	Weak-L	Strong-H	Moderate-M
					C03	Analyse the role of microfinance institutions in developing livelihood for women and small entrepreneurs.	Strong-H	Weak-L	Strong-H	Moderate-M
					C04	Gathering insights of social security and microfinance and role of technology in achieving the objectives.	Strong-H	Weak-L	Strong-H	Moderate-M
					C01	Highlight the role of mergers and acquisitions in inorganic growth and corporate	Strong-H	Strong-H	Moderate-M	Moderate-M
21	SEM 4	210210413	T2105	Mergers and Acquisitions	C02	Interpret the strategic fit to facilitate process	Strong-H	Moderate-M	Strong-H	Strong-H
					C03	Examine the deal structure and negotiation	Strong-H	Moderate-M	Moderate-M	Strong-H
					C04	Determine the valuations and accounting for mergers and acquisitions	Strong-H	Moderate-M	Moderate-M	Strong-H

					C05	Articulate the issues and challenges in integration after mergers and	Strong-H	Moderate-M	weak	Weak-L
22	SEM 4	210210414	TM2053	Talent Management	C01	Discuss the basic concepts, functions and scope of Talent management.	Strong-H	Strong-H	Strong-H	Strong-H
					C02	Articulate the effective talent acquisition strategies.	Strong-H	Strong-H	Moderrate	Strong-H
					C03	Relate the talent management processes in the organizations.	Weak-L	Strong-H	Moderrate	Strong-H
					C04	Illustrate the importance of employee engagement and retention.	Weak-L	Weak-L	Moderrate	Strong-H
23	SEM 4	210210415	T2274	Performance Management System	C01	Understand the crucial role of performance management as a human resource and	Strong-H	Strong-H	Strong-H	Moderate-M
					C02	Summarize the PMS measurement technique	Strong-H	Strong-H	Strong-H	Moderate-M
					C03	Associate the theoretical inputs with relevant	Strong-H	Strong-H	Strong-H	Moderate-M
					C04	Make inferences about the crucial role of PMS on organisational performance by linking	Strong-H	Strong-H	Strong-H	Moderate-M
					C05	Understand the role of performance decisions and effective performance	Strong-H	Strong-H	Strong-H	Moderate-M
24	SEM 4	210210417	T2380	Export Import Management	C01	Determine the basics of global trade , Import and Export policies.	Strong-H	Moderate-M	Strong-H	Weak-L
					C02	Articulate export marketing, contracts and the role of promotion councils.	Strong-H	Moderate-M	Strong-H	Weak-L
					C03	Examining an understating towards export procedures & documentation	Strong-H	Moderate-M	Strong-H	Weak-L
					C04	Experimenting with case studies the methods,	Strong-H	Moderate-M	Strong-H	Weak-L
					C05	Presenting concept of export benefits by understanding foreign trade policy.	Strong-H	Moderate-M	Strong-H	Weak-L
25	SEM 4	210210418	T2469	Fundamentals of Sales & Distribution Management	C01	Explain the different constructs used in understanding sales management.	Strong-H	Moderate-M	Moderate-M	Moderate-M
					C02	Elaborate the different distribution channels used in distribution of products globally.	Strong-H	Moderate-M	Moderate-M	Moderate-M
					C03	Interpret the impact of sales force management in effective selling.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C04	Apply the theoretical constructs related to global sales and distribution management in effective selling.	Moderate-M	Strong-H	Moderate-M	Strong-H
					C05	Develop selling skills required in a globally competent world.	Moderate-M	Moderate-M	Moderate-M	Moderate-M
26	SEM 4	210210419	T2472	Promotions and Marketing Communication	C01	Understanding of the basic functions and activities of Marketing	Strong	Moderate-M	Strong-H	Moderate-M

					C02	Compare the fundamental difference between the types, methods and forms of marketing communication and its suitability for the given context.	Strong	Moderate-M	Strong-H	Moderate-M
					C03	Infer various marketing tools and methods to develop various communication strategies while performing managerial	Strong	Moderate-M	Strong-H	Moderate-M
					C04	Summarize the body of the knowledge about market, consumer and competition for designing dynamic marketing communication strategies.	Strong	Moderate-M	Strong-H	Moderate-M
27	SEM 5	210210502	T2207	Operations Research	C01	Understand the importance of Operations Research in business.	Strong-H	Moderate-M	Moderate-M	Weak-L
					C02	Analyze the managerial problems in industry to allocate the resources	Strong-H	Moderate-M	Moderate-M	Weak-L
					C03	Understand and develop mathematical models used in Operations Research	Strong-H	Moderate-M	Moderate-M	Weak-L
					C04	Apply the concept of game theory and Simulation for Solving Business Problems	Strong-H	Moderate-M	Moderate-M	Weak-L
28	SEM 5	210210503	T2530	Supply Chain Management	C01	Understand the importance of and major decisions in supply chain management for gaining competitive advantage.	Strong	Moderate-M	Strong-H	Moderate-M
					C02	Relate the various streams of the supply chain	Strong	Moderate-M	Strong-H	Moderate-M
					C03	Categorize the drivers of the supply chain.	Strong	Moderate-M	Strong-H	Moderate-M
					C04	Gathering the concepts employed in the supply chain.	Strong	Moderate-M	Strong-H	Moderate-M
					C05	Understand strategies employed in the supply chain management.	Strong-H	Moderate-M	Moderate-M	Weak-L
29	SEM 5	210210504	T3604	Essentials of Business Intelligence	C01	Outline the applications of BI in different managerial domains	Strong-H	Weak-L	Strong-H	Moderate-M
					C02	Demonstrate the use of BI tools (such as Power BI) for analysing business	Strong-H	Weak-L	Strong-H	Moderate-M
					C03	Interpret the results obtained through Power BI and take managerial decisions	Strong-H	Weak-L	Strong-H	Moderate-M
					C04	Explain the challenges and opportunities associated with Big Data	Strong-H	Weak-L	Strong-H	Moderate-M
30	SEM 5	210210506	T2102	Advanced Financial Management	C01	Discover the structure of financial markets and the performance of market participants.	Strong	Moderate-M	Strong-H	Moderate-M
					C02	Illustrate the concept of time value of money in facilitating the long-term investment decisions and demonstrate the various techniques.	Strong	Moderate-M	Strong-H	Moderate-M

					C03	Practice the concept of risk and return and its application in calculation of cost of capital	Strong	Moderate-M	Strong-H	Moderate-M
					C04	Illustrate the concept and calculation of working capital requirement	Strong	Moderate-M	Strong-H	Moderate-M
					C05	Predict the relationship between dividend policy and stock value and explaining the ethical issues in finance	Strong-H	Moderate-M	Moderate-M	Weak-L
31	SEM 5	210210507	T2969	Personal Finance	C01	Define the concept of financial goal setting	Strong-H	Weak-L	Moderate-M	Moderate-M
					C02	Compare among the investment instruments	Strong-H	Weak-L	Moderate-M	Weak-L
					C03	Select the investment products for financial,	Strong-H	Weak-L	Strong-H	Strong-H
					C04	Develop the personal investment plan for financial well being	Strong-H	Weak-L	Strong-H	Strong-H
32	SEM 5	210210508	T2275	Compensation Management	C01	Employ the theoretical concepts, needs and forms of Compensation Management	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Apply different job analysis and evaluation techniques for effective compensation management.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C03	Use Knowledge of Performance Management Systems to solve compensation-related problems in the	Strong-H	Strong-H	Moderate-M	Moderate-M
					C04	Interpret the various employee benefits and legal & taxation issues related to Compensation management	Strong-H	Strong-H	Moderate-M	Moderate-M
					C05	Sketch an understanding of International Compensation and contemporary issues related to Compensation management	Strong-H	Weak-L	Moderate-M	Moderate-M
33	SEM 5	210210509	T2269	Organizational Development and Change	C01	Understand the crucial role of Organisational Development and Change as a human resource and business	Strong-H	Moderate-M	Strong-H	Moderate-M
					C02	Summarize the Organisational Development and Change interventions	Strong-H	Strong-H	Moderate-M	Moderate-M
					C03	Associate the theoretical inputs with relevant practical examples.	Strong-H	Strong-H	Moderate-M	Strong-H
					C04	Make inferences about the crucial role of Organisational Development and Change by linking concepts and related case	Moderate-M	Strong-H	Moderate-M	Moderate-M
					C05	Understand and identify crucial contemporary factors and challenges required to meet the organisational goals.	Moderate-M	Strong-H	Strong-H	Moderate-M

34	SEM 5	210210511	T2461	Basics of International Marketing	C01	The students will be able to demonstrate strong conceptual knowledge in the functional area of international marketing	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Students will develop analytical skills in identification and resolution of problems pertaining to international marketing management	Strong-H	Strong-H	Strong-H	Moderate-M
					C03	Students will be able to draw inferences from the marketing strategies adopted by corporates in a global scenario.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C04	Students will be able to apply their knowledge and concepts to understand challenges and issues of marketing ethically in a growing international and	Strong-H	Strong-H	Moderate-M	Moderate-M
35	SEM 5	210210512	T2468	Fundamentals of Rural Marketing	C01	Interperate the basics of Rural Market , its width and depth to know how much potential is lying there.	Strong-H	Moderate-M	Strong-H	Weak-L
					C02	To infer the behavioral and purchase pattern of rural consumers for designing future marketing strategies.	Strong-H	Moderate-M	Strong-H	Weak-L
					C03	Associate and understand the existing market strategies pertaining to rural market by national and international companies serving to rural market.	Strong-H	Moderate-M	Strong-H	Weak-L
					C04	To apply knowledge designing product, price, distribution and promotional strategies for different classes of product targeted at Rural Consumers	Strong-H	Moderate-M	Strong-H	Weak-L
36	SEM 5	210210513	T2471	Introduction to Digital Marketing	C01	Explain the role and importance of digital marketing in a rapidly changing business Landscape	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Discuss the critical elements of a digital marketing strategy	Strong-H	Strong-H	Moderate-M	Moderate-M
					C03	Illustrate how the effectiveness of a digital marketing campaign can be	Strong-H	Strong-H	Moderate-M	Moderate-M
					C04	Demonstrate advanced practical skills in standard digital marketing tools such as SEO, SEM, Social media and Blogs	Strong-H	Strong-H	Moderate-M	Moderate-M
37	Sem 6	210210601	T2352	Business Modeling and Business Plan	C01	Students will be able to understand the essential components of a Business Model	Strong-H	Weak-L	Moderate-M	Moderate-M
					C02	Students will be able to construct a business model using Osterwalder's Business Canvas Model	Strong-H	Weak-L	Strong-H	Weak-L

					C03	Students will be able to identify the various plans constituting the Business Plan as well as understand the relevance of social entrepreneurship	Strong-H	Strong-H	Weak-L	Strong-H
					C04	Students will be able to develop a detailed business plan for an identified business	Strong-H	Moderate-M	Strong-H	Moderate-M
					C05	Students will be able to explore the financing options and valuation of any	Strong-H	Weak-L	Strong-H	Weak-L
38	Sem 6	210210602	T6303	Public Policy and Governance in India	C01	Demonstrate the conceptual understanding of relation of Public Policy and Business	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Analyze Public Policy formation and its political, economic, legal, geo-political and social implications	Strong-H	Strong-H	Moderate-M	Moderate-M
					C03	Apply the Public Policy concepts in practice.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C04	Integrate the understanding of political and social problems to public policy formulation and analysis.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C05	Relate the public policies at the International, Union, Regional and Local levels for the purpose of better	Strong-H	Strong-H	Moderate-M	Moderate-M
39	Sem 6	210210603	TE7022	Predictive Analytics	C01	Discover how statistical methods can be used for predictive analytics.	Strong-H	Weak-L	Strong-H	Moderate-M
					C02	Analyze business data using the supervised learning methods of predictive	Strong-H	Weak-L	Strong-H	Moderate-M
					C03	Analyze business data using the unsupervised learning methods of	Strong-H	Weak-L	Strong-H	Moderate-M
					C04	Implement the methods of predictive analytics with statistical software (R).	Strong-H	Weak-L	Strong-H	Moderate-M
					C05	Make use of machine learning and predictive models for business decision	Strong-H	Weak-L	Strong-H	Moderate-M
40	Sem 6	210210604	T3206	Advanced Programming in Python	C01	Make use of the concepts of data structures	Strong-H	Weak-L	Strong-H	Moderate-M
					C02	Apply the exception handling concept to handle errors through python.	Strong-H	Weak-L	Strong-H	Moderate-M
					C03	Execute the python programs to handle file and related operations.	Strong-H	Weak-L	Strong-H	Moderate-M
					C04	Apply the knowledge of objected oriented concept through python programming.	Strong-H	Weak-L	Strong-H	Moderate-M
					C05	Make use of the advanced library functions in python	Strong-H	Weak-L	Strong-H	Moderate-M
41	Sem 6	210210605	T2971	Portfolio Management	C01	To gain knowledge about capital markets in India.	Strong-H	Strong-H	Weak-L	Weak-L
					C02	To understand Futures & Options.	Strong-H	Strong-H	Strong-H	Weak-L

					C03	To acquire knowledge about working of stock exchanges, depositories.	Strong-H	Weak-L	Strong-H	Weak-L
					C04	To give the students the basic idea about portfolio management. i.e. Introduction to portfolio management-meaning, functions, objectives, activities in portfolio management, basic principles and factors affecting investment decisions in portfolio management. Students will understand the selection of securities and their continuous shifting in the portfolio to optimize returns to suit the objectives of	Strong-H	Weak-L	Moderate-M	Weak-L
					C05	To help students in decision making on the basis of risk and return.	Strong-H	Weak-L	Moderate-M	Moderate-M
42	Sem 6	210210606	T2106	Project Finance and Infrastructure Financing	C01	Remember the characteristics and classification of business and infrastructure projects.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Understand critical factors influencing investment decisions for various projects and infrastructure financing decisions.	Strong-H	Moderate-M	Strong-H	Strong-H
					C03	Appraise the project finance and infrastructure financing concepts.	Strong-H	Strong-H	Strong-H	Strong-H
					C04	Analyze the financial appraisal of the projects.	Strong-H	Moderate-M	Strong-H	Moderate-M
					C05	Create a roadmap for a successful infrastructure project.	Strong-H	Moderate-M	Strong-H	Strong-H
43	Sem 6	210210608	T2273	Emotional Intelligence for Personal Growth	C01	Apply various approaches for measuring emotional intelligence, recognizing and observing one's own feelings and developing self-awareness in personal and professional life, understand multiple intelligences, and assess the relevance of emotional intelligence in managing the complexities of the global business	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Implement advanced self-management skills by effectively handling and regulating emotions, stress, and decision-making, emphasizing its importance of ethical considerations and accountability.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C03	Illustrate the significance of impulse control in decision-making, considering strengths, weaknesses, and the ability to distinguish whether decisions are driven by rationality or emotions.	Strong-H	Weak-L	Strong-H	Moderate-M

					C04	Practice assertive behavioural skills and empathy for effective interpersonal relations, showcasing proficiency in effective communication skills and applying techniques in real-world scenarios to manage challenging	Strong-H	Weak-L	Strong-H	Moderate-M
					C05	Demonstrate team collaboration skills by emphasizing cooperation over competition and implementing conflict resolution strategies to contribute positively to interpersonal relations in both professional and everyday life.	Strong-H	Strong-H	Moderate-M	Moderate-M
44	Sem 6	210210611	T2467	Fundamentals of Brand Management	C01	Define the main concepts and explain the purpose of branding.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Examine brand concepts in real life setting	Strong-H	Strong-H	Moderate-M	Moderate-M
					C03	Describe the process and methods of brand	Strong-H	Strong-H	Moderate-M	Moderate-M
					C04	Understand effective branding strategies for both consumer and business products/	Strong-H	Strong-H	Moderate-M	Moderate-M
45	Sem 6	210210612	T2466	Fundamentals of B2B Marketing	C01	Understand the anatomy of B2B Marketing to acquire knowledge about its functions.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C02	Infer various marketing activities while performing managerial role.	Strong-H	Strong-H	Moderate-M	Moderate-M
					C03	Understanding of the course will help students in Implementing the body of the knowledge about market, consumer and competition for designing dynamic marketing practices.	Strong-H	Strong-H	Moderate-M	Strong-H
					C04	Course will help students in designing constructive marketing plans which can effortlessly be Executed and helpful in getting productive results.	Strong-H	Strong-H	Moderate-M	Strong-H
					C05	Course will help students to Classify and place various information of market which can align with the sustainable and competitive vision of the relationship marketing.	Strong-H	Strong-H	Moderate-M	Moderate-M

