



## Department

Master of Business Administration (MBA)

## Course Outcome (COs)

### Table of Content

S.no.	Title	Page No.
1	Academic Year 2019-20, 2020-21, 2021-22	1-11
2.	New Course Outcome 2022 to Till Date	12-21

Academic Year 2019-20, 2020-21, 2021-22



**Department of Management**  
**Master of Business Administration (MBA) Full Time**  
**Affiliated to Jiwaji University**

**Program Educational Objective (PEO) statements**

PEO1: To equip the students with KSA (Knowledge-Skill-Ability) to sharpen and prepare them to face challenges through **effective decision-making, analytical, and critical thinking** to excel in their career.


PEO 2: To help students attain skills such as **life skills, basic skills, professional and vocational skills, intellectual skills, and interpersonal skills** that will help them build strong teams within a business to achieve their goals and serve society.

PEO 3: Encourage students to blaze a trail to become an entrepreneur by showcasing their **entrepreneurial skills**.

PEO 4: Instil **ethical and moral values** deeply infused with business practices to create better citizens and a better society.

  
**Dr. Preeti Singh**  
HOD & Professor  
Department of Management  
ITM, Gwalior

MBA Program Outcomes	
PO1	Apply knowledge of management theories and practices to solve business problems
PO2	Foster Analytical and critical thinking abilities for data-based decision making
PO3	Ability to develop Value based Leadership ability
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

  
Dr. Preet Singh  
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## Old Course Outcomes (COs) MBA

### Semester 1st

#### 101: Principles & Practices of Management (PPM)

Sr. No.	COs	Description
1	CO1	To extract the knowledge of management practices
2	CO2	To solve organizational problems in order to develop optimal managerial decisions.
3	CO3	To illustrate the concepts related to business
4	CO4	To correlate the complexities associated with human resources handling in organizations.

#### 102: Managerial Economics (ME)

Sr. No.	COs	Description
1	CO1	To understand the concepts of cost, nature of production and its relationship to Business operations.
2	CO2	To use marginal analysis to the business in various market conditions.
3	CO3	To analyse the causes and consequences of different Real life business situations
4	CO4	Ability to reframe tools and techniques of economics in professional life

#### 103: Accounting for Managers (AfM)

Sr. No.	COs	Description
1	CO1	To understand practical concept of Business Accounting.
2	CO2	To apply standard accounting techniques to assess and evaluate different outcomes
3	CO3	To analyze the financial statement of organizations to know the financial soundness
4	CO4	To correlate financial planning & control the business operation
5	CO5	To develop analytical abilities to face the business situations.

#### 104: Organizational Behaviour (OB)

Sr. No.	COs	Description
1	CO1	To understand the human behaviour in organization
2	CO2	To apply the various theories of OB for handling various organizational situations.
3	CO3	To analyze the complexities associated with management of individual behaviour in the organization
4	CO4	To correlate between individual and group behaviour

#### 105: Business Statistics (BS)

Sr. No.	COs	Description
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1	CO1	To understand the statistical problems with the help of different distribution (such as Binomial, Poisson, Normal).
2	CO2	Apply statistical techniques such as Mean and Standard deviation to know about markets growth & future demand of customer.
3	CO3	To use sampling techniques in order to develop decision making methods.
4	CO4	Analyse statistical data using measure of central tendency, dispersion and location to compute the performance and productivity of employees and company's finance.
5	CO5	To evaluate sampling methodology and their associated analysis

#### 106: Business Environment (BE)

Sr. No.	COs	Description
1	CO1	To extract concept of business environment and its impact on business decisions.
2	CO2	To articulate knowledge of planning and policies of Indian economy and financial sector reform in current business situations.
3	CO3	To analyse the changing dimensions of various business laws and their impact on business.
4	CO4	To evaluate the association of business environment and global competition
5	CO5	To collaborate knowledge of technological advancement of banking sector with business situations

#### 107: Computer Applications for Management (CAM)

Sr. No.	COs	Description
1	CO1	To understand the basic concepts of computer and its component and its impact on global, economic, legal, and ethical aspects on business
2	CO2	To apply the knowledge of output and input devices to analyse business requirements
3	CO3	To evaluate business problems by applying the knowledge of MS-Excel
4	CO4	To demonstrate managerial skills by using PowerPoint presentation and MS-word
5	CO5	To distinguish between various E-commerce techniques to examine its role in business world to understand economical and legal aspects of business

#### 108: Communication for Management (CfM)

Sr. No.	COs	Description
1	CO1	To understand the scope of communication and assure free flow of information for effective decision making
2	CO2	To apply the subskills of listening, speaking and written communication in business organisations
3	CO3	To design organizational communication that effectively uses presentation, reports and mass communication in team work
4	CO4	To evaluate ethical issues in all forms of communication within an organization.
5	CO5	To analyse situations using a variety of communication theories and models to determine improvements in different situations.

## 2nd Semester

### 201: Marketing Management (MM)

Sr. No.	COs	Description
1	CO1	To understand relevant functional areas of marketing management and its application
2	CO2	To explain the different concept of marketing
3	CO3	To apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
4	CO4	To analyse the factors affecting marketing environment through market research
5	CO5	To develop skills in identification and resolution of problems pertaining to marketing management

### 202: Business Legislations (BL)

Sr. No.	COs	Description
1	CO1	To understand legal and ethical issues when making business decisions
2	CO2	To Apply Knowledge of various Acts related to business.
3	CO3	To analyse the provision of the Industrial laws.
4	CO4	To appraise the business laws related to current business environment

### 203: Research Methodology (RM)

Sr. No.	COs	Description
1	CO1	To understand the concept of research and its application in various managerial areas.
2	CO2	To understand the concept of research and its application in various managerial areas.
3	CO3	To show enhanced writing skills
4	CO4	To improve advanced critical thinking skills.
5	CO5	To develop skills in qualitative and quantitative data analysis and presentation

### 204: Operations Research (OR)

Sr. No.	COs	Description
1	CO1	To understand mathematical modelling techniques used in operation research
2	CO2	To apply the ideas of OR in managerial decision making under certainty, uncertainty & risk situation
3	CO3	To analyze the various operation research models
4	CO4	To evaluate the problems related with allocation of goods or activities to make it cost effective.

### 205: Financial Management (FM)





Sr. No.	COs	Description
1	CO1	To understand various concepts related to Financial Management
2	CO2	Analyze the complexities associated with management of cost of funds in the capital Structure
3	CO3	To appraise the implication of the financial environment and valuation techniques.
4	CO4	To Evaluate financial risk and its relation to investment return
5	CO5	To develop critical thinking and problem solving competencies
<b>206: Human Values: Elements of Indian Culture (HVEIC)</b>		
Sr. No.	COs	Description
1	CO1	To understand and apply Indian culture, civilization and value system.
2	CO2	To understand and apply Knowledge of various rituals.
3	CO3	To understand social life, political life and imbibing values of ancient India.
4	CO4	To know about the assimilation of Indian Culture with Foreign Culture and Its Promotion in other countries
<b>207: Human Resource Management (HRM)</b>		
Sr. No.	COs	Description
1	CO1	To integrate the knowledge of HR concepts to take correct business decisions.
2	CO2	To analyse the strategic issues and strategies required to select and develop manpower resources
3	CO3	To evaluate the issues related to employee-employer relation in organization
4	CO4	To develop the understanding of the concept of human resource management and its relevance in organizations.
<b>Semester 3rd</b>		
<b>301: Supply Chain Management (SCM)</b>		
Sr. No.	COs	Description
1	CO1	To understand the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations
2	CO2	To apply tools and techniques in logistics information system
3	CO3	To analyse the Business Models & Strategies for problem solving approach
4	CO4	To plan Warehouse and Logistics operations for optimum utilization of resources
5	CO5	To develop an in-depth understanding of logistics operating areas.
<b>302: Total Quality Management (TQM)</b>		
Sr. No.	COs	Description
1	CO1	To demonstrate Tools utilization for Quality improvement



2	CO2	To apply various Quality Systems and Auditing on implementation of TQM.
3	CO3	To Illustrate the TQM Principles given by TQM gurus
4	CO4	To explain the Dimensions and Barriers regarding with Quality.
5	CO5	To evaluate the various types of Techniques for measuring Quality
<b>303: Entrepreneurship &amp; Small Business Management Supply Chain Management (ESM)</b>		
Sr. No.	COs	Description
1	CO1	To understand the key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise.
2	CO2	To impart basics of entrepreneurial skills for better understanding of current scenario
3	CO3	To make effective decisions while following strategies for promoting entrepreneurial climate
4	CO4	To analyse the entrepreneurial activities
5	CO5	To evaluate the institutional support at various levels for determining the entrepreneurial climate
<b>MK01: Consumer Behaviour (CB)</b>		
Sr. No.	COs	Description
1	CO1	To apply knowledge of consumer behaviour in marketing decision making.
2	CO2	To identify factors which influence consumer behaviour?
3	CO3	To analyse internal and external dynamics to the choices consumers make
4	CO4	To analyze the trends in consumer behaviour, and apply them to the marketing of an actual product or service
<b>MK02: Sales and Distribution Management (SDM)</b>		
Sr. No.	COs	Description
1	CO1	To understand & appreciate the diverse variables affecting the sales & distribution function.
2	CO2	To apply concepts related to improving performance of Sales force
3	CO3	To identify issues related to design and implementation of Sales Strategy
4	CO4	To develop sales and distribution plans.
5	CO5	To design and implement channel strategies
<b>FM01: Indian Financial System (IFS)</b>		
Sr. No.	COs	Description
1	CO1	To understand the concept of financial market
2	CO2	To apply the knowledge and skills to become employable in the financial service industry.



3	CO3	To analyse the consumer finance and lease financing services in India
4	CO4	To Describe the role of financial intermediaries in Indian financial system
5	CO5	To Evaluate the functioning of different financial service provided by Financial institution.

**FM02: Security Analysis and Portfolio Management (SAPM)**

Sr. No.	COs	Description
1	CO1	To Understand different investment alternatives in the Market
2	CO2	To Apply the concept of portfolio Management for better Investment Decisions.
3	CO3	Illustrate the correct use of tools for financial analysis for investment purposes.
4	CO4	To Evaluate securities using different Valuation Models

**HR01: Human Resource & Organizational Development (HROD)**

Sr. No.	COs	Description
1	CO1	To understand the concept of human resource management and its relevance in organizational development.
2	CO2	To apply the necessary skill set for application of various HR issues.
3	CO3	To analyse the strategic issues and strategies required to select and develop manpower resources
4	CO4	To appraise the performance of the employees in the organisation

**HR02: Legal Framework Governing Human Relation Part-1 (LFGHR-1)**

Sr. No.	COs	Description
1	CO1	To understand the legal Structure of Industrial Laws
2	CO2	To familiarise with the role of management and unions in the promotion of industrial relations (L2)
3	CO3	To apply the aspects of employment law to real work place situation
4	CO4	To analyse the labour relation issues and its management

**IB01: International Marketing (IM)**

Sr. No.	COs	Description
1	CO1	To understand the environmental and organizational constraints that act on the development of an effective international marketing strategy
2	CO2	To apply the basic concepts, theories, and principles of marketing to international marketing
3	CO3	To analyze contemporary issues inclusive of social and cultural, which impact international marketing operations
4	CO4	To evaluate the international marketing processes involved in a successful marketing effort

**IB02: International Business Environment & Foreign Exchange Economics**



Sr. No.	COs	Description
1	CO1	To understand the concept of international businesses in changing environment and benefits of globalizations
2	CO2	To apply the business theories, investment theories, exchange rate theories and regional trading bloc theories and their impact on economic welfare
3	CO3	To analyse the principle and different exchange rate regimes' impact on businesses
4	CO4	To appraise the concept and opening economies of developing countries like India through RTB and multilateral route (WTO).

### 4th Semester

#### 401: Strategic management (SM)

Sr. No.	COs	Description
1	CO1	To understand business strategy & policy of strategic management process.
2	CO2	To categorize the business portfolio, strategic business units and product life cycles
3	CO3	To apply the knowledge and abilities in formulating strategies and strategic plans
4	CO4	To analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment
5	CO5	To evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

#### 402: Information Systems Management (ISM)

Sr. No.	COs	Description
1	CO1	To understand basic concepts of MIS and its component.
2	CO2	To apply knowledge of information system models for decision making.
3	CO3	To apply transformational skills to convert raw data in processed data used in appropriate conclusions
4	CO4	To analyse management activities in context of system concept of MIS
5	CO5	To evaluate system applications for object oriented programming.

#### MK03: Retail Management (RM)

Sr. No.	COs	Description
1	CO1	To understand the functions of retail business and various retail formats and retail channels.
2	CO2	To distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix
3	CO3	To identify various retail opportunities and evaluate the strategies associated with each type of opportunity
4	CO4	To analyze Retail Market and Financial Strategy including product pricing





5	CO5	To evaluate current retailing trends based on consumer, legal and competitive environments
<b>MK04: Service Marketing (SM)</b>		
Sr. No.	COs	Description
1	CO1	To recognise how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems
2	CO2	To identify the major elements needed to improve the marketing of services
3	CO3	To examine the nature of services, and distinguish between products and services
4	CO4	To appraise the nature and development of a services marketing strategy
5	CO5	To develop marketing planning and control systems appropriate to service-based activities
<b>FM03 : Project Management (PM)</b>		
Sr. No.	COs	Description
1	CO1	Understand project characteristics and various stages of a project.
2	CO2	Understand the How Subcontract Administration and Control are practiced in the Industry
3	CO3	Apply the risk management plan and analyse the role of stakeholders
4	CO4	Analyze the learning and understand techniques for Project planning, scheduling and Execution Control
5	CO5	To develop the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic
<b>FM04 : Strategic Tax Planning and Tax Management (STPTM)</b>		
Sr. No.	COs	Description
1	CO1	To Understand the concept of Tax Planning
2	CO2	To Apply the knowledge of Tax Planning in respect of Capital Structure.
3	CO3	To Analyse the tax Liabilities of Companies
4	CO4	To Evaluate the Tax Management
<b>HR03 : Compensation Planning (CP)</b>		
Sr. No.	COs	Description
1	CO1	To understand concept of compensation in context of wages and salary payment.
2	CO2	To apply compensation system as a tool for employee motivation.
3	CO3	Ability to Categorise the concept compensation structure in context of various business organisations.
4	CO4	To evaluate the wage law and other labour law schemes in India.
5	CO5	Ability to develop systematic approach of job evaluation.
<b>HR04: Legal Framework Governing Human Relation Part-2 (LFGHR-2)</b>		





Sr. No.	COs	Description
1	CO1	To understand the legal Structure of Labour Laws
2	CO2	To apply the aspects of employment law to real work place situation
3	CO3	To analyse the labour relation issues and its management
4	CO4	To familiarise with the role of management and unions in the promotion of industrial relations.
<b>IB03: Export Management &amp; Documentation (EMD)</b>		
Sr. No.	COs	Description
1	CO1	To understand the concept of export and discuss the process of export marketing
2	CO2	Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
3	CO3	Analyse the principle of international business and strategies adopted by firms to expand globally
4	CO4	To evaluate international channel distribution system.
5	CO5	To apprise them of the documentation procedures and its sanctity in Intl' Business.
<b>IB04: International Logistics Management (ILM)</b>		
Sr. No.	COs	Description
1	CO1	To Understand the objectives, elements and importance of international logistics.
2	CO2	To summarize the role of marketing and physical distribution in logistics.
3	CO3	To. Analyse the export financing and pricing techniques
4	CO4	To Evaluate export import documentation requirement and role of the intermediaries
<b>OP01: Production and Operation Management (POM)</b>		
Sr. No.	COs	Description
1	CO1	To understand the fundamentals of production and operation management, including processes, systems, and strategies, facilitating effective decision-making in operations.
2	CO2	To analyze forecasting methods, apply time series analysis, and implement work measurement techniques for efficient production and operation management decisions.
3	CO3	To apply production planning techniques, students will develop schedules, allocate resources, and optimize workflows for efficient manufacturing operations.
4	CO4	To analyze and manage inventory efficiently, apply VED analysis, and calculate EOQ, optimizing production processes for effective operations.
<b>OP02: Insurance and Risk Management (IRM)</b>		
Sr. No.	COs	Description
1	CO1	To Summarise and categorise the various risks faced by an organization.
2	CO2	To Apply the insurance mechanism in risk management

**NEW COURSE OUTCOME  
2022 to Till Date**



3	CO3	To Evaluate insurance laws and regulations framed for taxation and social welfare.
4	CO4	To Design insurance and risk management program and documents for a business organization.

**New Course Outcomes (COs) MBA**

**Semester 1st**

**101: Principles & Practices of Management (PPM)**

Sr. No.	COs	Description
1	CO1	To understand management's foundational concepts, its role in organisational success, the historical evolution of management thought, and the various approaches to effective management on modern business practises.
2	CO2	To Learn essential skills and tools required for effective strategic planning and decision-making such as PERT- CPM in planning, forecasting methods, environmental assessment techniques etc. to solve complex business challenges and optimise their organization's performance.
3	CO3	To Understand and apply the decision-making process, use effective methods, and use decision-support tools to make strategic, informed decisions that help the organisation succeed.
4	CO4	To Develop organisational design and structure, including effective organising, span of control, and modern matrix structures, to improve operational effectiveness.
5	CO5	To develop the abilities to design effective control mechanisms, assess and evaluate organisational performance, and manage workplace issues to maintain and improve organisational productivity.

**102: Managerial Economics (ME)**

Sr. No.	COs	Description
1	CO1	To Understand the Nature, Scope, and Significance of Managerial Economics and its Relationship with other Disciplines.
2	CO2	To Interpret regression analysis and discuss why it's employed in decision-making.
3	CO3	To Explain uniform pricing and how it relates to price discrimination and total revenue.
4	CO4	To Understand the four basic market models of perfect competition, monopoly, monopolistic competition, oligopoly, and how price and quantity are determined in each mode
5	CO5	To Identify appropriate macro policy options in response to the state of the economy; understand the effectiveness and limitations of fiscal and monetary policy for a given state of the economy; choose an appropriate fiscal and monetary policy for a given state of the economy

**103: Accounting for Managers (AfM)**

Sr. No.	COs	Description
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1	CO1	To understand the financial accounting concepts, principles, and conventions to enhance managerial decision-making and financial reporting proficiency.
2	CO2	To apply the double-entry system of accounting, ensuring accurate recording and interpretation of financial transactions for managerial decision-making.
3	CO3	To analyze financial statement and ratios for enabling effective evaluation of business performance and strategic decision-making
4	CO4	To develop skills in fund flow analysis and cash flow analysis to assess financial stability, liquidity, and strategic resource allocation, enhancing managerial decision-making in dynamic business environments.
5	CO5	To Develop a comprehensive understanding of cost accounting principles and practices to facilitate effective cost control, resource allocation, and informed managerial decision-making

#### 104: Statistics for Managerial Decision Making (SMDM)

Sr. No.	COs	Description
1	CO1	To understand and apply the graphical and numerical descriptive statistics in managerial decision-making.
2	CO2	To understand and apply the measures of dispersion, skewness, and kurtosis in business problems.
3	CO3	To understand and apply the correlation and regression to analyze underlying relationships in solving business decision-making.
4	CO4	To articulate and apply probability rules and concepts, Bayes' theorem and Probability theoretical distributions in business decision-making.
5	CO5	To apply and analyze various estimation theories and hypothesis testing (inferential statistics) through various tests.

#### 105: Business Environment (BE)

Sr. No.	COs	Description
1	CO1	To explain the concept of business environment and its strategic implications.
2	CO2	To analyze the different economic systems, planning models, policies, and trends in the Indian economy
3	CO3	To apply their knowledge of social and political factors to develop strategies for managing these factors to their advantage.
4	CO4	To evaluate the impact of technological and natural environments on business and economic development.
5	CO5	To evaluate the challenges and opportunities of economic development and create a new business plan for an MSME that addresses these challenges and opportunities.

#### 106: Business Communication (BCM)

Sr. No.	COs	Description
1	CO1	To learn and understand the fine prints of Business Communication with all the initial concept of Communication in organisation.





2	CO2	To equip individuals with the essential communication and presentation skills needed for success in getting selected for Job or for effective working at the workplace.
3	CO3	To enhance the skills of writing Business letters in the required format as per the required situation.
4	CO4	To enhance the skills of writing official communication as and when required at the workplace.
5	CO5	To learn how to use social media effectively for communicating and for spreading information in the outside world.

#### 107: Computer Applications (CA)

Sr. No.	COs	Description
1	CO1	To summarize fundamental computer concepts, including its key components, software, and operating system.
2	CO2	To gain proficiency in Microsoft Office applications such as MS Word and MS PowerPoint.
3	CO3	To understand and apply the basic knowledge of MS Excel.
4	CO4	To learn to effectively utilize basic formulas and functions in MS Excel.
5	CO5	To acquire proficiency in applying conditional formatting, data sorting and filtering, and creating/editing pivot charts and tables in MS Excel.

### 2nd Semester

#### 201: Marketing Management (MM)

Sr. No.	COs	Description
1	CO1	To understand relevant functional areas of marketing management and its application.
2	CO2	To explain the different concepts of marketing.
3	CO3	To apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
4	CO4	To analyze the factors affecting the marketing environment through market research.
5	CO5	To develop skills in the identification and resolution of problems in marketing management.

#### 202: Organizational Behaviour (OB)

Sr. No.	COs	Description
1	CO1	To understand the conceptual framework of the discipline of OB and its practical applications in the organizational set up.
2	CO2	To critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline
3	CO3	To deeply understand the role of individual, groups and structure in achieving organizational goals effectively and efficiently.
4	CO4	To correlate the complexities associated with human resources handling in organizations.
5	CO5	To accept and embrace in working with different people from different cultural and diverse background in the workplace.



203: Research Methodology (RM)		
Sr. No.	COs	Description
1	CO1	To understand the concept of research and its application in various managerial areas.
2	CO2	To demonstrate the ability to choose methods appropriate to research aims and objectives
3	CO3	To show enhanced writing skills
4	CO4	To improve advanced critical thinking skills
5	CO5	To develop skills in qualitative and quantitative data analysis and presentation
204: Operations Research (OR)		
Sr. No.	COs	Description
1	CO1	To understand and apply the ideas of Operation Research in managerial decision making.
2	CO2	To understand, analyze, and evaluate the formulation of linear programming models and feasible solutions to transportation problems.
3	CO3	To understand, analyze, and solve the problems related to Game theory and Job sequencing.
4	CO4	To understand, apply, and analyze the SQC, different charts, and to evaluate the problems of dynamic programming.
5	CO5	To understand, apply, and analyze Project management through CPM and PERT techniques.
205: Financial Management (FM)		
Sr. No.	COs	Description
1	CO1	To understand various concepts related to Financial Management
2	CO2	To appraise the implication of the financial environment and valuation techniques.
3	CO3	To analyze the complexities associated with management of cost of funds in the capital Structure
4	CO4	To develop critical thinking and problem solving competencies
5	CO5	To evaluate financial risk and its relation to investment return
206: Introduction to Sustainable Development (ISD)		
Sr. No.	COs	Description
1	CO1	To define and understand the concept of sustainable development, including its historical context, key principles, and evolving definitions.
2	CO2	To understand the principles and concepts of product sustainability management and its importance in the context of sustainable development.
3	CO3	To analyse and reflect on the ethical dimensions of integrating sustainability into business practices, including social justice, equity, and responsible governance.
4	CO4	To evaluate the benefits and challenges of incorporating sustainable design and green supply chain practices from a business perspective.
5	CO5	To Analyze the impact of Supply chain on Sustainability and also to understand about sustainability reporting



207: Human Resource Management (HRM)		
Sr. No.	COs	Description
1	CO1	To integrate the knowledge of HR concepts & HR metrics to take correct business decisions.
2	CO2	To measure and forecast HR supply and demand, do Job analysis, and design Job specifications.
3	CO3	To understand and apply the concepts of Job Satisfaction, Employee Loyalty, Commitment & Motivation.
4	CO4	To understand and apply the concepts of Job Analysis.
5	CO5	To understand the concept of recruitment, selection, leadership and stress management.
Semester 3rd		
301: Total Quality Management (TQM)		
Sr. No.	COs	Description
1	CO1	To illustrate the basic framework of TQM, and the philosophy given by quality gurus.
2	CO2	To demonstrate various quality tools utilization for continuous quality improvement.
3	CO3	To apply the various quality management techniques for business.
4	CO4	To understand planning, designing, and recognition in quality leadership
5	CO5	To apply various quality systems and auditing on the implementation of TQM.
302: Entrepreneurship & Small Business Management Supply Chain Management (ESM)		
Sr. No.	COs	Description
1	CO1	To understand the key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise.
2	CO2	To impart basics of entrepreneurial skills for better understanding of current scenario
3	CO3	To make effective decisions while following strategies for promoting entrepreneurial climate
4	CO4	To analyse the entrepreneurial activities
5	CO5	To evaluate the institutional support at various levels for determining the entrepreneurial climate
303: Business Legislations (BL)		
Sr. No.	COs	Description
1	CO1	To understand the objectives, scope and application of the Indian Contract Act, 1872.
2	CO2	To interpret the objectives and applicability of the Sale of Goods Act, 1930, and Partnership Act, 1932.
3	CO3	To understand the objectives and scope of the Consumer Protection Act, 1986, and Negotiable Instrument Act, 1881.
4	CO4	To analyse the provision of the Indian Companies Act, 2013.
5	CO5	To understand the provisions of the various acts regarding Intellectual Property Rights.





MK01: Consumer Behaviour (CB)		
Sr. No.	COs	Description
1	CO1	To understand the role of consumer behaviour in marketing decision-making and its various constituents.
2	CO2	To differentiate the various models of consumer decision-making.
3	CO3	To analyze the individual determinants of consumers i.e., personality and perception.
4	CO4	To analyze the individual determinants of consumers i.e., learning and attitude.
5	CO5	To understand the role of the reference group, family, and culture in the consumer decision-making process.
MK02: International Marketing (IM)		
Sr. No.	COs	Description
1	CO1	Analyze the theories of international marketing and trade to explain the global marketplace.
2	CO2	Identify the political, cultural, and legal risks of international business and develop strategies to mitigate them.
3	CO3	Evaluate the different foreign market entry strategies and select the one that is most appropriate for a given company.
4	CO4	Analyze the export-import current scenario in India, apply the concepts of foreign exchange market, and exchange risk to manage export operations.
5	CO5	Analyze the intellectual property rights framework of the WTO, TRIPS, and WIPO, and its implications for Indian patent law.
FM01: Goods & Services Tax (GST)		
Sr. No.	COs	Description
1	CO1	To Develop a strong foundation in Goods and Services Tax (GST) through an introduction and comprehensive understanding of its definition and implications
2	CO2	To understand the concept of supply, levy and collection mechanisms, facilitating a sound understanding of GST implementation
3	CO3	To understand the concept of time of supply for goods and services as well as the reverse charge mechanism, ensuring adept GST compliance
4	CO4	To analyze, assess, and calculate the value of taxable supply in Goods and Services Tax (GST), demonstrating proficiency in applying GST regulations to practical business scenarios
5	CO5	To analyze and apply the principles of input tax credit in Goods and Services Tax (GST), demonstrating the ability to assess its relevance in different business scenarios and propose effective strategies for optimizing tax benefits.
FM02: Security Analysis and Investment Management (SAIM)		
Sr. No.	COs	Description
1	CO1	To understand different investment alternatives in the Market
2	CO2	To apply the concept of portfolio Management for better Investment Decision
3	CO3	Illustrate the correct use of tools for financial analysis for investment management

4	CO4	To Evaluate securities using different valuation models
5	CO5	Performance evaluation through different ratios like Treynor ratio, Sharpe ratio, Jentsentio & Style analysis
<b>HR01: Human Resource &amp; Organizational Development (HROD)</b>		
Sr. No.	COs	Description
1	CO1	To understand the concept of human resource development and its relevance in organizational development.
2	CO2	To learn and design the training and development program for the organization.
3	CO3	To apply and conceive the performance appraisal system in the organisation for the employees.
4	CO4	To understand HR audit and score card and the process involved in the organization.
5	CO5	To equip the plan of organizational development and its techniques.
<b>HR02: Legal Framework Governing Human Relations (LFGHR)</b>		
Sr. No.	COs	Description
1	CO1	To understand the provisions of the Factories Act 1948 within the legal framework governing human relations, enabling them to assess workplace compliance, recommend improvements, and ensure the welfare of employees
2	CO2	To understand the definitions, rules, and regulations of the Trade Union Act 1926, showcasing the ability to assess legal implications, provide guidance on trade union activities, and contribute to the development of a compliant labour environment.
3	CO3	To apply the definitions, rules, regulations, procedures, powers, and duties outlined in the Industrial Dispute Act 1947, showcasing the ability to navigate complex labour disputes and providing legal guidance.
4	CO4	To analyze the provisions of the Industrial Employment Act 1947 and The Apprentice Act 1961, demonstrating the ability to navigate employment laws and support workforce development effectively within an organizational context.
5	CO5	To apply the provisions of the Employee Provident Fund Act, 1952, and Payment of Gratuity Act, 1972, demonstrating the ability to manage employee benefits, ensure compliance, and promote a fair and legally sound workplace environment.
<b>4th Semester</b>		
<b>401: Strategic management (SM)</b>		
Sr. No.	COs	Description
1	CO1	To understand business strategy & policy of strategic management process.
2	CO2	To categorize the business portfolio, strategic business units and product life cycles
3	CO3	To apply the knowledge and abilities in formulating strategies and strategic plans
4	CO4	To analyze the competitive situation and strategic dilemma in dealing with dynamic global business environment





5	CO5	To evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences
<b>402: Management Information System (MIS)</b>		
Sr. No.	COs	Description
1	CO1	To understand the basic concepts of MIS & its component, including concern regarding file & database organization.
2	CO2	To apply knowledge of information system structures and subsystems based on management activities and organizational functions.
3	CO3	To understand how MIS supports decision-making by employing various tools, the basic concept and value of information in decision-making, and role of humans as information processors.
4	CO4	To understand various system concepts including models and types, with a focus on MIS, and apply CASE tools.
5	CO5	To understand the various stages of SDLC, RAD, end-user computing, and OOP alongside the integration of contemporary and emerging technologies.
<b>MK03: Integrated Marketing Communications (IMC)</b>		
Sr. No.	COs	Description
1	CO1	To understand the concept of integrated marketing communications, including its tools, components, and process.
2	CO2	To describe the concept and significance of integrated marketing communication, develop communication plans.
3	CO3	To describe and demonstrate the significance of integrated marketing communication techniques, including social media platforms, digital advertising pricing, and e-sales promotion.
4	CO4	To discuss and interpret the significance of direct marketing, analyse factors driving its growth, and implement database management, testing, market research, and relationship marketing strategies within integrated marketing communication.
5	CO5	To discuss and demonstrate the communication program, brand building through communications and perceptions of the consumers.
<b>MK04: Service Marketing (SM)</b>		
Sr. No.	COs	Description
1	CO1	To Analyze customer behaviour in service encounters using the Three-Stage Model of Service Consumption.
2	CO2	To Develop comprehensive strategies for planning, creating, and distributing services.
3	CO3	To Differentiate and analyze pricing strategies for services, including market segmentation and competitive positioning.
4	CO4	To Apply principles of service process design and management, optimizing service delivery processes.
5	CO5	To Evaluate and implement profitable service strategies to foster customer loyalty and firm relationships.
<b>FM03: Financial Risk Management (FRM)</b>		
Sr. No.	COs	Description
1	CO1	To recognize financial risks, understand their impact, and explore basic risk management strategies for informed decision-making in business.





2	CO2	To understand market and credit risks, understand market mechanisms, and assess efficiency, enabling informed decision-making for effective financial risk management.
3	CO3	To understand commodity risk, quantify financial risk, and apply appropriate measurement tools for effective management, enhancing financial decision-making skills.
4	CO4	To apply financial methods for measuring risk, including value at risk and standard deviation, to assess and manage potential financial uncertainties effectively
5	CO5	To apply financial engineering techniques and hedging strategies effectively, managing risks to enhance financial stability and optimize investment portfolios
<b>FM04 : Foreign Exchange Management (FEM)</b>		
<b>Sr. No.</b>	<b>COs</b>	<b>Description</b>
1	CO1	To equip the students with the foreign exchange management concepts
2	CO2	To explain the exchange rate fluctuations in the market and recognize opportunity of managing exchange risk using the forward markets
3	CO3	To provide an introduction to futures and overview of financial future markets
4	CO4	To Explain the differences between foreign exchange spot and forward markets
5	CO5	To understand the different types of exchange rate risks in international Transaction
<b>HR03 : Performance Management System (PMS)</b>		
<b>Sr. No.</b>	<b>COs</b>	<b>Description</b>
1	CO1	To Understand the key principles and concepts of performance management.
2	CO2	To Understand and analyze the process of performance appraisal.
3	CO3	To Analyze the role of mentoring in employee development and its impact on job satisfaction and retention.
4	CO4	To Evaluate and analyze best practices of Performance management System for improving workplace productivity
5	CO5	To examine the importance of performance appraisal in employee development and organizational success.
<b>HR03 : Human Resource Planning (HRP)</b>		
<b>Sr. No.</b>	<b>COs</b>	<b>Description</b>
1	CO1	To understand the concept of human resource planning and also to understand the influence of various factors on Human Resource Planning.
2	CO2	To understand and implement the methods required to determine the need of Human Resource.
3	CO3	To understand the analysis of Human Resource Supply.
4	CO4	To understand the ways how to improve the productivity of human resource in the Organisation.
5	CO5	To Analyze the tools and techniques of HRP by understanding the concept of Job analysis and Job Evaluation.
<b>OP01: Production and Operation Management (POM)</b>		
<b>Sr. No.</b>	<b>COs</b>	<b>Description</b>
1	CO1	To understand the fundamentals of production and operation management, including processes, systems, and strategies, facilitating effective decision-making in operations.



2	CO2	To analyze forecasting methods, apply time series analysis, and implement work measurement techniques for efficient production and operation management decisions.
3	CO3	To apply production planning techniques, students will develop schedules, allocate resources, and optimize workflows for efficient manufacturing operations.
4	CO4	To analyze and manage inventory efficiently, apply VED analysis, and calculate EOQ, optimizing production processes for effective operations.
5	CO5	To understand quality fundamentals, understand ISO standards, and apply new QC tools, enhancing production efficiency and ensuring product excellence.
<b>OP02: Supply Chain Management (SCM)</b>		
Sr. No.	COs	Description
1	CO1	To Understand the framework and scope of supply chain management.
2	CO2	To Understand the foundational role of logistics towards transportation purchasing and warehousing functions.
3	CO3	To Plan the demand, inventory and supply, and optimize supply chain network.
4	CO4	To Analyze the emerging trends and impact of IT on Supply chain management.
5	CO5	To Strengthen integrative management analytical and problem-solving skills.

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