



		CO No	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
SDC-I	Skill Development Course - I (Insurance Promotion)	CO1	List the field level structure and functioning of insurance sector and it's role in protecting the risks.	2	2			2				2							
		CO2	Recall pertaining skills and their application for promoting insurance coverage	2	3			3				2							
		CO3	Explain the Insurance Agent examination conducted by IRDA	3	2			1				2							
		CO4	Summarize 'promoting insurance coverage practice' as one of the career options.	2	1			3				1							
1A	PRINCIPLES OF MANAGEMENT	CO1	Explain the concept of Management, its levels and functions.			3			1	2	2								
		CO2	Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals.			2	3		2								1		
		CO3	Discuss the planning process, its types and various decision making models.			2	3					2		1					
		CO4	Evaluate the nature of organization structure, and its different types explaining Span of Control.				2	3			1								2
		CO5	State the directing principles, its components and apply the control methods.		3					2	1								2
1B	MANAGERIAL ECONOMICS	CO1	Develop to take business decisions in different business situation using theory and concept.			2						2		2					
		CO2	Categorize consumer behavior and their utility for their consumption through utility, consumer equilibrium, indifference curve & demand concept.			2		2	2										
		CO3	Experiment the concept of demand and elasticity practically.			2	1					3							
		CO4	Assess the relationship between price and output determination in different market structure.					2	2		2								
		CO5	Demonstrate future demand of a product using qualitative and quantitative techniques.		1				2		3				2				
DSC 3A	FUNDAMENTALS OF MARKETING AND DIGITAL	CO1	Demonstrate the Importance of Marketing for Business	3			3				2		2	2					
		CO2	Assess how segmentation helps to reach target markets and customers practically			3			2	2			2				2		





		CO No	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		CO2	Develop an understanding of the concepts related to EDI and web-based tools used for electronic marketing	2						2					2			
CO3	Demonstrate the awareness about security risks pertaining to E-Commerce and digital tools that can help prevent and/or overcome these threats	2	2					2					2					
CO4	Build various concepts related to E-Payment Systems and Internet Banking	2		2				2										
CO5	Demonstrate the knowledge of various applications of E-Business laterally with legal and social impact of E-Commerce	3	2								2							

**SEMESTER III**

Course Code	Course Name	CO No	Course Outcome	PROGRAM OUTCOMES																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
ENG-III	English - III (A Course In Conversational Skills)	CO1	Discuss on Speaking fluently in English.	3	2	1							3	2					2	
		CO2	Demonstrate confidently in any social interaction.	2	2	1								2	2					3
		CO3	Summarize on professional discourse.	2	2	1								2	2					1
		CO4	Demonstrate critical thinking.	3	2	3								1	1					1
		CO5	Identify conversational skill by observing the professional interviews.	3	2	1								2	2					2
LSC-III	Life Skill Course - III (ENVIRONMENTAL EDUCATION )	CO1	List the nature, components of an ecosystem and that humans are an integral part of nature.	3									2	2						
		CO2	Write the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.	3										2	2					
		CO3	Explain the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.	3										2	2					
		CO4	Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.	3										1	2					
		CO5	List the international agreements and national	3										1	2					

			movements, and realize citizen's role in protecting environment and nature.																	
		<b>CO No</b>	<b>Course Outcome</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>		
LSC-IV	Life Skill Course - IV (ANALYTICAL SKILLS)	CO1	Identify the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.	3			3	3					2	1						
		CO2	List the competency in the use of verbal reasoning.	3			2	3						2	1					
		CO3	Apply the skills and competencies acquired in the related areas.	2			2	1							2	1				
		CO4	Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outstand the campus.	2			3	3							2	1				
SDC-IV	Skill Development Course - IV (Online Business)	CO1	Identify the online business and its advantages and disadvantages	3	3					2			3	2				2		
		CO2	Recall new channels of marketing, their scope and steps involved	3	3					2				2	1				2	
		CO3	Summarize the procurement, payment process, security and shipping in online business	3	3					2				2	2				1	
		CO4	Develop new marketing tools for online business	2	2					2				2	1				2	
		CO5	List the search engine, payment gateways and SEO techniques.	3	2					3				3	2				2	
3A	ORGANIZATIONAL BEHAVIOUR	CO1	Demonstrate with a good understanding of concepts, goals, and functions of organizational behaviour		2				2				2							
		CO2	Remember the challenges and opportunities in organizational behaviour concept.	2	2									2						
		CO3	Evaluate the importance of personality in an organization.		3													2	1	
		CO4	Analyse effective learning skills and leadership qualities in an effective behaviour in an organization			2		1	2	3										
		CO5	Analyze the concept regarding importance of organization culture, organization change and organization development.	2				2						2						

		CO No	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
DSC 2C	SEO	CO1	Review on Search Engine and how it works	3		3		2	2				2							
		CO2	Illustrate Website needs		2			2						2	2	2				
		CO3	Appraise the constructs of Search engine friendly websites	2	2		2							2		2				
		CO4	Recommend inbound Links from other Web Sites to increase conversion rate	3					2	2					2				2	
		CO5	Review SEO impact on Digital Marketing Strategy	2	2	2			2						2					
3C	FINANCIAL MANAGEMENT	CO1	Demonstrate a good understanding of concepts, goals and functions of financial management.	3				2					1	2						
		CO2	Analyze the pattern of fund requirement and associated risk through financial planning.		2			2						2						
		CO3	Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity	2		2			2											
		CO4	Estimate various capital structure theories and factors affecting capital structure decisions in a firm.		2		2							2	2					
		CO5	Determine optimum capital structure and cost of capital of various sources like equity, debt, preference and retained earnings.	2	2				2					2						
		CO6	Synthesize determinants of working capital requirement of the company and its tools for smooth functioning of business.	2		2		2							2					
<b>SEMESTER IV</b>																				
Course Code	Course Name	CO No	Course Outcome	PROGRAM OUTCOMES																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
DSC 1D	TRAINING AND DEVELOPMENT	CO1	To develop an understanding of the evolution of training & development from a tactical to a strategic function .	2	2				2				2							
		CO2	To provide an insight into what motivates adults to learn and the most appropriate methodologies to impart training	3	2				2					2						

		CO No	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15			
		CO3	To understand the concept of training audit & training evaluation.	2	2			3				2		2							
		CO4	To learn how design a training module and execute it.	3	2	2			2												
		CO5	To understand the need for and concept of Performance Management.	2	2			2			2		2								
DSC 2D	BUSINESS LAWS	CO1	Students will understand of the concepts Company Law.	3	2							2	2								
		CO2	They will come to know the Process of formation and registration of company.	3	2									2							
		CO3	They will understand the importance and of memorandum of association and Article of association	2	2										2	2					
		CO4	They will understand legal rules related to issue of Prospectus and shares.	2				2	2				1	2							
		CO5	They will come to know the Process of winding up of company.	3	2	2									2						
DSC 3D	Micro, Small & Medium Enterprises Management	CO1	Define the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2							2	3								
		CO2	Explain the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2								2	2							
		CO3	Illustrate the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2									2	2						
		CO4	Examine the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2									2	2						
		CO5	Evaluate the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.	2	2	2						2			2						

		CO No	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
DSC 4D	INTERNATIONAL BUSINESS	CO1	Developed an understanding of major issues related to international business .	3	2									2						
		CO2	Access the different entry modes in the international business	3	2			2			2	2								
		CO3	Analyze the recent trends in India foreign trade policy and its procedures	2	2		2	2						2						
		CO4	Demonstrate the various channels of distribution used in international business, its procedure and promotion tools used in export and import.	3	2			2	1											
		CO5	Evaluate export documentation and its procedures in the international business	2		2							2	2						
DSC 5D	SEM & AFFILIATE MARKETING	CO1	Understand elements of search engine marketing plan.	2				3	2				2	2						
		CO2	Create effective landing pages by understanding web users' behavior			2		2					2	2					2	
		CO3	Describe how Affiliate marketing helps in building performance-base		2		2		2											
		CO4	Criticism on how Affiliates can rapidly scale your traffic and sale	3				2			2	2							2	
		CO5	Examine PPC activities	2			2	2							2				2	
DSC 6D	CYBER LAW	CO1	Define and describe the nature and scope of cybercrime	3	2							2	2							
		CO2	Develop knowledge of major incidents of cybercrime and their resulting impact	3	2									2						
		CO3	Analyze and discuss national and global digital law enforcement efforts	2	2									2	2					
		CO4	Discuss specific laws and policies governing cybercrime detection and prosecution	2				2	2				1	2						
		CO5	Discuss the Cybercrimes in India and in other countries- A Comparison	3	2	2									2					

SEMESTER V																		
Course Code	Course Name	CO No	Course Outcome	PROGRAM OUTCOMES														
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
6A	PRODUCT & BRAND MANAGEMENT	CO1	Review the nuances of product and product concepts, and understand key principles of branding	2	2							2	2					
		CO2	Explain branding concepts and ideas in their own words	2	2							2						
		CO3	Determine the brand equity and brand performance	2	2							2	2					
		CO4	Formulate effective brand strategies for consumer and business goods and services.	2	2	2												
		CO5	Demonstrate the ability to conduct a critical brand audit, including recommendations for changes and improvement in brand management.	2	2	2						2	2					
7A	SALES MANAGEMENT	CO1	Develop a plan for organizing, staffing and training a sales force	3	2								2					
		CO2	Explain the Steps taken for Management of Sales Territory	2	2			2										
		CO3	Discuss the Procedure for sales quota and its impact on effectiveness on Organisations objective	3	2	2												
		CO4	Review the Survey on Sales force motivation and compensation - Gap Identification and offer suggestions towards it	3	2								3					
		CO5	Explain Case study in Indian context															
		CO6	Prepare PPT on sales presentation	2	3							2	2					
6A	CONTENT MARKETING	CO1	Define how Content impacts a customer's buying decision		2	2			2	2			2					
		CO2	Determine the types of content for Website Promotion	2		2				2	2						2	
		CO3	Create Content strategy and planning for Digital Marketing		2			2	2				2			2		
		CO4	Discuss the Word Press design	2			2		2					2	2			
		CO5	Design Website through Word press	2		2		2	2				2					
7A	CONTENT	CO1	Setup and Install Local Host based Website	3	2							2	2			2		

	MANAGEMENT SYSYTEM	CO No	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
		CO2	Explain the Steps in Creating Website using Wordpress		2		2							2			2		2
CO3	Apply Plugins, theme for creating websites for better performance		2				2				2		2				2		
CO4	Demonstrate the process of Domains and its authority	2			2					2			2			2			
CO5	Describe Webhosting and webserver		2				2					2		2			2		
6A	MOBILE MARKETING	CO1	Explain Make use of mobile devices to promote products and services	2	3		2		2						2				
		CO2	Categorise Mobile marketing activities and campaigns	3		3		2					2			2			
		CO3	Demonstrate Augmented Reality Campaign Delivery Option	2	2							2		2				2	
		CO4	Apply SEO and Advertising concepts to Mobile Websites	2			2		2	2						2			
		CO5	Arguments and Recommendations about App Marketing		2	2						2	2						2
		CO6	Impact and correlation of Social Media and Mobile marketing	2	2			3						2	2				2
7A	E-MAIL MARKETING	CO1	Recognize the current landscape of the Digital Business				3	2		2	2					2			
		CO2	Recommendations on E-Mail Marketing				2			2			2		2		2		
		CO3	Interpret the Email Marketing Strategy of different products/brands			3							2		2		2		
		CO4	Review the customer attitude towards E-mail campaigns	2	2			3			2		2					2	
		CO5	Tracking Email Marketing Reports	3	2		3		2					2				2	