



P.K.R. ARTS COLLEGE FOR WOMEN
Accredited with 'A' Grade by NAAC
Autonomous Institution-Affiliated to Bharathiar University
Gobichettipalayam

DEPARTMENT OF MANAGEMENT

Master of Business Administration

S.No	PSO(Programme Specific Outcome)
1	Illustrate the comprehensive knowledge on managerial principles, accounting and marketing operations.
2	Communicate ideas and thoughts with intelligibility by writing and presenting the reports effectively at higher level research, business and professional career
3	Apply professional skills and think critically to search suitable solutions to the issues relating to business and economy.
4	Use research based knowledge and research methods to provide constructive suggestions and recommendations for the business problems
5	Perform efficiently as an individual and as a member or leader in assorted teams and multidisciplinary settings
6	Integrate the indispensable human values and ethics to become respectable businessmen and law-abiding citizens
7	Adapt updated technology and appropriate resources required for establishment / expansion of business practice through self-paced and self-directed learning

S.No	PO(Programme Outcome)
1.	Disciplinary knowledge: Demonstrate critical and systematic proficiency about the breadth and depth of the basic and emerging trends in the arts and science streams appropriate to the programme.
2.	Communication skills: Communicate ideas clearly and effectively through verbal and non-verbal forms to specialist and non-specialist audiences with professionalism and multi-disciplinary approach.
3.	Critical thinking, problem solving and analytical reasoning: Apply appropriate knowledge and skills to identify, formulate, critically analyse and substantially conclude with simple solutions to problems.
4.	Research skills and reflective thinking: Explore real-time scenarios, analyse and interpret data and information, articulate and support findings with evidences incorporating economic and business practices to reach valid conclusion.
5.	Teamwork and Leadership skills for interpersonal competence: Ability to interact, communicate and collaborate in a trans-disciplinary context.
6.	Continuous autonomous learning and digital literacy: Ability to find, evaluate and compose clear information for self-directed learning through conventional and digital media.
7.	Social consciousness with concern for environment: Capability to synthesise the economic, legal, social, environment, health, safety and cultural dimensions of the society with moral and ethical reasoning and promote equity through sustainable development practices

Academic Year 2026-2027

26BAP01	CORE:I MANAGEMENT PROCESS AND COMMUNICATION	SEMESTER	LEVEL
CO1	Enumerate various managerial competencies and approaches to management	I	K1
CO2	Explain the role and need of planning, organizing, decision making and controlling and the need for communication.		K2
CO3	Make use of the principles of goal setting and planning for simple as well as complex tasks and small projects.		K3
CO4	Compare and contrast various organizational structures of variety of business and not-for-profit entities in a real world context.		K4
CO5	Build a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations		K5
CO6	Formulate and discuss a basic communication skills and controlling model in a real life business, start-up and not-for-profit organizational context.		K6
26BAP02	CORE:II BEHAVIOURAL SCIENCE	SEMESTER	LEVEL
CO1	Recall the conceptual framework of OB and communication and its practical applications in the organizational setup.	I	K1
CO2	Explain the important issues pertaining to individual and group communication behavior aspects in an organization.		K2
CO3	Apply the rudiments of various forms of business and corporate communication in varied settings.		K3
CO4	Outline the applications of organizational challenges, sources, change, power and conflict.		K4
CO5	Evaluate the OB framework to real life management situations through case analysis		K5
CO6	Design the latest developments and cultivate an understanding about OB in business context.		K6
26BAP03	CORE:III ECONOMICS FOR EXECUTIVES	SEMESTER	LEVEL
CO1	Recollect the economic concepts and strategies and their contribution to business decisions	I	K1
CO2	Determine a cost efficient method of production, the relationship between demand and supply and the managerial implications		K2
CO3	Develop an insight into the different kinds of competition at the market place and the techniques adopted thereon		K3
CO4	Analyze the key skills on profit and investment analysis in economics.		K4

CO5	Design competitive strategies including pricing and product differentiation in accordance with the nature of market		K5
CO6	Determine the implications of government policy on industry and industrial business		K6
26BAP04	CORE:IV ACCOUNTING FOR MANAGERS	SEMESTER	LEVEL
CO1	Recall the fundamental principles of accounting	I	K1
CO2	Explain the concepts used in financial, management and cost accounting to assist in management.		K2
CO3	Select the various tools of management and cost accounting necessary for effective decision making.		K3
CO4	Analyse the skills needed to apply the knowledge on the tools of financial, management and cost accounting		K4
CO5	Evaluate the Final Accounts, financial statement, budget and marginal costing.		K5
CO6	Construct the reports of a company based on its funds flow, cash flow and marginal costing.		K6
26BAP05	Core: V DECISION MODELS FOR BUSINESS	SEMESTER	LEVEL
CO1	Reproduce all basic formulae covered in the syllabus.	I	K1
CO2	Explain in detail all the theoretical concepts.		K2
CO3	Apply the acquired knowledge and skills to the practical problems in business.		K3
CO4	Examine the use of mathematical and statistical techniques in business decision making process.		K4
CO5	Interpret the results of mathematical and statistical techniques for business decision making.		K5
CO6	Create and find the solution for the business situations using mathematical and statistical technique.		K6
26BAP06	CORE:VI OPERATIONS MANAGEMENT	SEMESTER	LEVEL
CO1	Recall the key concepts and issues of OM in both manufacturing and service organizations.	II	K1
CO2	Explain the elements of operations management with the transformation processes to enhance productivity and competitiveness.		K2
CO3	Apply analytical skills and problem-solving tools to resolve the organisation's operational issues.		K3
CO4	Audit plans and analyze various facility alternatives for capacity decisions to ensure a balanced line of production and effective utilization of resources.		K4
CO5	Assess aggregate capacity plans and MPS in operation environments with respect to their operational issues in the value addition processes for quality assurance in an organisation.		K5
CO6	Plan and implement appropriate principles and		K6

	contemporary practices in the firm's operations to compete in the dynamic business environment.		
26BAP07	CORE:VII FINANCIAL MANAGEMENT	SEMESTER	LEVEL
CO1	Recall the fundamental concepts used in financial management.	II	K1
CO2	Estimate an overview of the impact of cost of capital, capital structure, investment projects, working capital management and capital budgeting.		K2
CO3	Demonstrate the tools and techniques in financial management to handle real-time business situations		K3
CO4	Analyse the Cost of Capital, leverages, Capital structure, and Working capital of an organisation.		K4
CO5	Evaluate the projects using Cost of Capital, Capital structure, working capital and capital budgeting techniques.		K5
CO6	Construct the applications of financial management in real time business situations.		K6
26BAP08	CORE: VIII MARKETING MANAGEMENT	SEMESTER	LEVEL
CO1	Recall the concepts of marketing management	II	K1
CO2	Explain strong conceptual knowledge in the functional areas of marketing management		K2
CO3	Demonstrate the relevant functional areas of marketing management and its application		K3
CO4	Outline the analytical skills in identification and resolution of problems pertaining to marketing management		K4
CO5	Evaluate the emerging trends in marketing in a global perspective		K5
CO6	Design and apply newer concepts of marketing for business development		K6
26BAP09	CORE:IX HUMAN RESOURCE MANAGEMENT	SEMESTER	LEVEL
CO1	Memorize the key terms, concepts in the field of Planning, Recruitment, Selection and Compensation.	II	K1
CO2	Enumerate the emerging trends and practices in HRM.		K2
CO3	Apply the uses of job analysis, job description, job specification, ergonomics in industry and the methods of job evaluation.		K3
CO4	Analyze the role of trade unions, Grievance Handling Procedures, Industrial Disputes Resolution Mechanisms and stress management at work place.		K4
CO5	Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining		K5
CO6	Interpret the sample job descriptions and job specifications for contemporary entry level roles in		K6

	real world organizations.		
26BAP10	Core: X BUSINESS RESEARCH METHODS	SEMESTER	LEVEL
CO1	Outline the basic framework of research process in business context & understand the basic practice of statistics by using SPSS	II	K1
CO2	Infer the significance of research types of hypothesis and data concepts of parametric tests and interpretation.		K2
CO3	Demonstrate the types of research, procedure for testing hypothesis, methods used for data collection , data preparation process and perform descriptive analyses with SPSS		K3
CO4	Select the research problem, sample design, tools for data collection, statistical testing and types of reports and Formulate hypothesis and applying test of hypothesis in various Test of level of significance		K4
CO5	Evaluate the problems in research, types of sample design data preparation process, tools for analysis &report preparation.		K5
CO6	Design effective solutions for research problems in business context using concept of Non-Parametric tests and its application to test the level of significance in different form of Non-parametric tests.		K6
26BAP11	CORE: XI STRATEGIC MANAGEMENT (Open Source Exam)	SEMESTER	LEVEL
CO1	Recall the basics of strategy and its implications in an organization and community	II	K1
CO2	Explain the structure, environment, strategy process and models for effective strategic management		K2
CO3	Demonstrate the effective application of concepts, tools and techniques for solving organisational problems		K3
CO4	Show their capability of making their own decisions in dynamic business landscape		K4
CO5	Interpret the organisations ability to implement chosen strategies and identify the areas requiring change		K5
CO6	Categorize the strategies to adopt the current trends and face new challenges in the environment		K6
26BAP13	CORE: XIIIWORKPLACE COUNSELLING	SEMESTER	LEVEL
CO1	Understand the foundational principles and processes of counseling, including building relationships and facilitating initial disorder resolution.	III	K1
CO2	Demonstrate knowledge of various types of counseling and their applications, particularly in		K2

	the workplace context.		
CO3	Develop essential counselor qualities such as confidentiality, empathy, and active listening skills.		K3
CO4	Acquire the skills to set up and assess the need for workplace counseling, including training counselors and implementing different counseling models.		K4
CO5	Identify and address specific work-related problems such as absenteeism, work stress, and ethical issues, utilizing appropriate counseling techniques.		K5
CO6	Demonstrate an understanding of ethical considerations and responsibilities in decision-making, training, and counseling within the workplace, while adhering to ethical codes of conduct and promoting a supportive organizational culture.		K6
26BAPH1	CORE: Elective-H MANAGERIAL BEHAVIOR AND EFFECTIVENESS	SEMESTER	LEVEL
CO1	Remember the different attitudes and assumptions of managers about human nature and behaviour at work		K1
CO2	Understand different systems of management and relate systems to organisational characteristics		K2
CO3	Describe the basic and underlying philosophies for successful management of people		K3
CO4	Explain the criteria for evaluating the effectiveness of managers		K4
CO5	Compare the models and methods for designing the managerial Job		K5
CO6	Acclaim the importance of organisational and managerial efforts in fostering innovation and creativity		K6
26BAPH2	CORE: Elective-H STRATEGIC HUMAN RESOURCE MANAGEMENT	SEMESTER	LEVEL
CO1	Recall the basic concepts, strategies, environmental issues and models in SHRM		K1
CO2	explain the key areas of human behaviour in sustained organisation performance		K2
CO3	Make use of the HR Programs and its implications in current business world		K3
CO4	Demonstrate the ability to explain the importance of strategic options in the achievement of strategic change		K4
CO5	Compare and analyse human resource management problems in organisations and develop strategic solutions to these problems		K5
CO6	Ascertain the impact of Strategic International HRM		K6

	in promoting the development of an organisation in global scenario		
26BAPH3	CORE: Elective-H CAREER MANAGEMENT	SEMESTER	LEVEL
CO1	Remember the managerial knowledge in enhancing career options within the organization for sustaining employees	III	K1
CO2	Explain the various approaches for career development.		K2
CO3	Apply various models in Career development in the organizations context		K3
CO4	Analyse the factors related to quality of work life , family support and the cope up strategies.		K4
CO5	Evaluate and create a human resource support system in organizations.		K5
CO6	Design Career management models and strategies suitable for the organisation		K6
265BAPH4	CORE: Elective-H EMPLOYEE TRAINING & DEVELOPMENT	SEMESTER	LEVEL
CO1	Remember the concept of training and development need in different strategies, methods, evaluation and ethics in training	III	K1
CO2	Explain the needs and process of training evaluation and it outcomes.		K2
CO3	Apply modern, traditional training after learning the training methods.		K3
CO4	Analyse the need for employee development and issues related to that.		K4
CO5	Compare the training methodologies in this modern business environment and also the training ethics		K5
CO6	Develop critical thinking skills that help to recognize potential ethical dilemmas.		K6
26BAPF1	CORE: Elective-F SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	SEMESTER	LEVEL
CO1	Recognise the basic Investment alternatives and fundamental analysis of investment	III	K1
CO2	Illustrate the trading system and techniques of portfolio management		K2
CO3	Apply various tools for security analysis		K3
CO4	Analyze the share prices using fundamental and technical analysis		K4
CO5	Evaluate the portfolio performance using company analysis and charting methods.		K5
CO6	Construct the applications of investment decisions in the selection of Portfolio.		K6
26BAPF2	CORE: Elective-F MERCHANT BANKING AND FINANCIAL SERVICES	SEMESTER	LEVEL
CO1	Recollect the functions of merchant banking and		K1

	other Financial Services.	III	
CO2	illustrate the leasing, hire purchase activities and the significance of various types of Financial services		K2
CO3	Analyze the concept of mutual funds and various types of MFs and credit ratings		K3
CO4	Construct broad picture of mergers and acquisitions related activities		K4
CO5	Evaluate the Mutual Funds, Venture capital, Credit Rating and depositories		K5
CO6	Relate the applications of Financial services in real time business situations.		K6
26BAPF3	CORE: Elective-F MODERN BANKING	SEMESTER	LEVEL
CO1	Recollect the basic functions of banking operation and its regulation	III	K1
CO2	Explain the various products offered by the bank for its customers		K2
CO3	Apply various technologies for banking transactions and settlement system.		K3
CO4	Analyze the impact of technology in banking industry		K4
CO5	Evaluate the bank payment and settlement system from the customer view.		K5
CO6	Create the applications for the issues in the banking system.		K6
26BAPF4	CORE: Elective-F INTERNATIONAL FINANCIAL REPORTING STANDARDS	SEMESTER	LEVEL
CO1	Recall the basic concepts of the financial statements for understanding of stakeholders	III	K1
CO2	Explain the necessary requirements specified in Indian Accounting Standards while preparing and presenting the financial statements.		K2
CO3	Interpret and apply the ongoing developments for financial reporting		K3
CO4	Analyze the impact of GAAP,GASAB and its application for reporting and compliance		K4
CO5	Evaluate the financial statements for strategic decision-making		K5
CO6	Construct the reports of a company based on its Financial statements and other reporting standards.		K6
26BAPM1	CORE: Elective-M INTEGRATED DIGITAL COMMUNICATION	SEMESTER	LEVEL
CO1	Memorize the marketing communication concepts and provide students with the essential philosophies and practices of marketing and digital marketing		K1

	technologies.	III	
CO2	Explain the methodologies, tools and technologies involved in digital marketing applying communication methods for marketing.		K2
CO3	Compare the marketing communication methods marketers used by companies as part of their integrated digital communication strategy		K3
CO4	Analyse the advertisement media and tactics at corporate and marketing level.		K4
CO5	Interpret how marketers use integrated digital communication in their campaigns in order to execute marketing strategy		K5
CO6	Create advertisements with the application of digital marketing tools		K6
26BAPM2	CORE: Elective – BRAND MANAGEMENT	SEMESTER	LEVEL
CO1	Understand the fundamentals of brand management and career prospects in the evolving field, particularly in the context of Industry 4.0.	III	K1
CO2	Analyze how marketers leverage branding strategies to gain strategic advantages in the digital landscape.		K2
CO3	Describe brand marketing strategies tailored for leaders, challengers, followers, and niche markets, with real-life consumer applications.		K3
CO4	Evaluate key brand concepts within the context of service-oriented markets operating in diverse industries.		K4
CO5	Develop effective branding strategies and assess the performance of prominent brands, considering their adaptation to Industry 4.0		K5
CO6	Utilize appropriate tools to conduct brand audits, and propose strategic recommendations for rejuvenating underperforming brands amidst digital transformations.		K6
26BAPM3	CORE: Elective – M RETAIL MARKETING	SEMESTER	LEVEL
CO1	Remember the concept, evolution, functions and economic importance of retailing and the rise of retail power.		K1
CO2	Explain the complexity of retail channels used as alternative routes to market, and evaluate the merits of alternative strategies for different types of retail business.	III	K2
CO3	Describe the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry.		K3
CO4	Analyse the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to		K4

	the final consumer.		
CO5	Compare and evaluate the concepts of e-tailing in current scenario using Industry 4.0 concepts		K5
CO6	Formulate the guidelines used to analyze and solve retailers' problems and make decisions in retail organizations.		K6
26BAPM4	CORE :Elective – M SOCIAL MARKETING	SEMESTER	LEVEL
CO1	Recall the evolution of social media marketing and identify related ethical issues to communicate its impact on businesses	III	K1
CO2	Explain the process and planning in social marketing		K2
CO3	Identify the major social media marketing portals that can be used to promote a company, brand, product,Service or person.		K3
CO4	Analyze the recent social market condition and apply the ethical codes to conduct fair business practices		K4
CO5	Assess the role of branding, social advertising and other communications in achieving behavioural change.		K5
CO6	Construct new strategies to sustain in the recent competitive market		K6
26BAPA1	CORE: Elective-A FUNDAMENTALS OF BUSINESS ANALYTICS	SEMESTER	LEVEL
CO1	Enable the students to understand the basics of Business Analytics, key principles and techniques of business analytics	III	K1
CO2	Create awareness and understanding on visualizing data through collecting, managing and analyzing data.		K2
CO3	Educate the students on data mining and multi-dimensional data analysis		K3
CO4	Educate the students on machine learning and AI.		K4
CO5	Elucidate the students on the analysis of various areas of business		K5
CO6	Manage the entire data science project life cycle, from business requirement gathering and data acquisition to preparation, hypothesis modeling, evaluation, and deployment.		K6
26BAPA2	Core : Elective-A ANALYTICS FOR FINTECH	SEMESTER	LEVEL
CO1	Recall the basics of FinTech Analytics and its Evolution		K1
CO2	Explain the concept of crypto currencies, financial Innovation, FinTech and data regulations.		K2
CO3	Apply the transformation of FinTech analytics in global scenario for solving complex financial issues		K3
CO4	Identify the role of FinTech in economics.		K4

	blockchain, digital finance and Artificial Intelligence	III	
CO5	Evaluate FinTech Typology, ABCDs of Alternative Finance, FinTech funds, RegTech Startups and digital identity		K5
CO6	Summarize the future prospects and challenges that relates to FinTech Analytics		K6
26BAPA3	CORE: Elective-A DATA ANALYTICS WITH R PROGRAMMING	SEMESTER	LEVEL
CO1	Gain a solid understanding of R programming fundamentals and its application in business analytics.	III	K1
CO2	Gain knowledge of advanced analytics techniques for predictive modeling and statistical analysis.		K2
CO3	Develop proficiency in data manipulation, including reading, writing, and managing data in R.		K3
CO4	Acquire skills in data visualization using various chart types and graphs in R		K4
CO5	Apply learned concepts effectively in real-world scenarios through hands-on exercises and projects.		K5
CO6	Apply advanced analytics techniques such as parametric and non-parametric tests, correlation, linear and logistic regression, dimensionality reduction, and ANOVA.		K6
26BAPA4	CORE: Elective-A BUSINESS ANALYTICS USING PYTHON	SEMESTER	LEVEL
CO1	Understand and explain key principles, concepts and terms associated with marketing analytics including the Marketing Metrics, web analytics, big data analytics, social media analytics and analytics trends	III	K1
CO2	Construct a metric identifying the areas to be measured for the individual or corporate and how it makes sense to the business managers.		K2
CO3	Demonstrate marketing situations using appropriate instruments to formulate marketing strategies and plans, and to evaluate their impact		K3
CO4	Compare marketing situations using appropriate instruments to formulate marketing strategies and plans, and to evaluate their impact		K4
CO5	Prepare marketing Instruments and quantitative methods providing students with an image of the complexity and pitfalls of typical marketing situations and problems		K5
CO6	Critically evaluate and recommend Python-based solutions for business analytics by integrating		K6

	statistical techniques		
26BAPP1	CORE: Elective-P SUPPLY CHAIN MANAGEMENT	SEMESTER	LEVEL
CO1	Recollect the basic concepts of supply chain management and the role of each functionary in the process of managing supplies in the link	III	K1
CO2	Describe the planning skills in designing and managing the supply chain		K2
CO3	Transcribe planning and demand activities to manage the cross functional drivers of supply chain for revenue management		K3
CO4	Audit the supply chain practices and benchmarking standards of the industry with competent skills necessary to upgrade the competency of the organization		K4
CO5	Review and apply contemporary developments that also includes IT & ITES practices, for effective supply chain management		K5
CO6	Prepare the organization for the future in SCM with required expertise sharing for risk management and prosperity with industry 4.0 concepts		K6
26BAPP2	CORE: Elective-P TOTAL QUALITY MANAGEMENT	SEMESTER	LEVEL
CO1	Recognize the importance, critical issues and ethical perspective of Industrial and labour relations	IV	K1
CO2	Explain the causes of Industrial disputes and to apply the techniques for handling and settling the disputes.		K2
CO3	Describe various labour legislations, dispute solving machineries and Judicial setup		K3
CO4	Analyze the Various Welfare Act under different legislation related to employees and the methods of collective bargaining		K4
CO5	Compare the provision related to the payment of compensation to the employee under different legal provisions.		K5
CO6	Develop the required skills in handling employee relations and disputes under trade union functions		K6
26BAPP3	CORE: ELECTIVE- MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS	SEMESTER	LEVEL
CO1	Recall the fundamental aspects of Intellectual property, Patent, Trade Marks, Industrial Design, Copyright and Geographical Indication		K1
CO2	Explain the procedure of filing IPR in India and abroad		K2
CO3	Demonstrate the different forms for filing IPRs		K3

CO4	Analyse India`s New National IP Policy, 2016 and Govt. of India step towards promoting IPR	IV	K4
CO5	Compare the registry process of IPR in India and other boards abroad.		K5
CO6	Develop novel ideas, designs and Industrial Marks		K6
26BAPP4	CORE: ELECTIVE-P MANAGING SERVICE OPERATIONS	SEMESTER	LEVEL
CO1	Remember the managerial knowledge in enhancing career options within the organization for sustaining employees	IV	K1
CO2	Explain the various approaches for career development.		K2
CO3	Apply various models in Career development in the organizations context		K3
CO4	Analyse the factors related to quality of work life , family support and the cope up strategies.		K4
CO5	Evaluate and create a human resource support system in organizations.		K5
CO6	Design Career management models and strategies suitable for the organisation		K6
26BAPE1	CORE: ELECTIVE-E ENTREPRENEURSHIP DEVELOPMENT	SEMESTER	LEVEL
CO1	Remember the underlying ideology of Intrapreneur, Entrepreneur and Entrepreneurship and translate information about support systems, skill sets, financial and risk covering institutions for the good of the society	IV	K1
CO2	Identify the entrepreneurial process of creating new businesses, role of creativity and innovation in entrepreneurial start-ups, manage family-owned companies and the context of women entrepreneurship in a rural context.		K2
CO3	Systematically apply an entrepreneurial way of thinking to identify and create business opportunities that may be commercialized successfully		K3
CO4	Illustrate entrepreneurial attitude with basic fundamentals of decision making towards establishing enterprises		K4
CO5	Measure the performance indicators of entrepreneurial activities in and around the locality to learn about the nuances		K5
CO6	Run a small enterprise with small capital for a short period and experience the science and art of doing business.		K6
26BAPE2	CORE: ELECTIVE-E PROJECT MANAGEMENT	SEMESTER	LEVEL
CO1	Remember the basic principles and concepts of risk management techniques in insurance		K1
CO2	Explain strong conceptual knowledge in the functional areas of insurance		K2

CO3	Demonstrate the relevant functional areas of insurance and its application	IV	K3
CO4	Outline the analytical skills in identification and resolution of problems pertaining to insurance management		K4
CO5	Compare the business uncertainty by understanding the policies of Life, Health, Marine and Automobile insurance		K5
CO6	Create awareness about Life, Health, Marine and Fire insurance policies, procedures and benefits		K6
26BAPE3	CORE: ELECTIVE-E INNOVATION MANAGEMENT	SEMESTER	LEVEL
CO1	Recollect the need for innovation in business and develop the model of innovation for entrepreneurs	IV	K1
CO2	Enroot critical and analytical reasoning about firms innovation management		K2
CO3	Assimilate the strategies most effective for exploiting innovations		K3
CO4	Apply the concepts of innovation directly to real world situations		K4
CO5	Recommend and administer strategic approaches to build innovative winning business models		K5
CO6	Debug and resolve a variety of issues relating to poor innovative performances in large firms as well as in small/medium entrepreneurial firms		K6
26BAPE4	CORE: ELECTIVE-E START UP LAUNCH PAD	SEMESTER	LEVEL
CO1	Recollect key resources necessary for the successful establishment of a new venture and validate at every stage of modeling the business plan	IV	K1
CO2	Explain the tools and tips for evaluating existing product and service options and learn how the most innovative companies innovate		K2
CO3	Find a structured way to validate an innovative idea with real-life customers in a corporate environment and get it pitch ready		K3
CO4	Practice evidence-based entrepreneurship and learn how to use a business model to brainstorm the value chain to empathize with the customer and understand their needs better		K4
CO5	Design revenue models and resources for establishing a suitable business model		K5
CO6	Debug a real-world problem and design a solution for the market needs to turn an idea into a validated startup and present in front of potential investors		K6

26BAP14	CORE: INTERNSHIP	SEMESTER	LEVEL
CO1	Identify and list key concepts, terms, and procedures relevant to their field of internship	IV	K1
CO2	Understand the basic principles and theories related to their assigned tasks by explaining them in their own words		K2
CO3	Apply learned concepts and techniques to complete assigned projects and tasks, demonstrating practical use of theoretical knowledge		K3
CO4	Analyze data, processes, or case studies to identify patterns, relationships, and key issues, providing insightful recommendations or solutions.		K4
CO5	Integrate knowledge from various sources to design, develop, or propose new projects, workflows, or improvements within the organization.		K5
CO6	Evaluate their own work and that of their peers, providing constructive feedback and assessing the effectiveness and impact of their contributions to the organization.		K6
26BAP15	CORE: RESEARCH IMMERSION PROJECT & VIVA-VOCE	SEMESTER	LEVEL
CO1	Remember the research concepts and principles	IV	K1
CO2	Understand and find sustainable solutions for research problems		K2
CO3	Apply and evaluate methodology throughout the project		K3
CO4	Collect, interpret the data to resolve a research question		K4
CO5	Report research findings in written and verbal forms		K5
CO6	Develop a research proposal to address or resolve a specific research question or problem		K6