



Programme Outcomes (POs), Course Outcomes (COs)

Master of Business Administration (MBA)-Programme Outcomes	
Sr. No.	Programme Outcome
PO1	Knowledge: Apply knowledge of management theories and practices to solve business problems.
PO2	Problem Analysis: Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Value: Ability to develop Value based Leadership ability.
PO4	Communication: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Individual & Team Work: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Usages of Modern Tools: Use of appropriate qualitative & quantitative techniques to solve business problems.
PO7	Social & Environmental Responsiveness: Understand the relevance of proper management practices with societal and environmental concerns and foster the need of sustainability in development.
PO8	Life Long Learning: Enhanced employability attributes by being adoptive to continuous learning.

Master of Computer Application(MCA)-Programme Outcomes	
Sr. No.	Programme Outcome
PO1	Computational knowledge: apply knowledge of computing mechanisms and human knowledge.
PO2	Problem Analysis: Identify, formulate and solve complex computing problems reaching substantiated conclusions.
PO3	Development of Solutions: Design and evaluate solutions for complex computing problems with appropriate consideration.
PO4	Investigations of complex Computing problems: Use research-based knowledge and research methods for analysis and interpretation of data, and synthesis of the information to provide valid conclusions
PO5	Modern Tool Usage: Create, identify and apply appropriate techniques, resources, and modern computing tools to complex computing activities.
PO6	Professional Ethics: Understand and commit to professional ethics and cyber regulations for professional computing practices.
PO7	Life-long Learning: Identify the need and have the ability, to engage in independent learning as a computing professional.
PO8	Project management and finance: Understand and apply computing, management principles to manage multidisciplinary projects
PO9	Communication efficacy: Communicate effectively with the computing community, and with society.
PO10	Societal and Environmental Concern: Understand and assess societal, environmental, health, safety, legal, and cultural issues
PO11	Individual and Team Work: Function effectively in diverse teams and in multidisciplinary environments.
PO12	Innovation and Entrepreneurship: Identify a timely opportunity and using innovation to pursue that opportunity.

Program Specific Outcome (MCA)	
Sr. No.	PSOs
PSO1	Apply the knowledge of computer application to find solutions for real-life application
PSO2	Ability to analyze, design, develop and maintain the software application with latest technologies
PSO3	Utilize skills and knowledge for computing practice with commitment on social, ethical, cyber and legal values.
PSO4	Inculcate employability and entrepreneur skills among students who can develop customized solutions for small to large Enterprises.

Course Outcomes(CO)
Master of Business Administration

First Year	
Sr. No.	Course Name:-[101] Accounting For Business Decisions
CO1	Understand & Apply Generally Accepted Accounting Principles (GAAP)
CO2	Prepare & Analyze the financial statements of sole proprietary concern
CO3	Apply costing techniques in managerial decision making
CO4	Prepare & Analyze Flexible Budget, Cash Budget
CO5	Apply standard costing techniques for cost reduction, cost control etc.
Sr. No.	Course Name:-[102] Economic Analysis for Business Decisions
CO1	Understand the basic concepts of Managerial Economics
CO2	Understanding and applying different theories of economics using graphs, diagrams, charts etc.
CO3	Compare Money Market and Capital Market with Indian context
CO4	Explore different terms used in Public Finance Domain
Sr. No.	Course Name:-[103] Legal Aspects of Business
CO1	Understand the basic concept of Indian legal system and its implementation
CO2	Develop basic understanding of the laws relating to contract, consumer protection, companies, MOA, Consumer forums, Contract of sale, etc
CO3	Appreciate the importance of law and legal institutions in business related to e-commerce, digital signature and Intellectual Properties
CO4	Identify the nature of various negotiable instruments and the legalities as per the provision and its appropriate usage
Sr. No.	Course Name:-[104] Business Research Methods
CO1	Understand the concept and process of research in business development
CO2	Use of different tools and techniques for research design in practice
CO3	Illustrate different types of data and its measurement in various business scenario
CO4	Apply statistical techniques for data analysis
Sr. No.	Course Name:-[105] Organizational Behaviour
CO1	Understand the fundamentals of organizational behaviour by getting acquainted to the concepts related to individual & interpersonal process
CO2	Use of different Theories of Motivation, Leadership & Change Management in practice
CO3	Evaluate & Classify various types of organization structure & culture
Sr. No.	Course Name:-[106] Basics of Marketing
CO1	Understand the core concepts of Marketing, Marketing Mix etc.
CO2	Compare organizational & consumer buying behaviour & apply five steps buyer decision making process
CO3	Analyze Political, Economical, Socio-cultural, Technological, Demographic & Natural marketing environments
CO4	Design & illustrate Market Segmentation strategies
Sr. No.	Course Name:-[108] Business Communication Lab
CO1	Discuss the fundamentals of communication
CO2	Demonstrate the different types of communication skills like oral & written etc.
CO3	Use of different techniques for effective presentation like PPT, Audi-visual media etc.
Sr. No.	Course Name:-[109] MS Excel & Advanced Excel Lab
CO1	Discuss the importance of MS Excel & Advance Excel in business domain
CO2	Demonstrate hands on experience on MS Excel & Advance Excel utilities
CO3	Develop proficiency in creating solutions for data management and reporting
Sr. No.	Course Name:-[113] Personality Development Lab
CO1	Outline the importance of non-verbal communication in business world/social world
CO2	Demonstrate business etiquettes in business scenario
CO3	Summarize the important of time management

Sr. No.	Course Name:-[115] Enterprise Analysis- Desk Research
CO1	Describe basic aspects of an Enterprise
CO2	Analyze an Enterprise with respect to a set of basic parameters
CO3	Present & Analyze the financial data for last 5 years for the Revenues, Profitability, Market Capitalization etc.
Sr. No.	Course Name:-[201] Marketing Management
CO1	Understand the concept of new product development, Price, Place & Promotion Mix
CO2	Design & illustrate product life cycle stages in accordance to current business scenarios
CO3	Design Marketing Plan & prepare the method of evaluation & Control
Sr. No.	Course Name:-[202] Financial Management
CO1	Describe & Apply different concepts related to financial management
CO2	Apply financing, investment decisions in practice
CO3	Analyze the financial statements with the help of different financial techniques
CO4	Analyze the different techniques of capital budgeting decisions
CO5	Analyze the working capital management
Sr. No.	Course Name:-[203] Human Resource Management
CO1	Infer the concept and framework of Human Resource Management
CO2	Understand the concepts related to HR Procurement including Recruitment and selection, HRP and training and development
CO3	Integrate the importance of Performance Appraisal and compensation and its correlation with employee retention
Sr. No.	Course Name:-[204] Decision Science
CO1	Understand role of quantitative techniques in business decision making
CO2	Calculation and analysis of Assignment Models, Transportation Models
CO3	Formulation of Linear Programming by using Graphical methods
CO4	Understand & Application of Game theory, Queuing Theory in various business decisions
CO5	Calculation of CPM, PERT, Sequencing problems & their relevance in practice
CO6	Apply the Probability theorem in various functional areas of business.
Sr. No.	Course Name:-[205] Operations & Supply Chain Management
CO1	Understand the scope & importance of Operations & Supply Chain Management
CO2	Distinguish the relationship between Operations & SCM and other business functions
CO3	Calculate & Analyze different techniques of Inventory control like EOQ, ABC, and VED etc.
Sr. No.	Course Name:-[206] Management Information Systems
CO1	Understand the scope & importance of Management Information Systems
CO2	Understand the concept and applications of DBMS, Systems Engineering Analysis and Design
CO3	Understand & Apply Decision Support Systems Models with Digital Firm
Sr. No.	Course Name:-[208] Statistical Software Lab
CO1	Hands on experience in handling various data files and carry out basics statistical analysis with the help of different statistical software.
CO2	Understand & analyze basic hypothesis testing using t tests, Chi Square tests and ANOVA.
CO3	Analyze the data by using advanced statistical tools.
Sr. No.	Course Name:-[210] Life Skills
CO1	Understand the Concept, nature Assumptions and Models of Life Skills
CO2	Analyze self personality characteristics learning Piaget's theory of Cognitive Development & Big Five personality model
CO3	Demonstrate Life skills at various stages of their life
Sr. No.	Course Name:-[213] Computer Aided Personal Productivity Tools Lab
CO1	Demonstrate basic concepts of Ms Office
CO2	Understand and demonstrate different concepts of MS Word, MS Excel & MS PowerPoint
CO3	Explore the use of Ms outlook and social networking tools
Sr. No.	Course Name:-[215] Industry Analysis -Desk Research Lab
CO1	Creating awareness about dynamics of various industries
CO2	In depth analysis of internal & external environmental factors related to various industries
CO3	Identification of sick/ weak industries using financial analysis
Second Year	
Sr. No.	Course Name:-[301] Strategic Management
CO1	Understand fundamental concepts of Strategic Management like strategic intent, meaning of Vision & Mission etc
CO2	Design and illustrate various types of strategies like Generic Competitive Strategies, Grand Strategies etc for effectiveness of Business functionality
CO3	Exhibit implementation of a strategy in a clear and precise manner
Sr. No.	Course Name:-[302] Enterprise Performance Management
CO1	Understand the basic concept of Performance Management and Performance Evaluation Parameters
CO2	Calculate and Analysis ROI, ROA, MVA, EVA – DuPont analysis
CO3	Application of Different Transfer pricing methods
CO5	Explore the concept of auditing and its applicability as performance management tool
Sr. No.	Course Name:-[303] Startup and New Venture Management
CO1	Understand the basic terms used in Entrepreneurship
CO2	Apply the principles of entrepreneurial and family business
CO3	Identify and apply the principles of preparing a start-up business plan
CO4	Describe the role of government, support institutions and management of small business.
Sr. No.	Course Name:-[304] Summer Internship Project
CO1	Understand specific functional areas like Marketing, Finance, HR, IT, SCM etc.
CO2	Gain practical insights of selected topics in the specialization area
CO3	Experience the actual work environment in an organization
CO4	Explore career opportunities in the specialization areas
Sr. No.	Course Name:-[305 MKT] Contemporary Marketing Research
CO1	Understand basic concepts of Marketing Research in business environment
CO2	Apply statistical techniques for analysis of data
CO3	Relate business research tools in marketing decision making
CO4	Design, evaluate marketing research proposal
Sr. No.	Course Name:-[306 MKT] Consumer Behaviour
CO1	Extrapolate the importance of consumer behaviour concept & models in business & consumer decision making process
CO2	Outline the environmental and individual influences on consumers behaviour
CO3	Measure profiles, social classes & living standards of Indian consumers
Sr. No.	Course Name:-[307 MKT] Integrated Marketing Communication
CO1	Identify the different tools of marketing communication
CO2	Effective use of communication techniques in marketing communication
CO3	Measure the effectiveness of marketing communication

Sr. No.	Course Name:- [309 MKT] Strategic Brand Management
CO1	Explore different approaches to measuring brand equity
CO2	Identify and establish brand position in practice
CO3	Understand branding concepts from the consumer's point-of-view
Sr. No.	Course Name:- [312 MKT] Customer Relationship Management
CO1	Explain the core concepts of CRM & strategies of customer acquisition & retention
CO2	Demonstrate database technologies & business processes in managing customer relationships
CO3	Outline organizational issues & relate role of CRM to deal with it
Sr. No.	Course Name:-[318 MKT] Business To Business Marketing
CO1	Describe concept, nature, types, factors & models of B2B marketing & identify the difference between B2B & B2C marketing
CO2	Design Segmentation, Targeting & Positioning strategies for B2B Markets
CO3	Understand the marketing mix strategies such as Product, Price, Place & Promotion strategies for B2B markets
Sr. No.	Course Name:-[305 FIN] Direct Taxation
CO1	Understand the basic concepts in Income Tax Act, 1961.
CO2	Calculate & analyze Gross Total Income and Tax Liability of an Individual
CO3	Acquaint with online filling of various forms and Returns
Sr. No.	Course Name:-[306] Financial System of India , Markets and Services
CO1	Understand the Indian Financial System
CO2	Illustrate the role of regulators of Indian Financial System and study different components
CO3	Evaluate the role played by Merchant Bankers
Sr. No.	Course Name:-[308 FIN] Corporate and International Financial Reporting
CO1	Explain the concept of International Financial Reporting System
CO2	Demonstrate the preparation of different Financial Statements
CO3	Illustrate and Compare the basic concepts of Generally Accepted Accounting Principles (GAAP) with respect to India, United Kingdom and United States of America
Sr. No.	Course Name:-[309 FIN] Corporate Finance
CO1	Demonstrate various concepts, tools & techniques used in financial management
CO2	Classify the various decision-making areas of financial management
CO3	Compute the value of the business through different approaches
Sr. No.	Course Name:-[311 FIN] Equity Research, Credit Analysis & Appraisal
CO1	Discuss the importance of equity research
CO2	Explain fundamental and technical analysis usage
CO3	Demonstrate and give hands on experience on technical analysis methods
Sr. No.	Course Name:-[316 FIN] Financial Instruments & Derivatives
CO1	Illustrate the various types of Financial Instruments
CO2	Comprehend the functionalities of money market & capital market
CO3	Relate theory & Practice of Financial Instruments
Sr. No.	Course Name:-[305 HR] Labour & Social Security Laws
CO1	Understand the basic concepts of Labour Legislation and its implementation in India
CO2	Appreciate the importance of law and legal practices related to labour improvement like wages, welfare, security, bonus etc.
CO3	Identify the nature of various social security laws like PF, ESI etc and its implementation in India
Sr. No.	Course Name:-[306 HR] Human Resource Accounting & Compensation Management
CO1	Describe and implement the concepts related to human resource accounting & compensation management
CO2	Understand cost value information about acquiring, developing, allocating and maintaining human resources using different methods
CO3	Understand the investment Approach in HR
CO4	Design & Preparation of HR Auditing & Accounting
CO5	Explore the theories, issues related to compensation Management
Sr. No.	Course Name:-[310 HR] Human Resource Information System
CO1	Understand and implement fundamental principles of HRIS
CO2	Design Human Resource Information System's Needs for HR practices
CO3	Develop specific HRIS skills
Sr. No.	Course Name:-[312 HR] Public Relations & Corporate Communication
CO1	Understand the fundamental concepts and importance of Public Relations & Corporate Communication
CO2	Analyze various communication strategies designed & practiced by the organizations
CO3	Develop Strategic communication plan for Organization
Sr. No.	Course Name:-[314 HR] Lab In Recruitment & Selection
CO1	Explore the different interview techniques
CO2	Demonstration & Analysis of preparation of Recruitment Advertisement
CO3	Understand the different Profiling Techniques
Sr. No.	Course Name:-[317 HR] Lab in Labour Laws - I
CO1	Identify the nature of various social security Laws like PF ESI etc, and its Implementation.
CO2	Illustrate the various calculations under the labour laws
Sr. No.	Course Name:-[305 IT] IT Management & Cyber Laws
CO1	Understand legal provisions of Information Technology Act, 2000
CO2	Discuss various resources to implement information technology
CO3	Illustrate the different cases of security management and people management
CO4	Describe different Cyber Crime cases
Sr. No.	Course Name:-[306 IT] E-Business & Business Intelligence
CO1	Understand the strategic importance of business intelligence, knowledge management, and decision support
CO2	Gain an understanding of modern technology for business intelligence and knowledge management
CO3	Design, initiate, and execute various types of projects for business intelligence and knowledge management
Sr. No.	Course Name:-[307 IT] Software Engineering
CO1	Understanding of Software Engineering Methods
CO2	Develop concept of object oriented software Engineering
CO3	Design of system interfaces
Sr. No.	Course Name:-[309 IT] RDBMS with Oracle
CO1	Understand theoretical concepts in Relational Data Base Management
CO2	Hands on experience for writing SQL commands
CO3	Design applications for a real life DBMS problem
Sr. No.	Course Name:-[310 IT] Software Quality Assurance
CO1	Analyze different approaches to software quality assurance
CO2	Apply software quality assurance knowledge in practice
CO3	Evaluate software metrics results

Sr. No.	Course Name:-[311IT] E-Learning
CO1	Compare types of e-learning and make use of technologies required
CO2	Choose suitable Hardware and Networks required for e-learning
CO3	Build tools for creating & offering e-learning content
Sr. No.	Course Name:-[305 OPE] Planning & Control of Operations
CO1	Develop and analyze production planning, control systems, and scheduling techniques
CO2	Apply and analyze forecasting models in different business scenario
CO3	Use of Manufacturing Requirements Planning for a complete production facility
Sr. No.	Course Name:-[306 OPE] Inventory Management
CO1	Comprehend the dynamics of inventory management's principles, concepts, and techniques
CO2	Determine & Apply EOQ Model
CO3	Application of Just in Time(JIT)
Sr. No.	Course Name:-[307 OPE] Productivity Management
CO1	Understand & apply different productivity measures
CO2	Apply various productivity management methods
CO3	Applicability of popular productivity management tools
Sr. No.	Course Name:-[311 OPE] Technology Management
CO1	Understand the role of technology management in practice
CO2	Analyze the impact of Technology on society
Sr. No.	Course Name:-[312 OPE] Six Sigma
CO1	Understanding & application of DMAIC model in implementing Six Sigma
CO2	Analyze Six Sigma Impact measurement
CO3	Application of Six Sigma in non-manufacturing environments
Sr. No.	Course Name:-[315 OPE] Project Management
CO1	Describe the Basics of Project Management
CO2	Understand complexities of project management
CO3	Measure progress and performance of project
Sr. No.	Course Name:-[305 SCM] Essentials of Supply Chain Management
CO1	Understand the impact of supply chain on the firm
CO2	Describe basic concepts of supply chain management
CO3	Creation of supply chain linkages with customer value
Sr. No.	Course Name:-[306 SCM] Logistic Management
CO1	Discuss different approaches to analyzing logistics systems
CO2	Gain an understanding competitive relationship of logistics
CO3	Analyze logistics systems of India
Sr. No.	Course Name:-[308 SCM] Inventory Management
CO1	Understand the concept of MRP & MRP II
CO2	Application of EOQ model
CO3	Describe safety and environmental aspects of Inventory Management
Sr. No.	Course Name:-[308 SCM] Inventory Management
CO1	Understand the concept of MRP & MRP II
CO2	Application of EOQ model
CO3	Describe safety and environmental aspects of Inventory Management
Sr. No.	Course Name:-[305 IB] International Business Economics
CO1	Understand different theories of International Business Economics
CO2	Apply the domain knowledge of current International Economy Issues
CO3	Analyse the current issues of International Business
CO4	Illustrate the role of International Banking
Sr. No.	Course Name:-[306 IB] Export Documentation & Procedures
CO1	Understand Export documentation procedures
CO2	Enumerate the Import-Export procedures
CO3	Understand & Analyse Practical formalities of Import-Export
CO4	Apply the practical aspects of Import & Export
Sr. No.	Course Name:-[305 RABM] Agricultural Indian Economy
CO1	Illustrate the different agribusiness concept
CO2	Analyse the different agribusiness concept
CO3	Analyse the role of agricultural in Indian economy
CO4	Analyse the impact of Micro & Macro economic variables on agribusiness

Sr. No.	Course Name:-[306 RABM] Rural Marketing I
CO1	Understand the Rural marketing
CO2	Analyze the Rural marketing strategies
CO3	Illustrate the Rural marketing environment
CO4	Implement the Digital marketing concept in rural marketing
Sr. No.	Course Name:-[305 HM] Introduction to Healthcare Management
CO1	Describe healthcare management & health services
CO2	Application of managerial role in health services management
CO3	Facilitating awareness about healthcare delivery
CO4	Judge motivation level of people in healthcare delivery
Sr. No.	Course Name:-[306 HM] Information Technology in Healthcare
CO1	Application of IT concepts in Helathcare organization
CO2	Design & Implment computer networks & related frmework in Helathcare Industry
CO3	Creation & Analysis of medical databases with the use of appropriate database management systems
CO4	Compare, Design & Execute suitable Hospital information systems
Sr. No.	Course Name:-[305 DMCM] Integrated Marketing Communications
CO1	Recognize various marketing communication activities of the company
CO2	Devise & Deploy Advertising & Promotion campaign for a product/company
CO3	Compare & Integrate new media with other marketing communication tools
CO4	Planning & Execution of various elements of Integrated Marketing Communications
Sr. No.	Course Name:-[306 DMCM] Internet Marketing - I
CO1	Understand the basic concepts of Internet Marketing
CO2	Compare micro& macro environmental components for better internet marketing strategies
CO3	Execuse suitable strategies for internet marketing
CO4	Design suitable marketing mix for Internet marketing
Sr. No.	Course Name:-[401]Managing for Sustainability
CO1	Understand & Apply ethical business principles in business practice
CO2	Enumerate the issues involved in corporate governance
CO3	Understand & Analyse Business Model for sustainable development
CO4	Design & implement the CSR policies for business
Sr. No.	Course Name:-[402] Disertations
CO1	Understand the specific research areas of Marketing, Finance, HR, IT etc.in Business context
CO2	Gain research insights of selected topics in the specialization area
CO3	Explore the research experiences through desk research
CO4	Explore career opportunities in the specialization areas of research
Sr. No.	Course Name:-[403MKT] Services Marketing
CO1	Understand the basic concepts of services marketing
CO2	Able to Interpret the customer perception and customer satisfaction in the context of services marketing
CO3	Evaluate the Marketing Mix to be applied in the services marketing
CO4	Apply the appropriate digital marketing tools in the services marketing
Sr. No.	Course Name:-[404MKT] Sales & Distribution Management
CO1	Enumerate the different concept of sales & distribution management
CO2	Analyse & apply different marketing channels
CO3	Analyse the different sales & distribution strategies
CO4	Evaluate various traditional & modern sales management tools
Sr. No.	Course Name:-[403 FIN] Indirect taxation
CO1	Understand the basic concept sof GST
CO2	Understand the implementation procedure of GST
CO3	Analyze the procedural part of GST
CO4	Illustrate the custom duty & its application
Sr. No.	Course Name:-[404 FIN] International Finance
CO1	Describe the various terms used in International Finance parlance
CO2	Calculation of various Foreign Exchange Rates
CO3	Differentiate between various Fund Raising Instruments used International Markets
Sr. No.	Course Name:-[403 IT] Software Project Management
CO1	Describe different aspects of Software Proeject Management
CO2	Understand & Apply different tools & techniques of Software Project Management
CO3	Understand & Analyze different types of risk in Software Projects
CO4	Illustrate & Apply different software package for software project management
Sr. No.	Course Name:-[404 IT] Enterprise Resource Planning
CO1	Describe Application of ERP
CO2	Understand operational aspects of ERP implementation & support
CO3	Implementation of different ERP Functinal Modules
CO4	Compare & Implement suitable ERP in various industries
Sr. No.	Course Name:-[403 OPE] Operation Startegies & Research
CO1	Understand importances& linkage of corporte strategy, values, through operations operations strategies & research
CO2	Illustrate different concepts and principles applied in operations strategy
CO3	Application of various quantitative tools to solve business problem related to operations
Sr. No.	Course Name:-[404 OPE] Total Quality Management
CO1	Understand different quality concept
CO2	Understand & Apply various QC tools
CO3	Application of appropriate statistical tools for quality control
CO4	Understand different framework of global quality awards
Sr. No.	Course Name:-[403 HR] Employment Relations
CO1	Explain & apply different laws related to Employee relations in India
CO2	Able to understand and cope up with the emerging trends in Employee relations
CO3	Understand the concept of Trade Union & aware of its dispute solving mechanisms
Sr. No.	Course Name:-[404 HR] Strategic Human Resource Management
CO1	Explain the concept of HRD & Understand the strategic perspective of HRM including its role, types, formation, issues & challenges
CO2	Divise the carrier planning, succession planning & develop competencies of employee by aligning HR strategies for improving organizational effectiveness
CO3	Exhibit HR strategies in Indian & International perspective

Sr. No.	Course Name:-[403 IB] International Business Environment
CO1	Understand nature, scope & structure of International Business
CO2	Illustrate the role of different International Economic Institutions
CO3	Understand various policy perspective in International regulatory environment
CO4	understand the influence of various environmental factors on international business operations
Sr. No.	Course Name:-[403 SCM] Strategic Supply Chain Management
CO1	Demonstrate the role & objectives of Strategic Supply Chain Management
CO2	Illustrate the role and importance of strategic partnerships and alliances in Supply Chain Management
CO3	Assess the increasing scope of Supply Chain Management
CO4	Illustrate different supply chain challenges for organizations & policy makers
Sr. No.	Course Name:-[404 SCM] Knowledge Management in Supply Chains
CO1	Understand & classify Supply chain system
CO2	Understand the role of IT in supply chain management
CO3	Analyze technological impact of Efficient Supply chains
CO4	Implementation of ERP in Supply chain
Sr. No.	Course Name:-[403 RABM] Rural Credit & Finance
CO1	Analyse the role of agricultural in Indian economy
CO2	Illustrate & analyze performance of different financial intermediaries in Agriculture
CO3	Analyze different Theories of Agricultural finance
CO4	Analyse the impact of rural finance & microfinance in agribusiness
Sr. No.	Course Name:-[404 RABM]
CO1	Understand the Rural marketing
CO2	Analyze the Rural marketing strategies
CO3	Illustrate the Rural marketing environment
CO4	Implement the Digital marketing concept in rural marketing
Sr. No.	Course Name:-[403 HM] Introduction to Medical/Health Terminology
CO1	Understand Medical terminology used by Cardiologist & Neurologist
CO2	Understand Medical terminology used by Nephrologist
CO3	Understand Medical terminology used by ENT surgeon & Dentist
CO4	Understand Medical terminology used by Orthopedic surgeon & Gynecologist
CO5	Understand Medical terminology used by Oncologist , Dermatologist & Endocrinologist
Sr. No.	Course Name:-[404 HM] Strategic Planning and Healthcare Management
CO1	Understand the concept and importance of Strategy
CO2	Formulate and implement strategies for healthcare organizations
CO3	Analyse and evaluate the internal and external environment of Healthcare Industry with the help of various tools, models and
CO4	Assess and Manage a strategy scorecard, financing and ROI
Sr. No.	Course Name:-[403 DMCM] Strategic Brand Management
CO1	Understand various concepts of Strategic Brand Management
CO2	Identify and establish brand positioning into the target market
CO3	Formulate and implement various strategies for branding by understanding it's depth, breadth hierarchy etc.
CO4	Introduce New Products and Brand Extensions by evaluating it's potential and opportunities in the market
Sr. No.	Course Name:-[404 DMCM] Internet Marketing - II
CO1	Learn the key concepts and challenges in the Internet marketing
CO2	Choose and execute the appropriate tools to plan, develop, and execute internet marketing
CO3	Plan, Design and Test a web site project for Delivering the online customer experience
CO4	Compare various Interactive marketing communication tools and formulate a complete internet marketing plan

Master of Computer Application

First Year

Sr. No.	Course Name:-[IT 11] Fundamental of Computers
CO1	Understand the basic concepts of computer and its component
CO2	Relate theory and practice of computer architecture
CO3	Illustrate the basic data representation in the computer
CO4	Comprehend the organization of the Control unit, Arithmetic and Logical unit, Memory unit and the I/O unit
Sr. No.	Course Name:-[IT 12] C programming with DS
CO1	Understanding the different basic fundamental of C programming
CO2	Develop Programming logic and use of programming instructions, syntax and programme structure.
CO3	Demonstrate use of data types, operators, keywords, functions, structures, file handling etc.
CO4	Application of Pointers, array and dynamic memory allocation functions in practice
CO5	Apply data searching, sorting techniques, data structures like array, stack and queue
Sr. No.	Course Name:-[IT 13] Software Engineering
CO1	Understand requirements analysis, system design and SDLC methodologies
CO2	Creation of system interfaces and discuss various maintenance tools
CO3	Use of CASE tools in practice and new generation SDLC methodologies
Sr. No.	Course Name:-[IT 14] Database Management System
CO1	Describe the basics of SQL and construct queries using SQL
CO2	Explain the relational database theory, and be able to write relational algebra expressions for queries
CO3	Describe sound design principles for logical design of databases, including the E-R method and normalization approach
CO4	Explain basic issues of transaction processing and concurrency control
Sr. No.	Course Name:-[BM 11] Principles and Practices of Management and Organizational Behavior
CO1	Understand the basic concepts of management
CO2	Demonstrate the use of management functions in the organization
CO3	Understanding and analyzing human behavior in the work place, from individual, group and organization perspectives
Sr. No.	Course Name:-[BM 12] Business Process Domains
CO1	Understand the Processes & Practices in Business & their application
CO2	Explore advanced business application likes CRM, SCM, Accounting etc.
CO3	Explore & analyze financial aspects of business
CO4	Learn & analyze financial statement of Business
Sr. No.	Course Name:-[IT12L] C and DS Lab
CO1	Apply programming instructions, syntax to develop programming logic
CO2	Implement Data types, operators, keywords, functions, structure, file handling etc
CO3	Apply of pointers, array and dynamic memory allocation functions in practice
CO4	Apply the data searching, sorting techniques, data structures like array, Stack and Queue
Sr. No.	Course Name:-[IT11L] DBMS Lab
CO1	Design and Implement databases
CO2	Formulate complex queries using SQL
CO3	Design and Implement applications that have GUI and access databases for backend connectivity
Sr. No.	Course Name:-[SS11] Word Power
CO1	Understand the use of vocabulary in soft skill
CO2	Improve students vocabulary and competency for Business English
CO3	Demonstrate the use of English learning tools
Sr. No.	Course Name:-[IT21] Essentials of Operating System
CO1	Understand functions, structures and history of operating systems
CO2	Explore Concepts of memory management including virtual memory
CO3	Learn protection and security mechanisms in various types of operating systems
Sr. No.	Course Name:-[IT22] Web Technologies
CO1	Understand & Apply (X)HTML(5)+CSS programming
CO2	Demonstrate dynamic webpage development using java script and DHTML
CO3	Design a well formed / valid XML document
CO4	Create a server side ASP application using database
Sr. No.	Course Name:-[IT23] Core Java
CO1	Apply the core principles of the Object oriented programming using Java Language
CO2	Use visual tools to produce well designed, effective applications and applets
CO3	Implement multi tasking using multi threading concept
Sr. No.	Course Name:-[IT24] Essentials of Networking
CO1	Understand fundamentals of Computer Networking
CO2	Compare OSI and TCP/IP Protocol suite
CO3	Demonstration of Local Area Network and Broadband Network
Sr. No.	Course Name:-[MT21] Discrete Mathematics
CO1	Understand the basic concepts of discrete mathematics
CO2	Design & apply the rules of inference and methods of proof including direct and indirect proof forms, proof by contradiction, and mathematical induction
CO3	Formulate & use tree and graph algorithms to solve problems
CO4	Evaluate Boolean functions and simplify expressions using the properties of Boolean algebra
Sr. No.	Course Name:-[BM21] Essentials of Marketing
CO1	Understand the essentiality of Marketing in business Environment
CO2	Discuss marketing mix, market segmentation and E-Marketing in the view of IT product and services
Sr. No.	Course Name:-[IT22L] Mini Project using Web Technology
CO1	Develop a dynamic webpage by the use of java script and DHTML
CO2	Demonstrate Event handling in javascript
CO3	Write well-structured, easily maintained JavaScript, ASP code following accepted good practice
Sr. No.	Course Name:-[IT23L] Core Java Lab
CO1	Enhanced Java Programming Skills using concepts such as Interfaces, Packages, Exception Handling
CO2	Design applications using Applet, multithreading, Abstract Windows Toolkit
CO3	Handle data using different packages & Java collection framework
Sr. No.	Course Name:-[SS21] Oral Communication
CO1	Build self confidence when speaking to an audience
CO2	Prepare a speech that is clear and easy to follow
CO3	Exhibit behaviors and mannerisms associated with successful presentations

Second Year

Sr. No.	Course Name:-[ITC31] Probability and Combinatory
CO1	Use logical notation to define and reason about fundamental mathematical concepts such as sets, relations, functions, and integers
CO2	Calculate numbers of possible outcomes of permutations and combinations
CO3	Express and apply principle of inclusion and exclusion
CO4	Calculate probabilities and discrete distributions for random & continuous variables
CO5	Compute different generating functions using mean and variance

Sr. No.	Course Name:-[ITC31] Multimedia Tools for Presentation
CO1	understand various Multimedia tools & software for effective Presentation
CO2	Prepare Presentation by using PowerPoint, Adobe Photoshop etc.
CO3	Create Presentation using open source tools

Sr. No.	Course Name:-[SSC31] Soft Skills-Presentation
CO1	Outline different types of communication techniques
CO2	Demonstrate effective use of visual aids in presentations
CO3	Assess students communication through mock presentations

Sr. No.	Course Name:-[T1-IT31] Advanced Data Structure and C++ programming
CO1	Write C++ as well as DS programs with C++ using advanced language features
CO2	Apply classes from standard C++ library
CO3	Exploit advanced C++ techniques like memory management operators, pointers, exception handling etc.

Sr. No.	Course Name:-[T1-IT32] Design and Analysis of Algorithms (DAA)
CO1	Understand the basic concepts of Algorithms
CO2	Outline the importance of advance Algorithms in solving business problems
CO3	Analyze the existing algorithm for creation of logic and problem solving approach among the Students

Sr. No.	Course Name:-[T1-IT33] Object Oriented Analysis and Design
CO1	Understand structured system analysis design and object oriented analysis design
CO2	Creation and design of system interfaces using unified modeling language
CO3	Discuss various maintenance tools and CASE tools

Sr. No.	Course Name:-[T1-IT34] Advanced Internet Technology
CO1	Create a web page using a wireframe structure and HTML5 tags
CO2	Implement XML based applications
CO3	Demonstrate basics of PHP programming with database design

Sr. No.	Course Name:-[T1-IT311] DS & C++ Lab
CO1	Hands-on for C++ & DS programs using C++ Programming concepts like class, inheritance, abstraction, encapsulation, dynamic binding, polymorphism, I/O systems, exception handling
CO2	Write programs for implementing Data structures Stacks, Queue, Linked List, Tree, Binary Threaded Tree & Graph

Sr. No.	Course Name:-[T1-IT341] Mini Project using AIT
CO1	Hands on experience on programming and object oriented techniques
CO2	Design Web Pages using HTML5, AngularJS, JQuery
CO3	Design and Develop web based applications using PHP, AJAX

Sr. No.	Course Name:-[T3-IT31] Enterprise Resource Planning
CO1	Understand and Enterprise Resource Planning and its module
CO2	Demonstrate evaluation and selection of ERP package
CO3	Apply ERP in various sectors of organizations

Sr. No.	Course Name:-[T3-IT32] Data Communication & Computer Networks
CO1	Illustrate the different data communication models used in networking
CO2	Demonstrate different network applications
CO3	Application of Network Security in business domain

Sr. No.	Course Name:-[T3-IT33] Data Warehouse, Mining, BI Tools& applications
CO1	Understand the concept related to data warehouse architecture
CO2	Compare Online Analytical Processing (OLAP) and Online Analytical Transaction Processing(OLTP) tools
CO3	Discuss the techniques of clustering, classification, association finding to real world data
CO4	Comprehend to design various algorithms based on data warehousing and mining

Sr. No.	Course Name:-[T3-IT34] Information Security & Audit
CO1	Describe Importance of Information Systems & its basics
CO2	Understand the Information security management in organization
CO3	Demonstration of information security audits and issues

Sr. No.	Course Name:-[T3-IT321] DCCN Lab
CO1	Hands on experience on different networking techniques
CO2	Demonstrate different networking tools like Wireshark, etc
CO3	Experience configuring IP addresses, etc.

Sr. No.	Course Name:-[T3-IT331] BI Tools Lab
CO1	Demonstrate various data mining Techniques to get practical overview of classification, Clustering, Apriori algorithm
CO2	Hands on experience on Business Intelligence Tool like Pentaho
CO3	Generate reports using spreadsheets based on data mining tool & BI tools

Sr. No.	Course Name:-[ITC41] Optimization Techniques
CO1	Apply Maximizing benefit/minimizing product costs in various manufacturing and construction processes using graphical method
CO2	Understand and apply queuing theory and replacement theory and inventory theory in business applications
CO3	Compute Critical path and network analysis using project Evaluation and Review techniques
CO4	Calculate & solve sequencing problem for one and two machine

Sr. No.	Course Name:-[ITC42] Research Methodology & Statistical Tools
CO1	Identify and understand the concept, process of research in business
CO2	Use of different tools and techniques for research design in practice
CO3	Describe different types of data and its measurement
CO4	Use of statistical tools for data analysis
Sr. No.	Course Name:-[SSC41] Soft Skills -Interview
CO1	Understand the importance of interview
CO2	Preparing resumes & CV
CO3	Assess students communication skills through mock interviews
Sr. No.	Course Name:-[T1-IT41] Advanced Java
CO1	Write programs for resource sharing using socket programming and RMI
CO2	Design and Develop server side applications with database Connectivity
CO3	Design and develop applications using servlets, JSP and spring-hibernate
Sr. No.	Course Name:-[T1-IT42] Python programming
CO1	Understand the basic concepts of Python programming language
CO2	Understand the object oriented concept in Python programming language
CO3	Apply the programming & object oriented technique to write different programs
CO4	Create an application based on real life problems
Sr. No.	Course Name:-[T1-IT43] Advance DBMS
CO1	Understand advance database management system concepts & information retrieval
CO2	Describe, Analyze, and differentiate types of database
CO3	Analyze & Evaluate various algorithms based on data mining tools
CO4	Describe the various techniques & operation associated with data warehouse
Sr. No.	Course Name:-[T1-IT44] Cloud Computing
CO1	Understand basic concept of cloud computing and virtualization
CO2	Discuss cloud security and cloud issues
CO3	Compare cloud service models based on IaaS, PaaS & SaaS
CO4	Examine cloud provider based on IaaS, PaaS & SaaS
Sr. No.	Course Name:-[T1-IT411] Adv. Java Lab
CO1	Enhanced Java Programming Skills such as abstract Windows Toolkit, Java Input Output, Networking
CO2	Develop applications using JDBC, RMI Java Beans
CO3	Develop applications using servlets, JSP and spring-hibernate
Sr. No.	Course Name:-[T1-IT421] Python Programming Lab
CO1	Hands on experience on programming and object oriented techniques
CO2	Develop applications using Python
Sr. No.	Course Name:-[T3-IT41] E-Commerce & Knowledge Management
CO1	Illustrate channels of E Commerce and M Commerce & use of different technology
CO2	Elaborate security issues exists in electronic payment system
CO3	Explain knowledge management processes, its technology and system
CO4	Comprehend Practical implications of KM tools and techniques
Sr. No.	Course Name:-[T3-IT42] Cyber Laws & Intellectual Property Rights
CO1	Understand Cyber Laws and Intellectual Property Rights in India
CO2	Describe different Cyber Crime cases
CO3	Summarize Intellectual Property Rights with the help of suitable practical examples
Sr. No.	Course Name:-[T3-BM43] Customer Relationship Management & Supply Chain Management
CO1	Understand the role of IT for SCM & CRM
CO2	Discuss Supply Chain Strategies framework & Supply Chain Strategy
CO3	Comprehend the functionalities of CRM in Service Sector
Sr. No.	Course Name:-[T3-IT44] Software Quality Assurance & Control
CO1	Analyze different approaches to software quality assurance
CO2	Apply software quality assurance knowledge in practice
CO3	Evaluate software metrics results
Sr. No.	Course Name:-[T3-IT431] Mini Project based on CRM & SCM
CO1	Hands on experience on CRM & SCM
CO2	Develop cases on supply chain and logistics management & customer relationship management
Sr. No.	Course Name:-[T3-IT441] Software Quality Assurance Lab
CO1	Hands on experience on MS project for project management
CO2	Analysis and documentation of software project requirements
Third Year	
Sr. No.	Course Name:-[ITC51] Software Project Management
CO1	Implement project management knowledge, processes, lifecycle and the embodied concepts, tools and techniques in practice
CO2	Demonstrate effective project execution and control techniques that result in successful projects
Sr. No.	Course Name:-[ITC51P] Project
CO1	Understand project domain knowledge
CO2	Analyze and Design project documentation
CO3	Gain practical insights of testing and coding
Sr. No.	Course Name:-[SSC51] Soft Skills - Group Discussion
CO1	Understand the dynamics of team building
CO2	Illustrate Methodology of Group discussions
CO3	Assess students soft skills through mock group discussions
Sr. No.	Course Name:-[T1-IT51] ASP .Net using C#
CO1	Understand basic concept of ASP.NET using C#
CO2	Design and develop web app interfaces with database connectivity
CO3	Discuss web services, AJAX and MVC
Sr. No.	Course Name:-[T1-IT52] Service Oriented Architecture
CO1	Comprehend basic principles of service orientation
CO2	Design service oriented analysis techniques and technology underlying the service
Sr. No.	Course Name:-[T1-IT53] Big Data Analytics
CO1	Demonstrate the skills necessary for utilizing Hadoop framework
CO2	Explore the concept and challenge of big data
CO3	Analyze the requirements for a Big Data Analytics System for a departmental/ organizational requirements
CO4	Formulate an effective strategy to implement a successful Data analytics project

Sr. No.	Course Name:-[T1-IT54] Mobile Application Development
CO1	Understand basic concept of android technology
CO2	Design and developed mobile application using android technology
CO3	Publish android application in Google play store
Sr. No.	Course Name:-[T1-IT51L] Mini Project using ASP .Net
CO1	Understand coding fundamentals of ASP.Net using VS 2010
CO2	Design and Developed dynamic website using asp.net and c#
Sr. No.	Course Name:-[T1-IT54L] Mini Project Using Mobile Application Development
CO1	Understand coding fundamentals of android using Eclipse and ADT
CO2	Design and developed mobile application using android technology
Sr. No.	Course Name:-[T3-IT51] Software Testing & Tools
CO1	Understand basic concepts and different types of software testing
CO2	Summarize different software development models
CO3	Comparison of different testing tools with suitable cases
Sr. No.	Course Name:-[T3-BM52] Entrepreneurship Development
CO1	Understand the basic terms used in Entrepreneurship
CO2	Apply the principles of entrepreneurial and family business
CO3	Identify and apply the principles of preparing a start-up business plan
CO4	Describe the role of government, support institutions and management of small business
Sr. No.	Course Name:-[T3-IT53] Decision Support System
CO1	Understand DSS and DSS Tools
CO2	Discuss tools for DSS development
CO3	Implement & Integrate Enterprise System & Decision Support System
Sr. No.	Course Name:-[T3-IT54] Business Architecture
CO1	Highlight broad framework of business architecture
CO2	Illustrate different areas, where architect is responsible for effective design and risk management
CO3	Explore security feature in various architecture
Sr. No.	Course Name:-[T3-IT51L] CASE Tools Lab
CO1	Demonstrate testing process in Winrunner
CO2	Draw different UML diagrams
CO3	Develop models using E-Draw Tools
Sr. No.	Course Name:-[T3-BM52L] Activities based on Entrepreneurship Development
CO1	Understand the systematic process to select and screen a business idea
CO2	Design Business Plan
CO3	Prepare Business Project Report
CO4	Practice Field Assignment
Sr. No.	Course Name:-[ITC61P] Project
CO1	Understand specific functional areas in IT sector like development, testing, database, networking etc.
CO2	Gain practical insights of selected technology
CO3	Experience the actual work environment in an IT organization
CO4	Explore career opportunities in the IT sector



Pragna Singh
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 Director