



# NEHRUCOLLEGE OF MANAGEMENT COIMBATORE

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## NAAC SSR CYCLE - II

### Criteria –II


METRIC 2.6.1

## TEACHING-LEARNING AND EVALUATION

**2.6.1 Programme outcomes and course outcomes for all Programmes offered by the institution are stated and displayed on website and communicated to teachers and students**

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<b>Course Syllabus</b>	<b>Academic Year</b>	<b>Link displayed on the web site</b>
MBA	2021-22	<a href="https://www.ncmbschool.com/images/MBA-2021-22.pdf">https://www.ncmbschool.com/images/MBA-2021-22.pdf</a>
	2020-21	<a href="https://www.ncmbschool.com/images/MBA-2020-21.pdf">https://www.ncmbschool.com/images/MBA-2020-21.pdf</a>
	2019-20	<a href="https://www.ncmbschool.com/images/MBA-2018-2019.pdf">https://www.ncmbschool.com/images/MBA-2018-2019.pdf</a>
	2018-19	<a href="https://www.ncmbschool.com/images/MBA-2018-2019.pdf">https://www.ncmbschool.com/images/MBA-2018-2019.pdf</a>
	2017-18	<a href="https://www.ncmbschool.com/images/MBA-2017-2018.pdf">https://www.ncmbschool.com/images/MBA-2017-2018.pdf</a>
MCA	2020-21	<a href="https://www.ncmbschool.com/images/MCA-2020-21.pdf">https://www.ncmbschool.com/images/MCA-2020-21.pdf</a>
	2019-20	<a href="https://www.ncmbschool.com/images/MCA-2016-2017.pdf">https://www.ncmbschool.com/images/MCA-2016-2017.pdf</a>
	2018-19	<a href="https://www.ncmbschool.com/images/MCA-2016-2017.pdf">https://www.ncmbschool.com/images/MCA-2016-2017.pdf</a>
	2017-18	<a href="https://www.ncmbschool.com/images/MCA-2016-2017.pdf">https://www.ncmbschool.com/images/MCA-2016-2017.pdf</a>



Principal

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**Nehru College of Management**  
 Affiliated to Bharathiar University & Approved by AICTE, New Delhi  
 Accredited by NAAC with "B++" grade Recognized by UGC with 2(f) 12(B)  
 An ISO 14001:2004 & 9001: 2015 Certified Institution,  
 "Nehru Gardens" Thirumalayampalayam, Coimbatore - 641 105.



**2.6.1 – Program and course outcome for all programs offered by the institution are stated and displayed on website and communicated to teachers and students**

**1. Master of Business Administration**

Program Educational Objectives (PEOs)	
A graduate of Master of Business Administration program is expected to attain the following within five to seven years after graduation	
PEO1	Occupy middle level managerial positions in private and public sector business firms
PEO2	Occupy executive positions in primary, secondary and tertiary sector industries
PEO3	Adding value to organizations by ushering in innovative ideas and applying emerging technologies
PEO4	Become successful entrepreneurs providing employment for many and contribute to the country's economic growth
PEO5	Turn to productive research in Management and contribute to the existing body of knowledge

Program Specific Outcomes (PSOs)	
After the successful completion of MBA program, the students are expected to	
PSO1	Take decisions related to their area of employment independently
PSO2	Apply knowledge gained to arrive at rational decisions
PSO3	Manage a relatively small group of people effectively
PSO4	Achieve objectives consistently
PSO5	Conduct research in the broad field of Management
PSO6	Apply ICT tools effectively on the job
PSO7	Identify and implement innovative business ideas

Program Outcomes (POs)	
The students are expected to possess the following skill sets on completing the course	
PO1	Basic knowledge of different spheres of management
PO2	Business decision making
PO3	Analyse the situation and find solutions
PO4	People management skills
PO5	Goal oriented team work
PO6	Time bound achievement of objectives
PO7	Effective leadership skills
PO8	Applying ICT tools on business
PO9	Ability to focus on objectives
PO10	Apply managerial principles in life situations as well

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# FIRST SEMESTER

<b>Course Code</b>	<b>1.1</b>	<b>MANAGEMENT PRINCIPLES AND PRACTICE</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Understand fundamentals of business management
2. Learn the application of management principles in business
3. Learn to apply management principles in life situations as well

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:


1	Learn basic concepts of management	K1
2	Understand the various functions of business management	K2
3	Identify the scope and application of management in day to day life	K3

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	M	S	L	M	S	L
CO2	S	M	S	M	S	S	M	M	S	L
CO3	M	S	S	M	M	S	L	S	S	L

\*S-Strong; M-Medium; L-Low

  
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Course Code	1.2	ORGANISATIONAL BEHAVIOUR
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**Course Objectives:**

The main objectives of this course are to:

1. Understand fundamentals of individual and group behaviour
2. Learn the application of knowledge of OB in business
3. Learn to modify personality and get equipped for better work place relationships

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Learn basic concepts of individual and group behaviour	K1
2	Recognise the application of OB in business management	K2
3	Learn to modify personality for better work performance	K3

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	L	M	M	L	S	S	L
CO2	S	S	M	L	M	S	M	S	S	M
CO3	M	L	M	M	L	M	L	L	S	L

\*S-Strong; M-Medium; L-Low

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Course Code	1.3	MANAGERIAL ECONOMICS
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**Course Objectives:**

The main objectives of this course are:

1. To emphasize the influence of micro and macro economics on managerial decision making.
2. To make the students learn the fundamental concepts of managerial economics.
3. To impart knowledge on pricing and pricing decisions
4. To map the demand and forecasting techniques to analyse the international market.
5. To add knowledge on balance of payments, monetary and fiscal policies.

**Expected Course Outcomes:**

On the successful completion of the course, student will able to:

1	Take right decision in business by analysing micro and macroeconomic situations.	K1
2	Gaining knowledge related to fundamental concepts of Economics.	K2
3	Acquiring talented skills on pricing policy and decisions.	K3
4	Tapping key skills on profit and investment analysis.	K4
5	Application of earned knowledge in analysing monetary and fiscal policies.	K5

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate.

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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Course Code	1.4	FINANCIAL AND MANAGEMENT ACCOUNTING
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**Course Objectives:**

The main objectives of this course are:

1. To align the accounting theory and concepts with industrial application
2. To create the awareness on using various software in accounting
3. To create strong foundation in understanding rules and regulations applied in Accounting

**Expected Course Outcomes:**

On the successful completion of the course, students will be able to:

1	Learn the basic functions, principles and concepts of accounting.	K1
2	Understand postulates and techniques of accounting.	K2
3	Analyse the various issues of Financial and Management Accounting to strengthen it	K3
4	Evaluate the various tools of accounting to resolve business problems	K4
5	Create interest to do research in the field of accounting	K5

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	1.5	QUANTITATIVE METHODS FOR MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>Gain the knowledge of mathematical and statistical techniques</li> <li>Learn the application of mathematical and statistical techniques to a wide range of business situations.</li> <li>Understand the use of statistical techniques for test of hypothesis.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Memorise and reproduce all basic formulae covered in the syllabus	K1
2	Explain in detail all the theoretical concepts taught through the syllabus	K2
3	Apply the acquired knowledge and skills to the practical problems in business and research	K3
4	Illustrate the use of mathematical and statistical techniques in business decision making	K4
5	Interpret the results of mathematical and statistical techniques for business decision making	K5
6	Create and find the solution for the business situations using mathematical and statistical techniques	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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Course Code	1.6	<b>CORPORATE COMMUNICATION</b>
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<b>Course Objectives:</b>		
The main objectives of this subject is:		
<ol style="list-style-type: none"> <li>1. To enable the students to acquire written and spoken communication skills.</li> <li>2. To make the students to learn the various communication methods followed in corporate and business world.</li> <li>3. To train the students in the preparation of various reports, business presentations and resume and job applications and attending employment Interviews.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Acquire written and spoken communication skill and able to write and speak efficiently.	K1
2	Possess knowledge on various methods of communication adopted in companies.	K2
3	Write business reports, present and prepare their own resume and effectively perform in job interviews.	K3
4	Acquire the knowledge in presenting any business idea.	K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate.</b>		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>1.7</b>	<b>INTRODUCTION TO INDUSTRY 4.0</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Align the theory and concepts with Industrial application of computers</li> <li>2. Introduce the basic concepts of Industry 4.0, Artificial Intelligence, Big Data and Internet of Things.</li> <li>3. Learn the applications and tools of Industry 4.0.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basic concepts of Industry 4.0	K2
2	Outline the features of Artificial Intelligence	K2
3	Summarize the Big data domain stack and Internet of Things	K2
4	Identify the applications and Tools of Industry 4.0	K3
5	Analyze the skills required for future	K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	1.8	BASICS OF INDIAN COMPANIES ACT 2013
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<b>Course Objectives:</b>
The main objectives of this course are to:
<ol style="list-style-type: none"> <li>1. To provide the basic understanding in various provisions of Companies Act 2013</li> <li>2. To appraise the students with the requirements of Companies Act 2013</li> <li>3. To make them aware of the changes in the tax reforms in the Companies Act 1956.</li> <li>4. To makethestudentsfamiliarwiththepromotion,management,governance,assessment tандаuditing aspects of the Act.</li> </ol>

<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basic concepts of Companies Act 2013	K2
2	Outline the features of tax reforms	K2
3	Update the changes in Companies Act 2013	K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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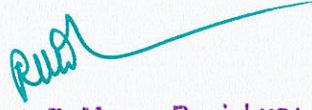
## SECOND SEMESTER

<b>Course Code</b>	<b>2.1</b>	<b>OPERATIONS MANAGEMENT</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Understand on key analytical methods, system overview and provide practical insight on operations management.</li> <li>2. Impart learners with the knowledge about PPC, MPS, MRP, CRP, Materials Management and TQM.</li> <li>3. Enable students in learning Production Management System and Inventory Control System.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand and focus on the basic ideas of Operations Management, functions, types and product designs; computer integrated manufacturing systems, etc.	K1&K2
2	Apply their knowledge in product design, evaluation and selection of operations, different types of layout, manufacturing system, line balancing and CIMS.	K3
3	Analyse production planning and control, capacity requirement planning and its techniques, Business Process Re-engineering and total productive maintenance.	K4
4	Apply and evaluate Materials Management and Inventory Control Systems.	K4&K5
5	Create total quality management, type I and type II error, ISO Quality Certifications and Six Sigma concept.	K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	S	M	M	M	S
CO2	S	S	M	S	M	S	S	M	S	S
CO3	S	S	S	S	S	M	S	M	S	S

\*S-Strong; M-Medium; L-Low

  
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Course Code	2.2	MARKETING MANAGEMENT
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**Course Objectives:**

The main objectives of this course are to:

1. Understand the core functional area of marketing.
2. Familiarize the marketing strategies and take decisions.
3. Impart key insights into the practical aspects of marketing.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand the fundamentals and analyse core aspects of marketing.	K2 & K4
2	Demonstrate the market segmentation and targeting to build knowledge on consumer behaviour	K2 & K3
3	Use creative, critical and reflective thinking to address organizational opportunities and to interpret the product and pricing decisions.	K6
4	Identify the promotional aspects of marketing and modern marketing	K1
5	Measure the marketing control and modern trends.	K5

**K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create**

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	M	M	M	M	S	S
CO3	S	S	M	S	S	M	M	M	S	S
CO3	S	S	S	S	S	S	M	M	S	S

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>2.3</b>	<b>FINANCIAL MANAGEMENT</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Align the financial theory and concepts with industrial application
2. Create the awareness on using various software in accounting
3. Create strong foundation in understanding rules and regulations applied in finance

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

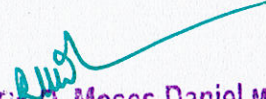
1	Learn the basic functions, principles and concepts of Financial Management	K1
2	Understand postulates, principles and techniques of Financial Management.	K2
3	Apply financial management concepts to resolve business problems	K3
4	Analyse the practical issues of Financial Management	K4
5	Create interest to do research in the field of accounting	K6

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

  
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<b>Course Code</b>	<b>2.4</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Familiarise the students with concepts of HRM</li> <li>2. Understand the significance of HRM in the organisation</li> <li>3. Learn to apply the methods of HRM to achieve organisational objectives</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Learn the basic functions, principles and concepts of HRM	K1
2	Understand importance of HRM concepts in business	K2
3	Apply the HRM tools to achieve specific objectives	K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	S	M	S	S	S	M
CO2	S	M	M	M	L	M	M	S	L	S
CO3	M	S	S	S	S	M	M	M	S	L

\*S-Strong; M-Medium; L-Low

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Course Code	2.5	QUANTITATIVE TECHNIQUES
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Provide the basic understanding about the various quantitative techniques</li> <li>2. Learn the use of quantitative techniques on a wide range of business situations</li> <li>3. Identify relevant quantitative techniques for given decision making situations</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Memorise and reproduce all basic steps in solving the various quantitative techniques covered in the syllabus	K1
2	Know in detail the identification of appropriate quantitative technique for a given business situation	K2
3	Apply the acquired knowledge and skill to solve the practical problems of business	K3
4	Illustrate the use of quantitative techniques in business decision making	K4
5	Interpret the results obtained from the quantitative techniques for obtaining optimal solution	K5
6	Create and solve the business situations using quantitative techniques	K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	L	M	S	L	L	S	M
CO2	S	S	M	S	M	S	M	S	M	L
CO3	S	M	L	M	S	L	M	S	L	M

S-Strong, M-Medium, L-Low

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Course Code	2.6	RESEARCH METHODS FOR MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this subject are:		
1. To develop understanding of various research designs and techniques.		
2. To understand some basic concepts of research methodologies and conduct research in an appropriate manner		
3. To enhance the knowledge in research proposal and report writing.		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will able to:		
1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.	K1
2	Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making.	K2
3	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.	K3
4	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.	K4
5	Students should be able to define the meaning of a variable, and identify independent, dependent, and mediating variables.	K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate.</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>2.7</b>	<b>COMPUTER APPLICATION INMANAGEMENT USING SAP</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Understand the various components of Computers and software used in business
2. Introduce the concepts of information technology and their applications in management for decision making
3. Recognize the various ethical and privacy issues involved in SAP & ERP

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand the various system application products	K2
2	Apply the various components of computers to resolve business problems	K3
3	Analyse the various issues of SAP & ERP to strengthen it	K4
4	Create interest to do research in the field of SAP & ERP	K6

**K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create**

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	L	L	S	M	L	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	S	L	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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Course Code	2.8	CREDIT ANALYSIS
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Apply credit analysis to assess borrowers</li> <li>2. Perform Ratio Analysis and Cash flow analysis</li> <li>3. Secure Loan Product in a competitive manner</li> <li>4. Identify problem loans and exercise control over accounts receivables</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basic concepts of credit analysis	K2
2	Carry out Ratio and Cash flow analysis	K2
3	Identify problem loans and manage them	K2
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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## THIRD SEMESTER

<b>Course Code</b>	<b>3.1</b>	<b>BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT</b>
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<b>Course Objectives:</b>		
The main objectives of this subject is:		
<ol style="list-style-type: none"> <li>1. To understand ethical issues in the workplace and conflicts that arises in the business environment.</li> <li>2. To understand the role and responsibilities of corporate governance.</li> <li>3. To understand the strategies of International Business.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the importance of ethical decisions and the consequences of unethical decisions.	K1
2	Understand that the business has a social responsibility towards the society.	K2
3	Understand the relative information regarding corporate governance.	K3
4	Gathering complete knowledge about trade theory.	K4
5	Learning the strategies of international business.	K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate.</b>		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low


  
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Course Code	3.2	<b>MANAGEMENT INFORMATION SYSTEM</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Gain knowledge on basic concepts of Information Systems</li> <li>2. Understand the importance of Information System in functional areas of business</li> <li>3. Comprehend the security and ethical challenges in online operations</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Describe the basic concepts related to Management Information System	K1
2	Explain in detail the various functional information systems	K2
3	Use of DSS models, AI, Expert Systems in decision making process	K3
4	Analyzing the various information resources and technologies for developing an efficient information system	K4
5	Evaluating the various security challenges for a secured information system	K5
6	Creating an information system for an organization to process the data for decision making process	K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	M	S	L	S	S	M
CO2	S	S	M	S	M	M	L	S	M	L
CO3	S	L	M	M	S	L	M	L	S	L

S-Strong, M-Medium, L-Low

  
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# THIRD SEMESTER ELECTIVES

3.3 to 3.6 ELECTIVE SUBJECTS

Course Code	1	<b>INTEGRATED MARKETING COMMUNICATION (PROMOTION MANAGEMENT)</b>
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## Course Objectives:

The main objectives of this course are to:

1. Highlight the role of marketing communications in the marketing of a product
2. Familiarise the students with making the right promotion mix for a product/service.
3. Create and manage promotional tools for successful execution of business strategic plan.

## Expected Course Outcomes:

On the successful completion of the course, student will be able to:

1	Understand the connection between marketing communications tools and how each can be used effectively- individually or in an integrated mix.	K1 & K2
2	Apply the modern practices on promotion with respect to digital and online platforms	K3
3	Analyse the advertisement media and tactics at corporate and market level	K4
4	Create advertisement copy	K6
5	Evaluate the optimum sales promotional tool(s) for use in the marketing communications plan	K5

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

## Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	M	M	S	S	S
CO2	S	S	M	M	S	S	M	S	S	S
CO3	S	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

  
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Course Code	2	EXPORT MANAGEMENT
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**Course Objectives:**

The main objectives of this course are to:

1. Educate the students in solving issues related to requirements in export management
2. Understand the legal aspects of export marketing and the role of promotion councils
3. Impart the knowledge on the key functions in export process and procedures

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Know the need for export management and functions	K1
2	Understand the law related to export management	K2
3	Evaluate the methods of export pricing	K5
4	Analyse the export performance	K4
5	Apply the export procedure and create documentation	K3 & K6

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	M	M	M	S	S
CO2	S	S	M	S	M	S	M	M	S	S
CO3	S	S	M	S	M	S	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	3	CONSUMER BEHAVIOUR
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Enable the students to understand the dynamic nature of Consumer Behaviour.</li> <li>2. Familiarise the information needs for helping the consumer in decision- making.</li> <li>3. Address the importance of core and subculture as marketing opportunities.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basic concepts in consumer behaviour.	K1& K2
2	Relate the attitude, perception and personality type of individual consumers and analyse the impact of these factors on the purchase decisions.	K3 & K4
3	Analyse the factors of group influence and its impact on consumer decision making process.	K4
4	Apply the methods of consumer attitude formation that influence a particular purchase decision.	K3
5	Evaluate the culture and consumer behavioural patterns	K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	M	M	M	S	S
CO2	S	S	M	M	M	S	M	M	S	S
CO3	S	S	S	M	M	S	M	M	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	4	RURAL MARKETING
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**Course Objectives:**

The main objectives of this course are to:

1. Understand the basic concepts of rural marketing.
2. Familiarise the rural marketing decisions and develop strategies for application in business scenarios
3. Create awareness on the recent trends in rural marketing.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Apply conceptual knowledge of rural marketing with special reference to Indian context	K3
2	Understand the rural marketing decisions and formulate product and pricing strategy	K2 & K6
3	Identify the concepts of distribution decision models	K1
4	Evaluate the rural marketing research and consumer behaviour models	K5
5	Analyse about the consumer behaviour and recent trends in rural marketing	K4

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	M	S	S	S
CO2	S	S	M	S	M	S	M	S	S	S
CO3	S	S	M	S	M	S	M	S	M	S

\*S-Strong; M-Medium; L-Low

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Course Code	5	STAFFING IN ORGANISATIONS
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1. Gain understanding on holistic model of staffing in organization		
2. Evaluate and create human resource planning in organizations		
3. Develop and apply behavioral event interviewing techniques		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the concepts and process of recruitment and selection	K2
2	Apply the methods of selection and recruitment to evaluate applicants fairly	K3
3	Evaluate contemporary recruitment and selection processes	K4
4	Evaluate the critical functions in selection	K5
5	Design selection process for organisations	K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>6</b>	<b>PERFORMANCE MANAGEMENT</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Familiarize the performance management of employees in an organization
2. Provide insights on the Performance management system implementation and development of employees.
3. Apply the theoretical concepts in industry

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand the performance management framework	K2
2	Articulate organizational and individual goal setting process	K3
3	Evaluate the various employee appraisal methods	K5
4	Design a simple employee performance appraisal system	K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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Course Code	7	EMPLOYEE ENGAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1. Highlight the significance of employee engagement		
2. Present methods to assess the engagement levels of employees		
3. Understand various employee engagement interventions		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Describe and critique the concept of employee engagement	K2
2	Identify problems associated with both over-engagement and disengagement	K3
3	Critically evaluate the measurement of employee engagement	K5
4	Compile and critically analyze various engagement practices in organizations	K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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Course Code	8	FINANCIAL SERVICES
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<b>Course Objectives:</b>
The main objectives of this course are to:
<ol style="list-style-type: none"> <li>1. Align the theory and concepts with industrial application</li> <li>2. Create the awareness of using various software in financial services</li> <li>3. Familiarise the students with the latest trends in financial services</li> </ol>

<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Learn the basic functions, principles and concepts of financial services	K1
2	Understand postulates, principles and techniques of financial services	K2
3	Apply the various tools of Accounting to resolve financial service problems	K3
4	Analyse the various issues of financial services to strengthen it	K4
5	Create interest to do research in the field of accounting	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>9</b>	<b>EQUITY RESEARCH AND PORTFOLIO MANAGEMENT</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Align the theory and concepts with Industrial application
2. Help the students understand the modes of selecting investment opportunities
3. Analyse the securities for investment and to construct and evaluate portfolios

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Learn the basic functions, principles, concepts	K1
2	Understand postulates, principles and techniques of Portfolio Management	K2
3	Apply the various tools for Security Analysis	K3
4	Analyse the various issues of capital market to resolve business problems	K4
5	Create interest to do research in the field of Portfolio Management	K6

**K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create**

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	10	DERIVATIVES MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are:		
<ol style="list-style-type: none"> <li>1. To comprehend the notion of derivatives and study the derivatives market</li> <li>2. To align the theory and concepts with Industrial application</li> <li>3. To help the students understand the modes of selecting investment opportunities</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Learn the basic functions, principles and concepts of Derivatives	K1
2	Understand postulates, principles and techniques of Derivatives	K2
3	Apply the various tools of Accounting software to Derivative Investment	K3
4	Analyse the various issues of Derivatives to resolve business problems	K4
5	Create interest to do research in the field of Derivatives	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>11</b>	<b>BANKING REGULATIONS AND SERVICES</b>
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**Course Objectives:**

The main objectives of this course are:

1. To provide an overview of the regulatory framework and the structure of Banking system
2. To familiarise the students with the various services provided by banks.
3. To align the financial theory and concepts with Industrial application

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Learn the basic functions and concepts of Banking	K1
2	Understand postulates, principles and regulations of Banking	K2
3	Analyse the various issues in banking sectors	K3
4	Apply the banking services to resolve business problems	K4
5	Create interest to do research in the field of banking	K6

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	12	ELECTRONIC COMMERCE
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Understand the various networks and web-based business</li> <li>2. Comprehend the various electronic payment systems</li> <li>3. Recognise the various ethical and privacy issues involved in information security</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Describe the basic concepts related to E-Commerce	K1
2	Explain in detail the various network and www architecture in E-Commerce	K2
3	Launching an e-business on the internet	K3
4	Analysing the various electronic payment system and electronic payments media for a suitable E-Commerce for an organisation	K4
5	Evaluating the various e-security measures for a secured electronic commerce system	K5
6	Create a virtual electronic commerce system for an organisation	K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	L	L	S	M	L	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	S	L	L	M	L	S	M

S-Strong, M-Medium, L-Low

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Course Code	13	SYSTEM ANALYSIS AND DESIGN
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<b>Course Objectives:</b>		
The main objectives of this course are:		
<ol style="list-style-type: none"> <li>1. To align the system analysis and design with industrial application</li> <li>2. To create the awareness on using various software in business</li> <li>3. To familiarise the students on the latest trends in system analysis and design</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Learn the basic functions, techniques and methods of system analysis and design	K1
2	Apply the various software systems to resolve business problems	K3
3	Analyse the various issues of system design to strengthen it	K4
4	Create interest to do research in the field of system analysis and design	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	14	ADVANCED PRODUCTIONMANAGEMENT
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**Course Objectives:**

The main objectives of this course are:

1. To elucidate impact of technology on production.
2. To impart learners with knowledge on systems and procedures of production system.
3. To enable students learn human aspects and financial planning of Production Management System.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand and analyse the issues related to the economic and social environment	K2 &K4
2	Apply and evaluate the systems and procedures of Production Management	K3&K5
3	Understand and analyse scheduling and maintenance system	K2 & K4
4	Evaluate the quantitative models for Production Planning and Control with supportive tools	K5
5	Create an effective productive system with human aspect and financial planning	K6

**K1** - Remember; **K2** – Understand ; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

**Mapping with Programme Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	M	S	M	S	S	S
CO3	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	15	INTEGRATED MATERIALS MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1. Acquaint the student with various objectives and functions of materials management and related decision making.		
2. Recognise significance of materials and inventory planning and control.		
3. Gain knowledge on practical issues and procedures related to purchasing, warehousing and transporting of materials.		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Perceive the basic concepts of Integrated Materials Management.	K2
2	Apply various tools and techniques related to maintenance of Stock levels and Inventory audit.	K3
3	Evaluate and apply the decisions related to make or buy Import purchase procedures and purchase performance.	K3 & K5
4	Analyse stores location and warehousing system in a manufacturing oriented organization.	K4
5	Identify and evaluate practical problems related to stores performance and transportation and create effective system.	K5 & K6
K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	S
CO3	M	S	M	M	S	S	S	M	S	S
CO3	S	M	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	16	HOSPITAL OPERATIONS MANAGEMENT
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**Course Objectives:**

The main objectives of this course are to:

1. Transmit knowledge on the concepts of patient care services and front office services in hospitals.
2. Acquire knowledge on lab services, ward management and quality models in hospitals.
3. Develop strategic system and services related to health care sector

**EXPECTED COURSE OUTCOMES**

On the successful completion of the course, student will be able to:

1	Recognise various concepts related to patient care services in hospital	K1
2	Have knowledge of services like lab, intensive care unit, blood bank services and ward management	K2
3	Implement quality control system in hospital	K3
4	Evaluate nutrition and dietary services, pharmacy services, medical records services, transportation services, etc.	K4 & K5
5	Constitute the maintenance of civil assets, communication system and disaster management, etc.,	K6

**K1** - Remember; **K2** – Understand ; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

**Mapping with Programme Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	S	S	S	S	S	S
CO3	S	S	S	M	S	M	S	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	17	<b>HOSPITAL ARCHITECTURE PLANNING &amp; DESIGN</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1. Acquaint the students with hospitals, its facility, design and operations.		
2. Acquire knowledge about Project concepts, Project plan, project formulation and its implementation.		
3. Implement and evaluate the project plan		
<b>EXPECTED COURSE OUTCOMES</b>		
On the successful completion of the course, student will be able to:		
1	Recognise various concepts related to planning and design of hospital	K1
2	Have knowledge of tools and techniques for project management	K2
3	Implement project scheduling	K3
4	Evaluate and organise the human resources in project execution	K4 &K5
5	Constitute the project work system	K6
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	M	M	S	M	M	S	S	S	S	S
CO3	S	S	M	S	S	S	M	S	S	S

\*S-Strong; M-Medium; L-Low


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Course Code	18	ENTREPRENEUR DEVELOPMENT
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<b>Course Objectives:</b>		
The main objectives of this course are:		
<ol style="list-style-type: none"> <li>1. To enable the students to develop entrepreneurial motivation</li> <li>2. To develop entrepreneurial competency</li> <li>3. To settle issues related to starting small business</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Identify management essentials such as developing budget, critical paths work breakdown etc	K3
2	Identify the key elements of a conference and the process involved in venue selection, registration , catering etc.	K5
3	Entrepreneurship and innovation minors will be able to sell themselves and their ideas	K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	M
CO3	M	S	S	S	S	S	M	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

  
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Course Code	19	HOSPITALITY MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are:		
<ol style="list-style-type: none"> <li>1. To understand the management functions of tourism.</li> <li>2. To identify emerging overseas markets for tourism and hospitality management.</li> <li>3. To initiate the students into the hospitality sector and make them realise its importance.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Utilise interpersonal skills to lead/manage first level employees in a hospitality setting.	K3
2	Perform cost calculations and apply them to decision making situations.	K4
3	Evaluate food safety and sanitation to maintain a safe and sanitary work environment	K5
4	Complete and evaluate the data generated from a hotel night audit.	K5
5	Develop a professional marketing brochure for a lodging operation.	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	S	S	S	S	S
CO3	M	S	S	S	S	M	S	S	S	M
CO3	S	S	S	M	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>20</b>	<b>BIG DATA ANALYTICS</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Align the theory and concepts with Industrial application of computers</li> <li>2. Know about the importance of Big Data in the real world.</li> <li>3. Learn the applications of Big Data in business.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Classify the data and outline the Data mining , Data warehousing	K2
2	Distinguish the Data science and other disciplines	K4
3	Summarise the characteristics of Big Data and technology process	K2
4	Assess the applications of Big Data	K5
5	Analyse the uses of Big Data in Healthcare industry	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	21	LOGISTICS MANAGEMENT
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**Course Objectives:**

The main objectives of this course are to:

1. Understand basic components of Logistics
2. Learn application of ICT in Logistics Management
3. Provide an overview of International Logistics

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

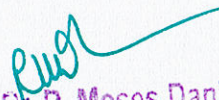
1	Know basic concepts of Logistics Management	K1
2	Understand the importance of Logistics in Business	K2
3	Apply ICT in Logistics Management	K3

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

  
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Course Code	22	EXPORT IMPORT TRADE AND DOCUMENTATION
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**Course Objectives:**

The main objectives of this course are to:

1. Expose the students to major documents and procedures involved in Export-Import Trade
2. Learn concepts related to EXIM financing
3. Provide a brief overview on EXIM Policy of India

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Identify various documents used in International Trade	K1
2	Understand the importance of EXIM Financing	K2
3	Comprehend the features of Foreign Trade Policy	K3

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	L	M	M	L	S	S	L
CO2	S	S	M	L	M	S	M	S	S	M
CO3	M	L	M	M	L	M	L	L	S	L

\*S-Strong; M-Medium; L-Low

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Course Code	3.7	<b>BUSINESS INTELLIGENCE THROUGH INTRNET OF THINGS</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Explain the components and characteristics if Industry 4.0</li> <li>2. Highlight the application of I 4.0 in various business aspects</li> <li>3. Help students develop new I 4.0 applications</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basic concepts of Industry 4.0	K2
2	Developing new applications of I 4.0	K2
3	Understanding Data Analytics concepts	K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

### 3.8 Summer placement Project and Viva voce

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## FOURTH SEMESTER

<b>Course Code</b>	4.1	<b>STRATEGIC MANAGEMNT: INDIAN GLOBAL CONTEXT</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Comprehend the basic ideas of strategic planning</li> <li>2. Learn to carry out environmental analysis</li> <li>3. Learn to apply strategy to achieve business objectives</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Identify elements of strategic planning	K1
2	Understand the tools of strategy formulation	K2
3	Learn the application of strategic planning in Indian and global contexts	K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	M	M	S	S	M	M	L	S	M	L
<b>CO2</b>	S	S	M	L	M	S	M	S	S	M
<b>CO3</b>	M	L	M	M	L	M	M	M	S	L

\*S-Strong; M-Medium; L-Low

  
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4.2 to 4.5 ELECTIVE SUBJECTS


**FOURTH SEMESTER ELECTIVES**

Course Code	1	SERVICES MARKETING
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1. Comprehend the special characteristics of marketing of services		
2. Learn industry specific service marketing practices		
3. Understand the application of marketing mix in services sector		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Familiarise with the special features of services sector	K1
2	Understand the uniqueness in marketing mix decisions for services	K2
3	Learn industry specific marketing perspectives	K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	S	S	M	L	S	M
CO2	M	S	S	S	S	S	M	M	S	M
CO3	S	S	S	L	S	S	M	S	M	M

\*S-Strong; M-Medium; L-Low

  
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Course Code	2	BRAND MANAGEMENT
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**Course Objectives:**

The main objectives of this course are to:

1. Gain in depth knowledge about the concept of branding
2. Learn the application of branding in marketing
3. Understand the benefits and challenges associated with branding

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Grasp the meaning and techniques of branding	K1
2	Understand how marketers apply branding to their strategic advantage	K2
3	Learn significance of branding for long term profitability	K3

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	L	M	M	M	M	S	L
CO2	S	S	M	L	M	M	M	M	M	L
CO3	S	M	L	M	L	M	M	M	M	M

\*S-Strong; M-Medium; L-Low

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Course Code	3	DISTRIBUTION MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1. Understand fundamentals of physical distribution		
2. Learn the nuances of channel management		
3. Appreciate issues related to managing distribution network		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Learn basic ideas of physical distribution	K1
2	Acknowledge the issues related to channel management	K2
3	Identify channel network suitability	K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	L	S	M	L	M	S	L
CO2	M	S	S	L	S	S	L	M	S	M
CO3	S	S	M	M	S	M	L	M	S	M

\*S-Strong; M-Medium; L-Low

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Course Code	4	RETAIL MANAGEMENT
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**Course Objectives:**

The main objectives of this course are to:

1. Understand fundamentals of retailing
2. Learn the application of ICT in retail management
3. Comprehend issues related to contemporary retailing

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Learn basic concepts of retailing	K1
2	Understand the issues related to modern retailing	K2
3	Identify the scope of ICT in retail management	K3

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	M	S	L	M	S	L
CO2	S	M	S	M	S	S	M	M	S	L
CO3	M	S	S	M	M	S	L	S	S	L

\*S-Strong; M-Medium; L-Low

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Course Code	5	EMPLOYEE DEVELOPMENT
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Provide knowledge to design and deliver the program based on learning theories</li> <li>2. Describe evaluation procedures for L and D Program for increased effectiveness.</li> <li>3. Apply the basic concepts to employee development</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Explain the significance of employee development	K3
2	Analyse the training needs in an organization	K4
3	Consider various training methods and their contexts	K5
4	Construct a simple training plan in an organization	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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Course Code	6	<b>CHANGE AND ORGANIZATION DEVELOPMENT</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Familiarise with the change models in organisations
2. Present the OD process in an organisation from a consultant's perspective
3. Summarise the challenges in OD process

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Describe the framework of OD	K2
2	Distinguish various stages of OD intervention	K4
3	Evaluate the OD intervention techniques for different contexts	K5
4	Critically assess the challenges in OD interventions	K5

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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Course Code	7	<b>LABOUR WELFARE AND INDUSTRIAL RELATIONS</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1. Outline the performance management process		
2. Provide insights on the performance management system implementation and development of employees.		
3. Apply the concepts for the development of employees		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand Industrial disputes and settling them	K2
2	Critically analyse industrial relations and trade unionism	K4
3	Evaluate various labour legislations and their implications	K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

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Course Code	8	INTERNATIONAL FINANCIAL MANAGEMENT
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**Course Objectives:**

The main objectives of this course are:

1. To align the accounting theory and concepts with Industrial application
2. To create the awareness on using various software in Financial Management
3. To understand the operations of foreign exchange derivatives market and manage foreign exchange risk

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

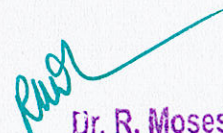
1	Learn the basic functions, principles and concepts of IFM	K1
2	Understand postulates and techniques of International Financial Management	K2
3	Apply the various tools of IFM to resolve Business Problems	K3

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



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Course Code	9	PRINCIPLES OF INSURANCE
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<b>Course Objectives:</b>
The main objectives of this course are:
<ol style="list-style-type: none"> <li>1. To provide an overview of the regulatory framework and the structure of insurance system</li> <li>2. To familiarise the students with the various services provided by Insurance sector.</li> <li>3. To understand the risk and its management process through insurance and other methods.</li> </ol>

<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Learn the basic functions, principles and concepts of insurance	K1
2	Understand postulates and regulations of Insurance	K2
3	Analyse the various issues in Insurance sector	K3
4	Apply the insurance concepts to resolve Business Problems	K4
5	Create interest to do research in the field of insurance	K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	10	COST MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are:		
<ol style="list-style-type: none"> <li>1. To align the accounting theory and concepts with industrial application</li> <li>2. To create the awareness of using various software in Costing</li> <li>3. To create strong foundation in understanding application of costing</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Learn the basic functions, principles and concepts of Costing	K1
2	Understand postulates and techniques of Costing	K2
3	Apply the various tools of Costing to resolve business problems	K3
4	Analyse the various issues of Cost Accounting	K4
5	Create interest to do research in the field of accounting	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>11</b>	<b>BANKING RISKMANAGEMENT</b>
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**Course Objectives:**

The main objectives of this course are:

1. To align the accounting theory and concepts with banking application
2. To create the awareness of using various software in banking
3. To understand the various types of risks faced by banks and the various tools and techniques of measuring and managing bank risks.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Learn the basic functions, principles and concepts of Banking	K1
2	Understand postulates and techniques of Banking	K2
3	Apply the various techniques used to measure and manage bank risk	K3
4	Analyse the various risks in Banking to resolve Banking Problems	K4
5	Create interest to do research in the field of Banking	K6

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course code	12	<b>SOFTWARE PROJECT MANAGEMENT</b>
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**Course Objectives:**

The main objectives of this course are:

1. To align the software development with Industrial application
2. To create the awareness on using various software in business
3. To familiarise the students with the latest trends in computer software

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

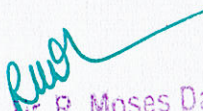
1	Learn the basic functions, techniques and methods of software project management	K1
2	Apply the various software of system to resolve business problems	K3
3	Analyse the various issues of software projects	K4
4	Create interest to do research in the field of software project management	K6

**K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create**

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

  
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<b>Course Code</b>	<b>13</b>	<b>ENTERPRISE RESOURCE PLANNING</b>
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**Course Objectives:**

The main objectives of this course are:

1. To understand the role of ERP in an organisation, its modules and implementation issues
2. To align the ERP with Industrial application
3. To familiarise the students on the latest trends in ERP

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:


1	Learn the basic functions, techniques and methods of ERP	K1
2	To understand the role of ERP in an organization, its various modules, and implementation issues	K2
3	Apply the various ERP techniques to resolve business problems	K3
4	Analyse the various issues of ERP	K4
5	Create interest to do research in the field of ERP	K6

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



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Course Code	14	TOTAL QUALITY MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Impart the knowledge on concepts of quality in production and total quality in Business Management.</li> <li>2. Acquire knowledge of total quality models and quality measurement system.</li> <li>3. Develop strategic choices of markets and customers maintaining competitive advantage by adopting ISO 9000 – Auditing for Total Quality Management.</li> </ol>		
<b>EXPECTED COURSE OUTCOMES</b>		
On the successful completion of the course, student will be able to:		
1	Perceive the concepts of Total Quality Management and its approaches.	K1 &K2
2	Apply the pillars of Total Quality Management, strategic thinking, guidelines towards organizational implications.	K3
3	Enable total quality models related to information and customer under quality management.	K5
4	Analyse quality system and apply customer retention through quality measurement system.	K4
5	Create strategic choice of markets and customers maintenance in the competitive environment.	K6
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	S	M	S	S
CO3	S	S	M	S	S	S	S	M	S	S
CO3	M	S	S	M	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	15	SUPPLY CHAINMANAGEMENT
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**Course Objectives:**

The main objectives of this course are to:

1. Familiarise the students with the concepts of supplies pertaining to purchase, storage and issue of materials and stock maintenance of finished goods.
2. Acquire knowledge on Supply Chain Management and customer relations management.
3. Enrich their knowledge in manufacturing, scheduling logistics management and information technology in Supply Chain Management.

**EXPECTED COURSE OUTCOMES**

On the successful completion of the course, student will be able to:

1	Understand the concepts and components of Supply Chain Management.	K2
2	Analyse customer focus in Supply Chain Management and evaluate the purchase performance.	K4
3	Apply material handling system in store keeping and space management.	K3
4	Evaluate the role of logistics in Supply Chain Management and customer service.	K5
5	Create and implement information technology in Supply Chain Management.	K6

**K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create**

**Mapping with Programme Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	S	S	S	S	S	S	S	M	S	S
CO3	S	S	M	M	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low


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Course Code	16	<b>PUBLIC HEALTH SYSTEMS AND HEALTH INSURANCE</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1. Acquaint the students with hospitals, its facility, design and operations.		
2. Acquire knowledge about Project concepts, Project plan, Project formulation and its implementation.		
3. Implement and evaluate the project plan		
<b>EXPECTED COURSE OUTCOMES</b>		
On the successful completion of the course, student will be able to:		
1	Recognise various concepts related to health care sector	K1
2	Have knowledge of health care system in India and at global level	K2
3	Implement project scheduling	K3
4	Evaluate and organise the human resources in project execution	K4 &K5
5	Constitute the project work system	K6
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	M	S
CO3	S	S	S	M	M	S	S	S	S	S
CO3	S	S	M	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

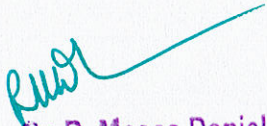
  
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Course Code	17	INTERNATIONAL HEALTHMANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are:		
<ol style="list-style-type: none"> <li>To know and understand the international health scenario and healthcare delivery process and also to develop perspectives for health product and services to go global.</li> <li>Acquire knowledge about Health care system and challenges</li> <li>Implement and evaluate the health policy and regulatory tools</li> </ol>		
<b>EXPECTED COURSE OUTCOMES</b>		
On the successful completion of the course, student will be able to:		
1	Recognise various concepts related to health care challenges	K1
2	Have knowledge of the reforms of health care system	K2
3	Implement health care system's trends and directions	K3
4	Evaluate and organise the IPR, PCT and WIPO	K4 &K5
5	Constitute the different forms of health policies in health care sector	K6
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>		

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	S	S	S	M	M	S	S	S	S	S
CO3	S	S	M	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

  
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Course Code	18	THE SUCCESSFUL BUSINESS PLAN
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<b>Course Objectives:</b>		
The main objectives of this course are:		
1. To dedicate enough time for planning, create goals and evaluate performance.		
2. To deal with change.		
3. To Maintain a healthy cash flow.		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Develop the ability to discern distinct entrepreneurial traits	K3
2	Know the parameters to assess opportunities and constraints of new business ideas	K4
3	Understand the systematic process to select and screen business ideas	K5
4	Design strategies for successful implementation of ideas	K6
5	Write a business plan	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	S	S	S
CO3	M	S	S	S	M	S	S	S	S	S
CO3	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	19	EVENT MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1. Obtain a sense of responsibility for the multi – disciplinary nature of event management.		
2. Gain confidence and enjoyment from involvement in the dynamic industry of event management		
3. Form a base for many routine activities in operations management		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Identify the types of insurance appropriate for particular events.	K2
2	Identify risk factors in an event proposal.	K2
3	Describe and analyse key components of typical event contracts.	K5
4	Analyse the nature of risk and risk factors typical to meetings and events	K5
5	Conduct standard and customary ethical, legal, risk management, safety, and security analysis for an event	K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	S	S	S	S	S
CO3	M	S	S	S	S	M	S	S	S	M
CO3	S	S	S	M	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>20</b>	<b>DATA ANALYTICS USING R</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Align the theory and concepts of Data Analytics in industrial application</li> <li>2. Provide basic knowledge about Data Analytics using R.</li> <li>3. Learn the Data processing, Data summarisation, Data visualisation and Reporting tools.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the features of R language	K2
2	Apply the data processing concept in business	K3
3	Analyse the data available in the Industry by applying the concept of Data summarisation and visualisation	K4
4	Judge the suitable reporting tool to analyse the Industrial data	K5
5	Assess the data analytics case studies	K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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Course Code	21	GLOBAL SUPPLY CHAIN MANAGEMENT
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Gain knowledge on basic concepts of SCM</li> <li>2. Learn the importance of SCM in creating customer value</li> <li>3. Understand the trends in Global SCM</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Identify various components of SCM	K1
2	Understand the importance of SCM in customer value building	K2
3	Comprehend the application of ICT in distribution networks	K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	S	S	M	S	S	L
CO2	M	S	S	L	M	S	S	L	S	M
CO3	M	M	M	M	S	L	S	S	M	M

\*S-Strong; M-Medium; L-Low

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Course Code	22	SHIPPING MANAGEMENT AND MARINE INSURANCE
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**Course Objectives:**

The main objectives of this course are to:

1. Recognise various modes of transportation in international trade
2. Comprehend global practices in shipping and airline industry
3. Understand the significance of marine/cargo insurance in foreign trade

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Familiarise with the modes of global transportation	K1
2	Understand shipping and air transport practices	K2
3	Recognise the significance of marine/cargo insurance	K3

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programme Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	M	M	M	M
CO2	S	S	S	L	M	S	M	S	S	M
CO3	S	M	M	L	M	M	M	M	S	M

\*S-Strong; M-Medium; L-Low

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<b>Course Code</b>	<b>4.6</b>	<b>TECHNOLOGY EMPOWERED MARKETING</b>
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**Course Objectives:**

The main objectives of this course are to:

1. To bring the importance of technology and innovation with a special relevance in retailing.
2. To develop decision making skills and analytical abilities of students to arrive at feasible solutions through quantitative and qualitative analysis of data.
3. Plans to touch upon various technological touch points that reaches with customers.
4. To bring the importance of technology and innovation with a special relevance in retailing.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand the basic concepts of Tech driven marketing	K2
2	Apply technology to reach to customers	K3
3	Learn techniques of online marketing communications	K2

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

**Mapping with Programme Outcomes**

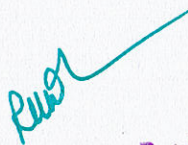
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

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## 2. Master of Computer Applications

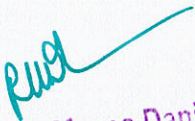
Program Educational Objectives (PEOs)	
The <b>M.C.A.</b> program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	To emerge as a System Analyst/ Software Engineer/ Data Analyst.
PEO2	The students can come up with a good solution for Business Models
PEO3	Design and Development of solutions to System Security
PEO4	Emerge as a Good Teacherand Researcher.

  
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**Program Specific Outcomes (PSOs)**

After the successful completion of MCA program, the students are expected to

PSO1	Obtain sound knowledge in the basic concepts of computer science including theory and programming familiar with relevant trends in computer science domains.
PSO2	Integrate and apply efficiently the contemporary IT tools to all computer applications.
PSO3	Acquire professional skills in software design process and practical competence in broad range of open source programming languages to withstand technological change and provide solutions to new ideas and innovations.
PSO4	Able to pursue careers in IT industry/ consultancy/ research and development, teaching and allied areas related to computer applications.
PSO5	Provide various computing skills like analysis, design and development of innovative software products to meet the industry needs with legal, ethical and social acceptable solutions for computer based technical problems.

  
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<b>Program Outcomes (POs)</b>	
On successful completion of the M.C.A.program	
PO1	Develop creativity and problem solving skills with the knowledge of computing and mathematics.
PO2	Ability to develop and carry out experiments, interpret and infer data.
PO3	Design algorithms and develop software to aid solutions to industry and governments.
PO4	Review the latest technology and tool handling mechanism.
PO5	Analyze the outcome to solve global environment related issues.
PO6	Apply the knowledge in lifelong learning journey to equip themselves.
PO7	Identify the perspective of business practices, risks and limitations.
PO8	Work with professional and ethical values.
PO9	Formulate the responsibilities of human rights and entrepreneurial spirit.
PO10	Understand the methods to communicate effectively and work collectively.

  
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# FIRST SEMESTER

Course code		<b>JAVA PROGRAMMING</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to enable the students:		
<ol style="list-style-type: none"> <li>1. To understand basic concepts of object oriented programming, methods data types, class and objects, packages, interfaces and threads.</li> <li>2. To apply and analyze Java Concepts in Databases through JDBC,</li> <li>3. To understand and apply Servlet technology RMI for a distributed architecture.</li> <li>4. To enable the students to learn various exception handling mechanisms, Graphics and File functions.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basics of Java programming	K1,K2
2	Understand Java methods	K1,K2,K3
3	Obtain knowledge about concepts, syntax and use of packages, interfaces, threads and exception handling for writing programs	K1,K2K3,K4,K5
4	Familiarize the JDBC object services and make use these services for database access programs	K1,K2,K3,K4, K5
5	Apply multithreading, string manipulation, Java Beans and Servlets concepts	K1,K2,K3,K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programming Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	M	S	S	M	S	S
CO2	S	S	S	M	S	S	M	L	M	M
CO3	M	S	M	S	S	L	S	M	S	S
CO4	S	S	S	S	M	S	M	S	M	M
CO5	S	S	S	S	S	M	S	M	M	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>RELATIONAL DATABASE MANAGEMENT SYSTEMS</b>
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**Course Objectives:**  
The main objectives of this course are to:

1. To enable the students to understand the basics of database management systems.
2. To enable the students to understand ER model, structure of relational database and indexing.
3. To enable the students to apply advance database concepts to create secured, distributed databases.

**Expected Course Outcomes:**  
On the successful completion of the course, student will be able to:


1	Understood the basic principles of database management systems, parallel & distributed databases	K1,K2
2	Gained knowledge over various database models, schemas and SQL statements	K1,K2
3	Construct Logical database design	K2,K3
4	Apply normalization and functional dependency in database design with security concern	K2,K3, K4,K6
5	Design and build a simple database system and demonstrate competence with the fundamental tasks involved with modeling, designing, and implementing a DBMS	K2,K3, K4,K5

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programming Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	S	M	S	L	S	S
CO2	S	S	S	S	S	S	M	M	S	S
CO3	M	S	S	M	L	M	S	M	S	S
CO4	S	M	S	S	S	L	M	S	S	S
CO5	S	M	M	M	S	M	S	S	M	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>COMPUTER NETWORKS</b>
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<b>Course Objectives:</b>		
The main objectives of this course are :		
<ol style="list-style-type: none"> <li>1. To make the students understand the basics of computer networks and its importance in communication and resource sharing.</li> <li>2. To enable the students to understand OSI reference model and related models.</li> <li>3. To enable the students to learn and apply algorithms related to network scheduling and error detection and correction .</li> <li>4. To enable the students to understand and apply the design issues in construction of computer networks.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basics knowledge about computer networks.	K1,K2, K3
2	Understand the basics of physical layer and public switched telephone networks.	K1,K2
3	Understand the fundamentals of elementary data link protocol and sliding window protocols	K1,K2, K3
4	Apply various operations of algorithms in networks	K2,K3, K4
5	Analyze about various types of protocol and layers	K2,K3,K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

<b>Mapping with Programming Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	M	L	M	S	S
CO2	S	S	S	S	M	L	S	M	S	M
CO3	S	S	S	M	S	S	S	S	M	S
CO4	M	M	M	M	S	S	M	S	S	S
CO5	S	S	S	S	S	S	M	M	S	S

\*S-Strong; M-Medium; L-Low

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Course code		<b>OPERATING SYSTEMS</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Enable the students to understand about operating systems, process management, CPU scheduling, memory management and secondary storage management.
2. To enable the students to learn and apply the concepts using LINUX operating system.
3. To enable students to understand and analyse shell programming.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:


1	Understand the design issues associated with operating systems	K1,K2
2	Master various process management concepts like scheduling, deadlock management	K1,K2, K3
3	Analyze on memory management	K1,K2, K4
4	Analyze about the disk performance optimization and file systems	K1,K2, K4
5	Analyze on Linux operating system	K1,K2, K4

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**- Create

**Mapping with Programming Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	S	M	S	S	S	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	M	S	M	M	M	M	S	M	S	S
CO4	S	M	S	S	S	L	M	S	S	S
CO5	S	S	M	M	S	M	S	S	M	S

\*S-Strong; M-Medium; L-Low


  
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Course code		<b>OPERATING SYSTEMS</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Enable the students to understand about operating systems, process management, CPU scheduling, memory management and secondary storage management.</li> <li>2. To enable the students to learn and apply the concepts using LINUX operating system.</li> <li>3. To enable students to understand and analyse shell programming.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the design issues associated with operating systems	K1,K2
2	Master various process management concepts like scheduling, deadlock management	K1,K2, K3
3	Analyze on memory management	K1,K2, K4
4	Analyze about the disk performance optimization and file systems	K1,K2, K4
5	Analyze on Linux operating system	K1,K2, K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

<b>Mapping with Programming Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	S	M	S	S	S	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	M	S	M	M	M	M	S	M	S	S
CO4	S	M	S	S	S	L	M	S	S	S
CO5	S	S	M	M	S	M	S	S	M	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>PRACTICAL II : RDBMS WITH ORACLE LAB</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1.To study the features of commercial RDBMS packages such as Oracle and Developer 2000		
2.To give Foundation knowledge in database concepts, technology and practice to groom students into well informed database application developers.		
3.To give strong practice in SQL programming through a variety of database problems.		
4.To practice host language interface with embedded SQL.		
5.Develop database applications using front-end tools and back-end DBMS		
6.To create forms and report writer package		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand Entity Relationship model and develop E-R diagrams for some applications	K1,K2
2	Write SQL queries to user specifications	K3,K4
3	Develop triggers, procedures, user defined functions and design accurate and PLSQL programs in Oracle	K4,K5
4	Prepare technical report on the observations of the experiments	K5,K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create		

<b>Mapping with Programming Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	M	S	M
CO2	S	S	S	S	S	S	S	M	S	S
CO3	S	S	S	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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## SECOND SEMESTER

Course code		<b>DATA MINING AND BIG DATA ANALYTICS</b>
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### Course Objectives:

The main objectives of this course are to:

1. To motivate the students as well to enrich their knowledge about the concepts of data manipulation and big data.
2. To enable the students to understand and analyse various datamining applications.
3. To enable the students to understand and apply Big Data to Business problems.
4. To enable the students to analyse business models by high performance deep analytics.

### Expected Course Outcomes:

On the successful completion of the course, student will be able to:


1	Understand the basic data mining techniques and algorithms	K1,K2
2	Understand about the Big Data evaluation	K1,K2
3	Analyze on clustering methods	K1,K2, K4
4	Compare and evaluate different data mining techniques like classification and prediction	K4,K5
5	Apply and Analyze Big Data to Business problems	K3,K4, K6

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

### Mapping with Programming Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	M	M	S	S	S	L	M	S	S
CO3	S	S	S	M	S	M	S	S	M	M
CO4	S	S	S	S	S	S	S	S	S	M
CO5	M	S	M	S	M	M	S	M	S	M

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>.NET PROGRAMMING</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. To enable the students to understand and apply the practical aspects of application development using .Net framework.</li> <li>2. To enable the students to understand the Common Language Runtime (CLR), .Net framework classes.</li> <li>3. To enable the students to understand and apply the .NET concepts using C#.</li> <li>4. To enable the students to understand and apply .NET concepts using ADO.netProgramming</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the concepts of .NET Framework Technology	K1,K2
2	Apply error handling techniques in .NET	K2,K3
3	Demonstrates the C# console applications	K3,K4
4	Design and develop the Web applications using C#	K4,K5
5	Design and develop the distributed data driven applications using .NET framework	K3,K4, K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

<b>Mapping with Programming Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	S
CO2	S	M	M	S	S	S	M	M	S	S
CO3	M	S	S	M	S	M	S	S	M	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	M	S	M	S	M	M	L	M	S	M

\*S-Strong; M-Medium; L-Low

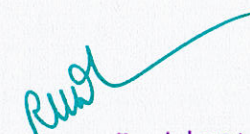
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Course code		<b>OPERATIONS RESEARCH</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Learn formulation of LPP, mathematical formulation, feasible solution to transport problem, EOQ model.</li> <li>2. Learn individual replacement, group replacement and the characteristics of queuing theory.</li> <li>3. apply PERT / CPM for Network Construction.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Firm basis for understanding the linear programming problems.	K1,K2
2	To construct networks, apply queuing theory and replacement model concepts.	K1,K2, K3
3	Apply the optimality in transportation problem.	K1,K2, K3
4	Analyze on inventory control.	K3,K4
5	Solve a wide range of problems related to network construction through PERT / CPM	K4,K5, K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

<b>Mapping with Programming Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	M	S	S	M	S
CO2	S	S	S	M	S	M	S	S	M	S
CO3	S	S	S	M	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>SOFTWARE PROJECT MANAGEMENT</b>
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<b>Course Objectives:</b>
The main objectives of this course are to enable the students:
<ol style="list-style-type: none"> <li>1. To understand basics and importance of Software Engineering.</li> <li>2. To get a deep insight to software project management concepts.</li> <li>3. To understand the software project, Analyze project Characteristics, estimate efforts, project evaluation, and selection of process model, software effort estimation, risk management and managing contracts.</li> </ol>

<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basic concepts of Software Project Management	K1,K2
2	Identify the different project contexts and suggest an appropriate management strategy	K1,K2, K3
3	Demonstrate through application, knowledge of the key project management skills, such as product and work break-down structure, schedule, governance including progress reporting, risk and quality management	K3,K4
4	Analyze a comparison on Product Versus Process Quality Management	K3,K4
5	Perform case studies on cost estimation models like COCOMO	K3,K4, K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programming Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	M	S	M	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	M	M	S	S	S	S	S	S	S	S
CO5	M	M	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

  
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Course code	PRACTICAL III : DATA MINING LAB
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<b>Course Objectives:</b>	
The main objectives of this course are to:	
1. To enable the students to learn the concepts of Data Mining algorithms namely classification, clustering, regression....	
2. To understand & write programs using the algorithms	
3. To apply statistical interpretations for the solutions	
4. Able to use visualizations technique	
5. To apply WEKA tool in attribute selection, decision tree, etc...	
<b>Expected Course Outcomes:</b>	
On the successful completion of the course, student will be able to:	
1	To write programs using R for Association rules, Clustering techniques K1,K2
2	To implement data mining techniques like classification, prediction K2,K3
3	Able to use different visualizations techniques using R K4,K5
4	To understand different data mining algorithms to solve real world applications and train data using WEKA tool K5,K6
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create	

Mapping with Programming Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	M	S	S
CO2	S	S	S	S	S	S	S	M	S	M
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

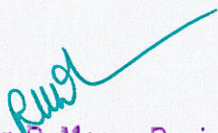
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<b>Course code</b>		<b>PRACTICAL IV : .NETPROGRAMMING LAB</b> (Effective for the candidates admitted from the academic Year 2020- 2021)
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
1.To Understand & write web applications using ASP.NET		
2.To implement OOPS concepts using C#		
3.To Develop the Web applications using C#		
4.To Design and develop the data base applications using ADO.NET control.		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand to create web pages using ASP.NET	K1,K2
2	Capable of developing interactive web applications using ASP.NET	K2,K3
3	Able to write dynamic web applications using C#	K4,K5
4	Must be able develop data base applications using ADO.NET control	K5,K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>		

<b>Mapping with Programming Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	M	S	S
CO2	S	S	S	S	S	S	S	M	S	M
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

  
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<b>Course code</b>	<b>PRACTICAL V : WEB APPLICATION DEVELOPMENT AND HOSTING</b> (Effective for the candidates admitted from the academic Year 2020-2021)
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**Course Objectives:**

The main objectives of this course are to:

1. Able to design a web page using HTML tags
2. To enable the students to use Framesets, hyper links and different formatting features of HTML tags
3. Enable the students to use Forms & other controls in a web page
4. To create interactive applications using PHP

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:


1	Understand & implement the basic HTML tags to create static web pages	K1,K2
2	Capable of using hyperlinks, frames , images, tables, ....in a web page	K2,K3
3	Able to write dynamic web applications using HTML forms	K4,K5
4	Must be able to write dynamic web applications in PHP & HTML tags using XAMPP.	K5,K6

**K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create**

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	M	S	S
CO2	S	S	S	S	S	S	S	M	S	S
CO3	S	S	S	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

  
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## THIRD SEMESTER

Course code	<b>PHP PROGRAMMING</b>
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### Course Objectives:

The main objectives of this course are to:

1. Present the Introduction to PHP, PHP functions, database handling and in addition AJAX is taught.
2. Enable the students to learn the fundamentals of Open Source software and get experience in PHP and AJAX.
3. Acquire skills to write PHP programs.

### Expected Course Outcomes:


On the successful completion of the course, student will be able to:

1	Understand the concepts of open source softwares	K1,K2
2	Understand the functions and browser handling power of PHP	K1,K2
3	Apply object oriented concepts and file handling concepts of PHP	K2,K3, K6
4	Evaluate database and set sessions, cookies and FTP	K2,K3, K4,K5
5	Develop web pages using PHP	K3,K4, K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

### Mapping with Programming Outcomes

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
<b>CO1</b>	S	S	S	M	S	M	S	S	M	S
<b>CO2</b>	S	S	M	S	S	S	S	S	S	S
<b>CO3</b>	M	S	S	M	M	M	M	S	M	M
<b>CO4</b>	S	S	S	S	S	M	S	S	S	S
<b>CO5</b>	S	M	L	M	S	S	S	M	M	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>SOFTWARE TESTING</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Provides principles of Software Testing and tools.
2. Enable the students to learn about the principle and tools of Software testing.
3. Improve knowledge in software testingtools.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand the fundamentals of software testing	K1,K2
2	Gain software testing experience by applying software testing knowledge and methods to practice-oriented software testing projects	K2,K3
3	Analyze path testing concept	K3,K4
4	Analyze state testing concept	K3,K4
5	Execute programs and test data in Client-Server Architecture	K3,K4, K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	M	M	M	M	S	L	M	S	M
CO2	M	S	S	S	S	S	M	S	S	S
CO3	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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Course code		<b>NETWORK SECURITY AND CRYPTOGRAPHY</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>Deal with principles of encryption algorithms, and conventional and public key cryptography.</li> <li>Enable to know the levels of network security and security tools.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Remember the basic knowledge on security models	K1,K2
2	Understand the concept of AES and DES cipher	K1,K2
3	Apply on encryption function	K2,K3,K4
4	Analyze about public key cryptography and RSA	K2,K3,K4, K5
5	Analyze on authentication functions in security	K2,K3,K4, K4,K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

<b>Mapping with Programming Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	L	S	M	S	M	S
CO2	S	S	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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Course code		<b>CLOUD COMPUTING</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Understand the cloud computing architectures, applications and challenges.</li> <li>2. Know how the data is stored in the cloud and the various services offered by the cloud.</li> <li>3. Develop the skills in Web Application Development using cloud technologies.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basic knowledge on virtualization	K1,K2
2	Understand the concept of cloud computing services and its business value	K1,K2
3	Analyze various web based applications for collaborating everyone in cloud computing	K1,K2, K3,K4
4	Assess various industrial platforms for the developments	K2,K3, K4
5	Analyze on cloud mobility and governance	K2,K3, K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create		

Mapping with Programming Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	S	M	S	M	S	M	M	M	S
CO2	M	S	M	S	S	S	M	M	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	M	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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Course code		<b>PRACTICAL VI : PHP PROGRAMMING LAB</b>
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**Course Objectives:**

The main objectives of this course are to:

- Understand the features like basic functions and features in PHP.
- Be able to know the implementation of File handling, OOPs concepts, cookies in PHP
- Able to write PHP programs for File manipulation
- Able to write a Data base application in PHP

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand to write programs in PHP for OOPS concepts	K1,K2
2	Capable of developing interactive web applications using PHP	K2,K3
3	Able to write PHP programs for File handling	K3,K4
4	Must be able develop data base applications using PHP	K5,K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>		

**Mapping with Programming Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	M	S	M
CO2	S	S	S	S	S	S	S	M	S	M
CO3	S	S	S	S	S	S	S	M	S	M
CO4	S	S	S	S	S	S	S	M	S	M

\*S-Strong; M-Medium; L-Low

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Course code		<b>PRACTICAL VI : SOFTWARE TESTING LAB</b>
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**Course Objectives:**

The main objectives of this course are to:

- 1.This course focuses on the Testing phase of SDLC
- 2.This course enables the students to learn about Software Testing & its Types
- 3.It also enable the students to write Test Cases, about different testing tools and its applications
- 4.It gives a clear picture about the role of Testing phase & its importance in SDLC.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand the concepts of Software Testing, & its tools	K1,K2
2	Able to understand different testing phases & to execute it	K2,K3
3	Must be able to evaluate the results with respect to the specifications	K3,K4
4	Application of different tools, according to the testing process.	K5,K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>		

**Mapping with Programming Outcomes**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	M	S	S
CO2	S	S	S	S	S	S	S	M	S	M
CO3	S	S	S	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

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## ELECTIVE COURSES

<b>Course code</b>	<b>ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Enrich the knowledge about the concepts of Artificial Intelligence.
2. Know the concepts of AI problems and techniques.
3. Learn about Structures & Expert System.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:


1	Demonstrate AI problems and techniques	K1,K2
2	Know the various searching techniques, constraint satisfaction problems and example problems	K1,K2
3	Apply and analyze basic principles of AI in solutions that require problem solving, inference, perception, knowledge representation, and learning	K2,K3, K4
4	Analyze knowledge Structures & Expert System	K3,K4
5	Analyze and design a real world problem for implementation and understand the dynamic behavior of a system	K2,K3, K4

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
<b>CO1</b>	S	S	S	S	S	S	S	M	M	S
<b>CO2</b>	S	S	S	S	S	S	S	M	S	S
<b>CO3</b>	S	S	S	S	S	S	S	M	S	S
<b>CO4</b>	S	S	S	S	S	S	S	M	S	S
<b>CO5</b>	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>MOBILE COMPUTING</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Present the overview of Mobile computing, Applications and Architectures.
2. Describe the futuristic computing challenges.
3. Enable the students to learn the concept of mobile computing.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand the need and requirements of mobile communication	K1,K2
2	Focus on mobile computing applications and techniques	K2,K3
3	Demonstrate satellite communication in mobile computing	K2,K3, K4
4	Analyze about wireless local loop architecture	K3,K4
5	Analyze various mobile communication technologies	K3,K4

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	M	L	L	M	S	M	M	M	M
CO2	S	S	S	M	M	S	M	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low


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Course code		<b>DISTRIBUTED COMPUTING</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Present the introduction to fully distributed processing systems, communication line loading and client/server network model.</li> <li>2. Enable the students to learn the concepts of distributed computing.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand distributed processing and network systems	K1,K2
2	Learn factors, resources and responsibilities of distributed systems.	K1,K2
3	Analyze distributed database and decision trees.	K2,K3, K4
4	Acquire knowledge about network models	K2,K3, K4
5	Design distributed database and project techniques.	K2,K3, K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

<b>Mapping with Programming Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	S	S	S	S	M
CO2	S	M	M	S	S	S	M	S	M	L
CO3	S	S	S	M	S	S	S	M	S	M
CO4	M	M	S	S	S	M	S	S	S	S
CO5	M	L	S	M	S	S	S	S	M	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>EMBEDDED SYSTEMS</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Present the introduction to embedded systems, Devices and Buses for Device Networks, Program modeling concepts, Inter – process communication & Synchronization of processes, Tasks and threads
2. Enable the students learn the embedded systems concepts and fundamentals.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand embedded systems concepts	K1,K2
2	Understand RTOS concepts	K1,K2
3	Identify the devices and buses used in embedded networking	K2,K3, K4
4	Analyze on software development process life cycle and its models	K2,K3, K4
5	Analyze and design various real time embedded systems using RTOS	K2,K3, K4

**K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create**

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L	L	L	S	M	S	S	M	M	S
CO2	M	M	S	S	M	S	M	S	S	S
CO3	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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Course code		<b>WEB SERVICES</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Present the Web Services , Building real world Enterprise applications using Web Services with Technologies XML, SOAP , WSDL , UDDI
2. Get overview of Distributed Computing, XML, and its technologies
3. Update with QoS and its features
4. Develop Standards and future of Web Services

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:


1	Understand web services and its related technologies	K1,K2
2	Understand XML concepts	K1,K2
3	Analyze on SOAP and UDDI model	K1,K2,K4
4	Demonstrate the road map for the standards and future of web services	K2,K3,K4
5	Analyze QoS enabled applications in web services	K1,K2,K3, K4

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	M	S	M	M	M	S
CO2	S	S	S	M	M	S	M	S	M	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>MIDDLEWARE TECHNOLOGIES</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Present the overview of middleware technologies which plays important role in today's technologies such as RPS, CORBA and web services.
2. enable the students to learn the concept of middleware technologies.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:


1	Understand the motivation of using middleware	K1,K2
2	Understand how middleware facilitates the development of distributed applications in heterogeneous environments	K1,K2
3	Apply CORBA concepts	K2,K3
4	Analyze web services as most often used middleware technique	K2,K3, K4
5	Make judgment in choosing a suitable middleware for application problems	K2,K3, K4,K5

**K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create**

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	M	S
CO2	S	M	S	S	S	S	M	S	S	M
CO3	S	M	M	S	M	M	L	M	S	M
CO4	S	S	S	S	S	S	S	S	M	S
CO5	M	S	M	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>INFORMATION RETRIEVAL TECHNIQUES</b>
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**Course Objectives:**

The main objectives of this course are to:

1. Present the introduction to retrieval of information from the web, various applications and query structures.
2. Describe multimedia information retrieval process.
3. Enable the students to learn the basics of search operation on the web and its applications.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand the basic concepts and techniques in Information Retrieval	K1,K2
2	Analyze on querying languages used for IR	K3,K4
3	Identify the common text compression algorithms and their role in the efficient building and storage of inverted indices	K3,K4
4	Analyze on the various methods being followed to retrieve the contents from the web like text, image and multimedia contents	K3,K4
5	Acquire the necessary experience to design, and implement real applications using Information Retrieval system	K3,K4

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	S	S	M	S
CO2	S	S	M	S	S	S	M	S	S	M
CO3	S	M	S	M	M	S	S	M	M	S
CO4	M	M	S	S	M	M	S	M	S	S
CO5	S	M	S	M	L	S	S	S	S	M

\*S-Strong; M-Medium; L-Low

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Course code	INTERNET OF THINGS
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**Course Objectives:**

The main objectives of this course are to:

1. About Internet of Things where various communicating entities are controlled and managed for decision making in the application domain.
2. Enable students to learn the Architecture of IoT and IoT Technologies
3. Developing IoT applications and Security in IoT, Basic Electronics for IoT, Arduino IDE, Sensors and Actuators Programming NODEMCU using Arduino IDE.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand about IoT, its Architecture and its Applications	K1,K2
2	Understand basic electronics used in IoT & its role	K1,K2
3	Develop applications with C using Arduino IDE	K3,K4
4	Analyze about sensors and actuators	K2,K3, K4
5	Design IoT in real time applications using today's internet & wireless technologies	K3,K4

**K1** - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	S	M	S	M	M	S	M
CO2	M	S	M	S	M	S	M	S	S	S
CO3	S	S	S	S	M	S	M	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

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Course code		<b>PYTHON PROGRAMMING</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Presents an introduction to Python, creation of web applications, network applications and working in the clouds</li> <li>2. Use functions for structuring Python programs</li> <li>3. Understand different Data Structures of Python</li> <li>4. Represent compound data using Python lists, tuples and dictionaries</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the basic concepts of Python Programming	K1,K2
2	Understand File operations, Classes and Objects	K1,K2
3	Acquire Object Oriented Skills in Python	K1,K2, K3
4	Develop web applications using Python	K1,K2, K5
5	Develop Client Server Networking applications	K3,K4, K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>		

Mapping with Programming Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	M	S	M
CO2	S	S	S	S	S	S	S	M	S	M
CO3	S	S	S	S	S	S	S	M	S	M
CO4	S	S	S	S	S	S	S	M	S	M
CO5	S	S	S	S	S	S	S	M	S	M

\*S-Strong; M-Medium; L-Low

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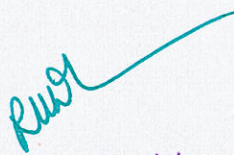
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Course code		<b>DIGITAL IMAGE PROCESSING</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Learn basic image processing techniques for solving real problems.</li> <li>2. Gain knowledge in image transformation and Image enhancement techniques.</li> <li>3. Learn Image compression and Segmentation procedures.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the fundamentals of Digital Image Processing	K1,K2
2	Understand the mathematical foundations for digital image representation, image acquisition, image transformation, and image enhancement	K1,K2
3	Apply, Design and Implement and get solutions for digital image processing problems	K3,K4
4	Apply the concepts of filtering and segmentation for digital image retrieval	K3,K4
5	Explore the concepts of Multi-resolution process and recognize the objects in an efficient manner	K3,K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>		

Mapping with Programming Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	M	S	M	M	S
CO2	S	S	S	S	S	M	S	M	S	S
CO3	S	S	S	S	S	S	S	M	S	S
CO4	S	S	S	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

  
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Course code		NEURAL NETWORKS
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**Course Objectives:**

The main objectives of this course are to:

1. Present the introduction to the basic neuron, Kohonen self-organizing network, hop field networks, associative memory, fuzzy.
2. Learn the pattern classification in Neural Networks.
3. Gain knowledge on the fuzzy relation and fuzzy logic.

**Expected Course Outcomes:**

On the successful completion of the course, student will be able to:

1	Understand about soft computing techniques and their applications	K1,K2
2	Understand the pattern classification in Neural Networks	K1,K2
3	Analyze various neural network architectures	K1,K2, K3,K4
4	Analyze fuzzy relation and fuzzy logic & its applications	K3,K4
5	Apply and analyze fuzzy logic in real time applications	K3,K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

**Mapping with Programming Outcomes**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	M	S	M	M	M	S
CO2	M	S	S	S	M	S	M	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

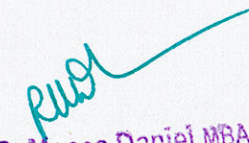
*RUGL*  
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Course code		<b>ADVANCEMENTS IN INDUSTRY 4.0</b>
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<b>Course Objectives:</b>		
The main objectives of this course are to:		
<ol style="list-style-type: none"> <li>1. Present the concepts and application of Machine learning, RPA, Cyber Security, Virtual Reality and Augmented Reality in various domains.</li> <li>2. Learn current trends in IT industry.</li> </ol>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Understand the drivers and enablers of Industry 4.0	K1,K2
2	Learn about Cyber Security and Cyber-Systems from the industrial systems perspective	K1,K2
3	Analyze on purpose of Robotic Process Automation	K2,K3, K4
4	Analyze on Virtual Reality-Based Enhance Manufacturing Sustainability in Industry 4.0	K2,K3, K4
5	Analyze on Augmented Reality-Based Enhance Manufacturing Sustainability in Industry 4.0	K2,K3, K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>		

<b>Mapping with Programming Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	M	M	S	S	M	S
CO2	S	S	M	L	M	S	S	M	S	M
CO3	M	M	S	M	S	M	S	M	S	S
CO4	S	S	S	S	S	S	S	S	M	M
CO5	S	S	S	M	S	S	M	S	M	S

\*S-Strong; M-Medium; L-Low

  
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Course code		<b>MINI PROJECT</b>
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<b>Course Objectives:</b>		
<ul style="list-style-type: none"> <li>The aim of the Mini Project is to lay a foundation for the Main Project.</li> </ul>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	Student will work on actual projec.	
2	He/ She will understand actua, real time problems and problem solving techniques	

Course code		<b>MAJOR PROJECT</b>
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<b>Course Objectives:</b>		
<ul style="list-style-type: none"> <li>To apply the software engineering principles on a real software project.</li> </ul>		
<b>Expected Course Outcomes:</b>		
On the successful completion of the course, student will be able to:		
1	<p>Student will work on actual project in the company. He/ She will understand actual work environment, real time problems and problem solving techniques. To provide the hands on experience in analyzing, designing and implementing various projects, students are assigned major projects based on the languages they have learned so far. Based on the project work a project report should be prepared under the guidance of faculty and submitted to department for evaluation.</p>	

*RMS*

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## Attainment Level of Course / Programme Outcomes

Semester: I


Batch : 2020-2022

Programme: Master of Computer Applications

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
13A	3	3	3	3	3	3	3	3	3	3
13B	3	3	3	3	3	3	3	3	3	3
13C	3	3	3	3	3	3	3	3	3	3
13D	3	3	3	3	3	3	3	3	3	3
13P	3	3	3	3	3	3	3	3	3	3
13Q	3	3	3	3	3	3	3	3	3	3
1EA	2	2	2	2	2	2	2	2	2	2

### Attainment Levels

- 3 - Strong
- 2 - Medium
- 1 - Low

  
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## Attainment Level of Course / Programme Outcomes

Programme: Master of Computer Applications

Batch : 2020-2022

Semester: II

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
23A	3	3	3	3	3	3	3	3	3	3
23B	3	3	3	3	3	3	3	3	3	3
23C	3	3	3	3	3	3	3	3	3	3
23D	3	3	3	3	3	3	3	3	3	3
23P	3	3	3	3	3	3	3	3	3	3
23Q	3	3	3	3	3	3	3	3	3	3
23R	3	3	3	3	3	3	3	3	3	3
2EA	3	3	3	3	3	3	3	3	3	3

### Attainment Levels

- 3 - Strong
- 2 - Medium
- 1 - Low



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