

**DMS-MBA-COURSE OUTCOME STATEMENT for 1st & 3rd Sem---Batch (2022-2024)****MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR 22MBA11 (1st SEM) COURSE OUTCOME STATEMENT**

Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	Apply the concepts & principles of management in building manager qualities.
CO-2	Analyze the various functions of management and appropriate its business application.
CO-3	Evaluate the OB practices of employees using various personality tools and tests
CO-4	Design the functioning of Group dynamics and in building effective teams.
CO-5	Develop various dimensions in creating organizational culture and overcoming stress management.

**MANAGERIAL ECONOMICS 22MBA12 (1st SEM) COURSE OUTCOME STATEMENT**

Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	To apply the basic concepts of managerial economics in business Scenario.
CO-2	To analyze the nature of demand and supply conditions to firm and industry.
CO-3	To evaluate the Production and Cost strategies with business environment.
CO-4	To design the strategies for Market competitions and Profit analysis.
CO-5	To communicate the micro and macroeconomic concepts with reference to firm and industry.

**ACCOUNTING FOR MANAGERS 22MBA13 (1st SEM) COURSE OUTCOME STATEMENT**

Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	Apply theoretical knowledge of accounting for relevant business transactions.
CO-2	Analyze the transactions using accounting process in business.
CO-3	Preparation & evaluation of financial statements of varied companies.
CO-4	Design the Cash flow statements & analyze the ratios using MS-Excel

CO-5	Communicate the financial situation of business units using Variance analysis
<b>BUSINESS STATISTICS 22MBA14 (1st SEM) COURSE OUTCOME STATEMENT</b>	
Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	Apply the basic concepts of descriptive statistic techniques to visualize data systematically.
CO-2	Analyze the business situations with appropriate use of decision making techniques.
CO-3	Evaluate the business scenarios to predict solution by using time series techniques.
CO-4	Design the research process for appropriate data analysis for inferential decisions.
CO-5	Develop the various business application and models by the use of MS Excel tools
<b>MARKETING MANAGEMENT 22MBA15 (1st SEM) COURSE OUTCOME STATEMENT</b>	
Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	Access the business scenario and apply the fundamental concepts of marketing to aid business solutions.
CO-2	Analyze various models of consumer buying behavior for better visualization of customer traits.
CO-3	Evaluating segmentation, targeting and positioning strategies to implement in business situation.
CO-4	Design the implementation of commercial and distribution aspects of products and service.
CO-5	Communicate the viable marketing campaign by appropriate marketing strategy.
<b>MANAGERIAL COMMUNICATION 22MBA16 (1st SEM) COURSE OUTCOME STATEMENT</b>	
Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	To apply the communication skills for the business correspondence.
CO-2	To analyze various types' business presentation and adopt appropriate oral communication.
CO-3	To evaluate various business letters for communication and structure the appropriate writing skills.
CO-4	To draft business reports to meet the challenges of competitive environment.

<b>CO-5</b>	To develop interpersonal communication skills in varies business situation for creating business
<b>BUSINESS ENGLISH 22MBA17 (1st SEM) COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply their skill sets of presentation and build their potential for organizing meetings
<b>CO-2</b>	Able to analyze business situations for the behavior of business etiquettes.
<b>CO-3</b>	Apply the habits of different body language exposure during business communication
<b>CO-4</b>	Analyze the business situation to show leadership qualities.
<b>CO-5</b>	Ability to demonstrate the skill sets for facing the Interview.
<b>DMS-MBA-COURSE OUTCOME STATEMENT for 1st &amp; 3rd Sem---Batch (2022-2024)</b>	
<b>Basics of Logistics and Supply Chain Management 21MBALS301 (3rd SEM) (Logistics Specialization) COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the concepts of Supply Chain Management.
<b>CO-2</b>	Analyze various functions of Logistics Management.
<b>CO-3</b>	Evaluate tools of performance measurement.
<b>CO-4</b>	Design appropriate warehousing strategies for an organization.
<b>CO-5</b>	Construct the process of integrated supply chain management with international logistics prospective
<b>Warehouse Management 21MBALS302 (3rd SEM) (Logistics Specialization) COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply and Understand the role of the warehouse and warehouse manager in today's supply chain
<b>CO-2</b>	Analyze the various warehouse processes, strategies, and methods for appropriate decisions.

<b>CO-3</b>	Evaluate the various storage inventory management methods.
<b>CO-4</b>	Design the specific warehouse with determining the functions.
<b>CO-5</b>	Develop and enhance effective inventory control, material handling, and warehouse safety techniques.
<b>Purchasing and Strategic Sourcing 21MBALS303 (3rd SEM) (Logistics Specialization)</b> <b>COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Applying the basics of purchasing operations and Purchasing policies in business
<b>CO-2</b>	Analyze the Methods Supply Integration with Sourcing.
<b>CO-3</b>	Evaluate various Supplier and Selection process for appropriate business situation
<b>CO-4</b>	Design the negotiation Process and Procedure for appropriate business situation.
<b>CO-5</b>	Comprehend the most appropriate contract techniques to be used when dealing the potential suppliers
<b>Data Analytics for Managers 22MBADA301 (3rd SEM) (Data Analytics Specialization)</b> <b>COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the BI concepts to solve business problems.
<b>CO-2</b>	Apply the OLTP techniques to provide business solutions
<b>CO-3</b>	Apply BI techniques to create Data Lake.
<b>CO-4</b>	Analyse data using various data visualization techniques.
<b>CO-5</b>	Analyse trends using advanced data visualization techniques.
<b>Data Base Management System (DBMS) 22MBADA302 (3rd SEM) (Data Analytics Specialization)</b> <b>COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Identify and define database objects using RDBMS tools.

CO-2	Design database to solve business problems
CO-3	Apply normalization techniques to normalize the database.
CO-4	Apply normalization techniques to design the database to solve business problems
CO-5	Demonstrate the use of concurrency and transaction in database.

**Python Programming for Managers 22MBADA303 (3rd SEM) (Data Analytics Specialization)**  
**COURSE OUTCOME STATEMENT**

Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	Interpret classification and clustering techniques for handling large data in business objectives.
CO-2	Illustrate looping, control statements in python.
CO-3	Apply python data structures - lists, tuples, dictionaries and pandas for representing compound data in business applications.
CO-4	Demonstrate the concept of pattern matching using regular expression in business objectives.
CO-5	Apply the concept of numpy and pandas data structures in business objectives.

**Financial Markets & Services 22MBAFM301 (3rd SEM) (Finance Specialization)**  
**COURSE OUTCOME STATEMENT**

Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	Apply the concept of Indian Financial System and its significance.
CO-2	Analyze the capital markets and their instruments.
CO-3	Evaluate the role of money markets and the ethical dimensions in the financial markets.
CO-4	Design the various types of fund based financial services.
CO-5	Communicate the various types of advisory services in Indian Financial Markets.

**Investment Management 22MBAFM302 (3rd SEM) (Finance Specialization)**  
**COURSE OUTCOME STATEMENT**

Course Outcome	<b>At the end of the course, students will be able to:</b>
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<b>CO-1</b>	Assess the capital market and various instruments for investment.
<b>CO-2</b>	Evaluate risk & return associated with Investments.
<b>CO-3</b>	Analyze Company, Industry and Economy framework for Investment management.
<b>CO-4</b>	Evaluate equity and dividend valuation.
<b>CO-5</b>	Apply the theories, tools and techniques of portfolio management.

**Direct Taxation 22MBAFM303 (3rd SEM) (Finance Specialization)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply theoretical knowledge of Income Tax for determination of Residential Status.
<b>CO-2</b>	Analyze the Income from salary and HP of individual Assesse.
<b>CO-3</b>	Evaluation of Income from PGBP
<b>CO-4</b>	Communicate the Capital Gain and Other Sources of Income Statement
<b>CO-5</b>	Prepare the statement of Total Income of Individual Assesse

**Behavioural Marketing 22MBAMM301 (3rd SEM) (Marketing Specialization)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Comprehend the background and vital concepts for understanding Consumer Behaviour
<b>CO-2</b>	Identify the role of variables of Consumer models and decision-making process
<b>CO-3</b>	Identifying the psychological and Behavioural practices adopted by Organizations to enhance
<b>CO-4</b>	Comprehend the role of External Influences on Consumer Behaviour
<b>CO-5</b>	Analyze the diffusion of innovation process.

**Advanced Retail Management 22MBAMM302 (3rd SEM) (Marketing Specialization)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
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CO-1	Visualize and apply the contemporary retail management, issues, and strategies to scenario for retail application.
CO-2	Comprehend and analyzing the strategic significance components in functionalizing of retail organisation.
CO-3	Evaluating the various methods and techniques of Retail operations and Store management.
CO-4	Develop comprehensive research plans by accessing the retail scenario for business decisions.
CO-5	Effectively communicate the Marketing mix in the age of E-retailing.
<b>Services Marketing 22MBAMM303 (3rd SEM) (Marketing Specialization)</b> <b>COURSE OUTCOME STATEMENT</b>	
Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	Utilize the concepts of the services marketing with the overview of customer behavior towards service industry.
CO-2	Analyze the customer expectation by appropriate tools and frame works.
CO-3	Evaluate and develop the service outcomes with appropriate leadership strategies.
CO-4	Design the service process with focus on employees and customer relationships.
CO-5	Communicate service contents by appropriate element of service infrastructure over viewing the service scape and physical evidence
<b>Talent Acquisition 22MBAHR301 (3rd SEM) (HR Specialization)</b> <b>COURSE OUTCOME STATEMENT</b>	
Course Outcome	<b>At the end of the course, students will be able to:</b>
CO-1	Apply the knowledge of recruitment metrics and recruitment analytics in manpower planning of an organisation.
CO-2	Apply the knowledge of job analysis and various techniques of job analysis in recruitment and selection process.
CO-3	Evaluate various selection and interview strategies.
CO-4	Construct various selection tests to evaluate ability of candidates in selection process.
CO-5	Design various documentations to execute selection process.
<b>Human Resource Analytics 22MBAHR302 (3rd SEM) (HR Specialization)</b> <b>COURSE OUTCOME STATEMENT</b>	
Course	<b>At the end of the course, students will be able to:</b>

<b>Outcome</b>	
<b>CO-1</b>	Apply the concepts of Analytics in HR process
<b>CO-2</b>	Interpret conceptual knowledge of HRA frameworks, models, and approaches
<b>CO-3</b>	Elaborate the use of employees' data set, considering the various concepts and functions of HR facilitating decision making in business context.
<b>CO-4</b>	Discuss the application of datafication of HR, by using analytics tools and techniques
<b>CO-5</b>	Analyze HR analytics and predictive modeling used in HR functions
<b>Organizational Change Management 22MBAHR303 (3rd SEM) (HR Specialization) COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the understanding of OD aspects in private and public sectors in India.
<b>CO-2</b>	Analyze the need for change in an organization.
<b>CO-3</b>	Analyze the tools and techniques available to implement changes in an organization.
<b>CO-4</b>	Evaluate various models of change to manage an organization in a changing environment.
<b>CO-5</b>	Design a plan for Organization Change Management.
<b>DMS-MBA-COURSE OUTCOME STATEMENT for 2nd &amp; 4th Sem----Batch (2022-2024)</b>	
<b>Human Resource Management 22MBA21 (2nd SEM) COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the concepts of HRM in an Organization.
<b>CO-2</b>	Analyse the various methods of collecting data for HRP, Acquisition, and Development of Human Resources.



<b>CO-3</b>	Evaluate the effectiveness of performance management and structure the best possible employee benefits.
<b>CO-4</b>	Design the best possible HR Practices for service sector units and small and medium enterprises.
<b>CO-5</b>	Construct the appropriate and innovative HR Practices for better workplace.

### Financial Management 22MBA22 (2nd SEM) COURSE OUTCOME STATEMENT

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the basic financial concepts of financial management for business use
<b>CO-2</b>	Analyze the concept of cost of capital for inferential decisions
<b>CO-3</b>	Evaluate the investment decisions in changing business environment
<b>CO-4</b>	Estimate working capital requirements for business situations.
<b>CO-5</b>	Design capital structure and dividend decisions for varied industries

### Research Methodology 22MBA23 (2nd SEM) COURSE OUTCOME STATEMENT

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Ability to apply the methods and research techniques to business and management issues.
<b>CO-2</b>	Analyze the appropriate research design, techniques and strategies in the research process.
<b>CO-3</b>	To Evaluate the different methods of sampling of empirical information for better inferences.
<b>CO-4</b>	To Design various research data collection methods by measurement & scaling techniques for quantitative data analysis.
<b>CO-5</b>	To communicate the effective reporting of the business to aid in managerial decisions.

### Computer Application in Management 22MBA24 (2nd SEM) COURSE OUTCOME STATEMENT

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	To apply the basis of computer application for visualization of data to aid decisions

<b>CO-2</b>	To analysis and interpret the data for interpretation business situation
<b>CO-3</b>	To evaluate the different business scenarios with the DBMS Concept
<b>CO-4</b>	To Demonstrate the data structuring and constructing the business Models
<b>CO-5</b>	To Comprehend the latest developments in the area of technology to support business

**Strategic Management 22MBA25 (2nd SEM) COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply concepts and models of strategic management.
<b>CO-2</b>	Analysis the business environment to formulating appropriate strategy for business development.
<b>CO-3</b>	Evaluate the competitive situation using strategic models in dealing with business environment.
<b>CO-4</b>	Develop the driving strategies for the holistic business challenges in varied industries.
<b>CO-5</b>	Design strategic performance using controlling measures for business situations.

**Entrepreneurship & Legal Aspects 22MBA26 (2nd SEM) COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the concept of entrepreneurship to various business plans.
<b>CO-2</b>	Analyze the feasibility of different stages in business planning process.
<b>CO-3</b>	Evaluate the various sources of funding to support entrepreneurship.
<b>CO-4</b>	Develop the key elements of entrepreneurship in relation to family business organizations.
<b>CO-5</b>	Comprehend the various rules, legislations and their applicability in entrepreneurial development.

**Business Ethics and Human Values 22MBA27 (2nd SEM) COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
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<b>CO-1</b>	Illustrate and apply the theoretical foundations of business ethics.
<b>CO-2</b>	Analyze the knowledge of corporate governance and business concepts from an ethical perspective.
<b>CO-3</b>	Evaluate the importance of Work Ethos and Values of business with community and ethical conduct.
<b>CO-4</b>	Develop proactive steps to stressful business situations and resolve ethical.
<b>CO-5</b>	Communicate and reflect by critically examine the values and importance of the ethical dimension in business and workplace decision making.

**DMS-MBA-COURSE OUTCOME STATEMENT for 2nd & 4th Sem----Batch (2022-2024)**

**Port and Airport Management for Logistics 22MBALS401 (4th SEM) (Logistics Specialisation)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Application of process of Port and Air Management for Logistics operations.
<b>CO-2</b>	Analyze the various activities involved in port operations and air cargo for the appropriate shipping of goods
<b>CO-3</b>	Evaluate the port management system for integrating the various logistics operations.
<b>CO-4</b>	Comprehend the various port facilities and structures for better shipment of goods & services.
<b>CO-5</b>	Communicate the different processes and documentations by air and cargo transportation for optimized handling of goods and services.

**Global Supply Chain Management 22MBALS402 (4th SEM) (Logistics Specialisation)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the strategic role of Logistics and Supply chain Management in global operations.
<b>CO-2</b>	Analyze the different distribution networks of the firms with global perspective.
<b>CO-3</b>	Evaluate the varied distribution process to predict the control operations in SCM.
<b>CO-4</b>	Comprehend the global SCM and suggest material handling systems for appropriate industries.
<b>CO-5</b>	Communicate the cultural and global strategy of SCM in implementation and performance review.

**Export Import Management 22MBALS403 (4th SEM) (Logistics Specialisation)**

**COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the concepts domestic and foreign trade process for appropriate firms.
<b>CO-2</b>	Analyze the different documentation for Export and imports trade process.
<b>CO-3</b>	Evaluate the different kind of contractual agreement for the appropriate trade.
<b>CO-4</b>	Design appropriate legal aspects and Terms of Payment in Exim trade.
<b>CO-5</b>	Communicate the appropriate instruments and financing for export process.

**R Programming For Managers 22MBADA401 (4th SEM) (Data Analytics Specialisation)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Illustrate the basics of hadoop file system.
<b>CO-2</b>	Demonstrate the importance of data mining techniques in business objectives.
<b>CO-3</b>	Analyse the importance of business analytics and its applications using R programming.
<b>CO-4</b>	Interpret data manipulation techniques using R programming.
<b>CO-5</b>	Apply data visualization techniques in business objectives.

**Project Management 22MBADA402 (4th SEM) (Data Analytics Specialisation)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Define the high professional standards of practice for project manager
<b>CO-2</b>	Identify the key activities in the project life cycle.
<b>CO-3</b>	Explore appropriate methods to initiate, plan and execute projects
<b>CO-4</b>	Examine the scope, time, cost and quality of projects.
<b>CO-5</b>	Analyze the stake holder expectations and engagement using suitable techniques.

**Enterprise Resource Planning 22MBADA403 (4th SEM) (Data Analytics Specialisation)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Ability to understand and analyse various components of ERP
<b>CO-2</b>	Develop ERP model to solve business problems.
<b>CO-3</b>	Apply ERP implementation techniques to create solutions for business.
<b>CO-4</b>	Demonstrate various packages related to different areas of business.
<b>CO-5</b>	Analyse the strategic options for ERP identification and adoption.

**Risk Management & Insurance 22MBAFM401 (4th SEM) (Finance Specialisation)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Analyze the various types of risks and their exposures.
<b>CO-2</b>	Apply the tools and techniques of risk management.
<b>CO-3</b>	Apply the rules and regulations of IRDA to insurance business.
<b>CO-4</b>	Evaluate the different life insurance policies.
<b>CO-5</b>	Evaluate the types of general insurance policies.

**Financial Derivatives 22MBAFM402 (4th SEM) (Finance Specialisation)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the principles and concepts of financial derivatives in derivative markets.
<b>CO-2</b>	Apply the mechanism of forwards, futures, options and financial swaps.
<b>CO-3</b>	Evaluate the financial derivatives using valuation models
<b>CO-4</b>	Assess the commodity derivatives market in India
<b>CO-5</b>	Evaluate various credit derivatives and VaR

**Indirect Taxation 22MBAFM403 (4th SEM) (Finance Specialisation)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply theoretical knowledge of GST for determination of GST levy.
<b>CO-2</b>	Analyze the Time, Place & Value of supply
<b>CO-3</b>	Evaluation of assessment and returns in GST
<b>CO-4</b>	Determine the custom duty liability
<b>CO-5</b>	Prepare the statement showing the value of baggage

**Sales Management 22MBAMM401 (4th SEM) (Marketing Specialisation)  
COURSE OUTCOME STATEMENT**

**COURSE**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	To apply the fundamental principles of sales management, used in appropriate selling situations in selling process.
<b>CO-2</b>	To analyze the various selling skills and techniques to develop effective sales administration through sales territories.
<b>CO-3</b>	To evaluate the use of various plan of compensation and control techniques.
<b>CO-4</b>	To communicate various motivation concepts for effective implementation of sales management plans.
<b>CO-5</b>	To design and monitor the effective sales Process with use of human and IT trails.

**Integrated Marketing Communication & Advertising 22MBAMM402 (4th SEM) (Marketing Specialisation)  
COURSE OUTCOME STATEMENT**

<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply comprehensive IMC framework models and principles of advertising programme.
<b>CO-2</b>	Evaluate the components of IMC for strategic advantage and effective advertising.
<b>CO-3</b>	Analyze various components of IMC and make appropriate media planning.
<b>CO-4</b>	Create and measure effective advertisement with strategic intent.

<b>CO-5</b>	Design the advertising program by considering the global scenario using technology.
<b>Digital and Social Media Marketing 22MBAMM403 (4th SEM) (Marketing Specialisation)</b> <b>COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Recognize appropriate digital marketing objectives.
<b>CO-2</b>	Identify the role and implications of different Marketing Research.
<b>CO-3</b>	Identifying about the SEO and online advertising.
<b>CO-4</b>	Comprehend the role of E-CRM.
<b>CO-5</b>	Analyze the role of Social media and its channels.
<b>Leadership &amp; Building Organization 22MBAHR401 (4th SEM) (HR Specialisation)</b> <b>COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the fundamental concepts of leadership in an organization.
<b>CO-2</b>	Apply the knowledge of leadership theories and traits in real world situations.
<b>CO-3</b>	Analyze the impact of organizational leadership styles, theories and traits on the followers.
<b>CO-4</b>	Evaluate the relationship between culture and leadership profile.
<b>CO-5</b>	Design ethical leadership practices in an organization.
<b>Personal Growth and Interpersonal Effectiveness 22MBAHR402 (4th SEM) (HR Specialisation)</b> <b>COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply the various personality traits which promote personal growth of individual.
<b>CO-2</b>	Analyze the concepts of human personality, behaviour and functioning of mind
<b>CO-3</b>	Learn and apply the psychometrics tests in understanding the personality traits.

<b>CO-4</b>	Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness.
<b>CO-5</b>	Demonstrate individual's ego state through T-group sensitivity training analysis.
<b>International Human Resource Management 22MBAHR403 (4th SEM) (HR Specialisation) COURSE OUTCOME STATEMENT</b>	
<b>Course Outcome</b>	<b>At the end of the course, students will be able to:</b>
<b>CO-1</b>	Apply conceptual knowledge and practical experience in understanding the HR concepts globally.
<b>CO-2</b>	Analyze and comprehend the strategic approaches of HR aspects amongst PCN's, TCN's and HCN's
<b>CO-3</b>	Evaluate the knowledge of IHRM and apply the concepts in global perspective
<b>CO-4</b>	To have a better insight of HR policies and practices by critically analyzing the impact of contemporary issues globally.
<b>CO-5</b>	Elaborate the understanding on influence of culture on Global Work environments.