



Sanjivani Rural Education Society's
SANJIVANI ARTS, COMMERCE AND SCIENCE COLLEGE
At: Sahajanandnagar, Post: Shingapur, Tal: Kopergaon,
Dist: Ahmednagar (M.S.) Pin:423603
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Department of BBA

Course Outcomes F.Y.B.B.A.IB (CBCS- 2019)

101. Principles of Management

CO Number	Course Outcome
1.	DEFINE various concepts related to Principles of Management
2.	INTERPRETING and synthesizing management concepts; connecting principles of management to real-world examples; recognizing relationships between management principles.
3.	APPLYING management principles in different situations; demonstrating a comprehensive understanding of management principles and how they can be used to improve organizational performance.
4.	IDENTIFYING and analyzing the strengths and weaknesses of various management approaches; determining the most appropriate management approach for a given situation
5.	ASSESSING the outcomes of management strategies; determining the impact of management decisions on the organization; making decisions about the success or failure of Management strategies.
6.	DEVELOPING new management strategies; creating innovative ways to use management principles; combining different management Approaches to create unique solutions


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102. Business Communication Skills	
CO Number	Course Outcome
1.	Define various concepts related to business Communication
2.	Understanding the purpose of communication. Being aware of cultural and language differences understanding nonverbal communication signals recognizing the impact of communication on relationships
3.	Applying & adapting communication to various contexts using the right tone and vocabulary for the audience.
4.	Analyzing communication messages for accuracy and consistency Identifying potential misunderstandings and discrepancies
5.	Assessing the impact of communication on relationships Analyzing the effectiveness of communication strategies Measuring the success of communication efforts
6.	Creating clear and effective messages Combining multiple communication methods to reach a larger audience developing persuasive communication strategies


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103. Business Accounting

CO Number	Course Outcome
1.	DEFINE various concepts related to Accounting
2.	EXPLAIN the role of accounting in business world.
3.	MAKE USE i.e. cultivate right approach towards classifications of different transactions and their implications
4.	ILLUSTRATE subsidiary books with the help of accounting rules.
5.	DESIGN trial balance, trading account & balance sheet
6.	CREATE financial statement of sole proprietorship, bank reconciliation statement.

104. Business Economics- Micro

CO Number	Course Outcome
1.	DEFINE various concepts related to Micro-Economics
2.	UNDERSTANDING economic concepts and theories related to microeconomics..
3.	APPLYING economic theories and concepts to analyze microeconomic issues.
4.	ANALYSING economic data and evidence to make informed microeconomic decisions..
5.	EVALUATING economic policy and its impact on microeconomic conditions
6.	DEVELOPING economic models and theories to explain microeconomic phenomena.


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105. Business Mathematics

CO Number	Course Outcome
1.	DEFINE various concepts related to Business Mathematics
2.	INTERPRETING and summarizing data, making calculations, and recognizing patterns.
3.	APPLYING mathematical concepts and processes to solving real-world business problems
4.	ANALYZING business data to identify trends and make predictions.
5.	EVALUATING the accuracy of conclusions drawn from mathematical data and the effectiveness of solutions.
6.	Combining & CREATING data from multiple sources to create new information for solving real world business problems.

106. Business Demography

CO Number	Course Outcome
1.	DEFINE various concepts related to Business Mathematics
2.	INTERPRETING and summarizing data, making calculations, and recognizing patterns.
3.	APPLYING mathematical concepts and processes to solving real-world business problems
4.	ANALYZING business data to identify trends and make predictions.
5.	EVALUATING the accuracy of conclusions drawn from mathematical data and the effectiveness of solutions.
6.	Combining & CREATING data from multiple sources to create new information for solving real world business problems.


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201. Basics of Cost Accounting

CO Number	Course Outcome
1.	DEFINE various concepts related to Cost Accounts
2.	INTERPRETING and explaining the purpose and use of cost accounting, including the interpretation of data and the analysis of cost behavior.
3.	APPLYING accounting principles to practical problems and to analyze the results of cost accounting activities.
4.	IDENTIFYING break down cost information into its components and to identify relationships among the elements of cost.
5.	ASSESSING the validity and usefulness of cost accounting information, and to make informed decisions based on cost data.
6.	Ability to formulate cost accounting solutions and to create new methods of cost accounting.

202. Global Origin & Business Development

CO Number	Course Outcome
1.	UNDERSTANDING of the origins and development of global business, including international trade, investment, and finance.
2.	EXPLAINING the key components of international business, such as international markets, the global economy, and the role of multinational corporations..
3.	APPLYING the principles of global business to specific scenarios.
4.	ANALYZING the impact of global business practices on different countries and regions.
5.	ASSESSING the effectiveness of global business strategies and making recommendations for improvement.
6.	Developing and proposing solutions for global business issues and challenges..


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203. Commercial Geography

CO Number	Course Outcome
1.	REMEMBERING key principles of marketing and their definitions.
2.	UNDERSTANDING the main concepts and theories of marketing and their application.
3.	APPLYING marketing principles to different business contexts and scenarios.
4.	ANALYZING different marketing strategies to identify strengths and weaknesses..
5.	ASSESSING the effectiveness of different marketing techniques and approaches
6.	CREATING new marketing strategies and plans based on marketing principles.

204. Principles of Marketing

CO Number	Course Outcome
1.	REMEMBERING key principles of marketing and their definitions.
2.	UNDERSTANDING the main concepts and theories of marketing and their application.
3.	APPLYING marketing principles to different business contexts and scenarios.
4.	ANALYZING different marketing strategies to identify strengths and weaknesses..
5.	ASSESSING the effectiveness of different marketing techniques and approaches
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205. Business Statistics

CO Number	Course Outcome
1.	REMEMBERING basic concepts in business statistics
2.	UNDERSTANDING the key principles of business statistics and their application.
3.	APPLYING business statistics to solve business problems
4.	ANALYZING data to identify trends and relationships.
5.	EVALUATING the accuracy of statistical results and the appropriateness of a statistical model for a given problem
6.	CREATING new statistical models to analyze data and combine statistical data sets to form new conclusions

206. Fundamentals of Computers

CO Number	Course Outcome
1.	REMEMBER key terms related to computers
2.	UNDERSTANDING the functions and purposes of computer hardware and software.
3.	APPLYING computer hardware and software to solve problems
4.	ANALYSING the components of a computer system and their interactions.
5.	EVALUATING the effectiveness of computer programs and applications.
6.	CREATING new computer programs to solve specific problems.


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301. Elements of HRM

CO Number	Course Outcome
1.	DEFINE various concepts related to Human Resource Management
2.	-EXPLAINING the different roles of HRM -INTERPRETING relevant legislation -Identifying job requirements -Describing the performance appraisal process.
3.	-APPLYING HRM principles to a given situation -Developing job descriptions -ADAPTING recruitment and selection processes -Implementing performance management systems -Developing policies for compensation and benefits.
4.	-ANALYSING HRM needs and processes -EXAMINING the impact of legal requirements on HRM -Evaluating performance management systems -Comparing compensation and benefits packages
5.	-EVALUATING & Assessing HRM strategies.
6.	-CREATING HRM strategies -DESIGNING legal and ethical frameworks -Creating recruitment and selection plans -Constructing performance evaluation systems -Developing compensation and benefits packages

302. Global Competencies and Personality Development

CO Number	Course Outcome
1.	DEFINE various concepts related to Global Competencies and personality Development.
2.	EXPLAIN the role of Forex Management in business world.
3.	APPLY global competencies and personality development strategies to team and individual situations
4.	EXAMINE the impact of global competencies and personality development on organizational culture.
5.	ASSESS the outcomes of global competencies and personality development initiatives


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6.	CREATE a plan for implementing global competencies and personality development
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303. International Economics

CO Number	Course Outcome
1.	DEFINE various concepts related to International Economics. - Historical Context - Concepts and Theories
2.	UNDERSTANDING the Basics of International Economics: balance of payments, exchange rates, and foreign direct investment Analysis
3.	APPLY economic theories to international economic phenomena - Apply economic tools, such as game theory and econometrics, to international economic policy making
4.	- ANALYZE the impact of international agreements on economic growth - Assess the potential for national economies to benefit from global trade.
5.	EVALUATE the effectiveness of different international economic policies - Evaluate the impact of international economic developments on a particular country
6.	- Synthesize the economic effects of international trade agreements - Synthesize the economic effects of international capital flows Evaluation - Create a model for predicting the effects of currency fluctuations on the economy

304. Production & Operations Management

CO Number	Course Outcome
1.	DEFINE various concepts related to Production and Operations Management
2.	INTERPRETING the production and operations management process.
3.	APPLYING the principles and concepts of production and operations management order to create a successful production and operations system
4.	EXAMINING the production and operations data to determine the best course of action.


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5.	EVALUATING the success of a production and operations system and making necessary changes.
6.	CREATING new production and operations plans basedon the data gathered and analyzed.


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305. German I

CO Number	Course Outcome
1.	RECALL basic German vocabulary and sentence patterns, including numbers, alphabets, and commongreetings.
2.	UNDERSTAND the formation of simple sentences and questions using present tense verbs, personalpronouns, and definite/indefinite articles.
3.	APPLY German grammar rules to formulate basicquestions and responses related to personal information, appointments, and daily conversations.
4.	ANALYZE sentence structure to identify appropriateusage of possessive articles, accusative case, and adjectives in context.
5.	EVALUATE your comprehension by comparing sentence structures, correcting errors, and enhancing communication in various scenarios (greetings,asking directions, time).
6.	CREATE simple conversational exchanges, dialogues, and written communication by combiningvocabulary, grammar rules, and sentence structures learned throughout the course.

306. Supply Chain Management

CO Number	Course Outcome
1.	Understand the objectives, strategies, and functions of supply chain management (SCM).
2.	Analyze the role of warehousing, material handling, and automation in optimizing supply chain processes
3.	Apply solutions, including RFID and barcoding, to improve logistics and customer service within SCM.
4.	Evaluate the importance of human resources, workforce management, and relationship management in SCM.
5.	Identify operational aspects like network design and distribution in supply chain optimization.
6.	Examine the sustainability and ethical considerations in supply chain management


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401 - Import Export Procedure

CO Number	Course Outcome
1.	DEFINE various terms and concepts related to import/export procedure.
2.	EXPLAIN purpose and meaning of import/export procedure.
3.	APPLY the principles and concepts of import/export procedure in a given context.
4.	EXAMINE the components of import/export procedure to detect relationships and identify problems.
5.	ASSESSING the effectiveness of import/export procedure and make recommendations for improvement.
6.	CREATE new solutions for import/export problems

402 - Research Methodology

CO Number	Course Outcome
1.	REMEMBERING DEFINE various concepts related to Research
2.	UNDERSTANDING EXPLAIN the role of Research in business world.
3.	APPLYING MAKE USE of sampling techniques to collect data
4.	ANALYSING ILLUSTRATE various data analysis tools with methods of data collection
5.	EVALUATING DESIGN questionnaire to collect data from respondents.
6.	CREATING CREATE research report and proposal to carry in-depth research.


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403 - Business Ethics

CO Number	Course Outcome
1.	DEFINING the basic principles and concepts of business ethics.
2.	UNDERSTANDING the potential impacts of ethical decisions on business operations
3.	APPLYING ethical principles to evaluate and make decisions in business contexts.
4.	ANALYSING the ethical implications of business operations and policies.
5.	EVALUATING the ethical implications of business decisions based on a set of core ethical values.
6.	CREATING ethical business strategies that consider the potential impacts on stakeholders.

404 - Management Information System

CO Number	Course Outcome
1.	REMEMBERING the basic concepts, principles, and components of a Management Information System.
2.	UNDERSTANDING the potential impacts of ethical decisions on business operations
3.	APPLYING ethical principles to evaluate and make decisions in business contexts.
4.	ANALYSING the ethical implications of business operations and policies.
5.	EVALUATING the ethical implications of business decisions based on a set of core ethical values.
6.	CREATING ethical business strategies that consider the potential impacts on stakeholders.


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405 - German-II

CO Number	Course Outcome
1.	RECALL intermediate German vocabulary, sentence patterns, and verb conjugation in past tense.
2.	UNDERSTAND sentence structures involving past tense, prepositions, and dative/accusative cases.
3.	APPLY grammar rules to construct sentences using verbs with separable prefixes and form complex questions.
4.	Understand the tax implications of different sources of income, including salary, house property, and capital gains.
5.	Apply knowledge of tax planning strategies to minimize tax burdens while ensuring compliance.
6.	Evaluate the impact of tax reforms on businesses and individuals.

406 - International Warehouse & Supply Chain Management II

CO Number	Course Outcome
1.	DEFINE various concepts related to International Warehouse & Supply Chain Management
2.	UNDERSTANDING of how International Warehouse & Supply Chain Management affect organizations and their stakeholders.
3.	Ability to APPLY knowledge of International Warehouse & Supply Chain Management to practical situations.
4.	ANALYSING of the risks, opportunities, and implications of International Warehouse & Supply Chain Management
5.	ASSESSING the effectiveness of International Warehouse & Supply Chain Management strategies.
6.	CREATING of innovative solutions to International Warehouse & Supply Chain Management challenges.


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501: International Relations

CO Number	Course Outcome
1.	DEFINING & Recognizing basic facts and theories about International Relations
2.	EXPLAINING & INTERPRETING material related to international relations.
3.	APPLYING international relations theories to analyze and interpret current events
4.	ANALYZING the causes and effects of international relations.
5.	EVALUATING the implications of international relations policies and decisions
6.	CREATING new theories, models, and strategies for international relations.

502: International Business Law

CO Number	Course Outcome
1.	DEFINING & comprehending of facts, terms, and concepts related to international business law.
2.	INTERPRETING international business law and understanding of its implications.
3.	APPLYING international business law principles and practices to solve problems.
4.	ANALYZING and Breakdown of international business law information into its component parts to identify relationships and make inferences..
5.	ASSESSING the value, importance, or quality of international business law information, ideas, and solutions.
6.	INTEGRATION of international business law information from several sources to create original ideas or solutions.


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503: BUSINESS REPORTING AND ANALYSIS

CO Number	Course Outcome
1.	DEFINE various concepts related to Business
2.	EXPLAIN the Role & Importance of Business Reporting, Types of Business Reports, users of Business report.
3.	MAKE USE OF Analysis tools for business
4.	ILLUSTRATE the use of BCG Matrix, Porters 5 forces model for business analysis.
5.	DESIGN BCG Matrix for a company.
6.	CREATE analysis reports of companies & make decision.

504: Foreign Exchange Management:

CO Number	Course Outcome
1.	DEFINING & Understanding the different types of foreign exchange transactions, the risks and rewards associated with them, and the regulations governing them
2.	INTERPRETING foreign exchange data and making informed decisions about foreign exchange activities.
3.	APPLYING foreign exchange principles to identify and execute appropriate foreign exchange transactions.
4.	ANALYZING various aspects of foreign exchange markets and transactions to identify opportunities and develop strategies.
5.	EVALUATING the effectiveness of foreign exchange management strategies and making adjustments as needed.
6.	DEVELOPING plans and strategies for managing foreign exchange activities.


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A505: International Marketing Management

CO Number	Course Outcome
1.	DEFINING & Recognizing basic facts and theories about International Marketing Management
2.	INTERPRET and apply the information to a variety of international marketing contexts.
3.	Ability to APPLY the knowledge and skills to develop successful international marketing strategies.
4.	ANALYZE international markets and identify opportunities and risks.
5.	ASSESS the effectiveness of international marketing plans and strategies.
6.	CREATE innovative international marketing plans and to develop effective solutions.

B505: International Financial Management.

CO Number	Course Outcome
1.	-DEFINING international financial management concepts -Explaining the role of international financial institutions -Understanding the key concepts of foreign exchange
2.	-UNDERSTANDING the benefits and risks of international investments -Describing the different types of international financial instruments.
3.	-APPLYING the theories of international finance to real- world cases.
4.	-ANALYSING the impact of international financial regulations -Comparing and contrasting different international financial markets.
5.	-EVALUATING the effectiveness of international financial policies
6.	-DESIGNING international financial management systems


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A506 Legal Dimensions of International Marketing Management

CO Number	Course Outcome
1.	-DEFINING international marketing management concepts -RECOGNIZE the relevant laws and regulations governing international marketing -Identify the different legal frameworks applicable to international marketing
2.	-INTERPRET the international marketing laws and regulations -EXPLAIN the implications of international marketing activities on legal compliance.
3.	-IMPLEMENT legal frameworks into international marketing strategies -APPLY the international marketing laws and regulations to specific marketing activities -Utilize legal strategies to mitigate risks associated with international marketing
4.	-CRITICALLY EVALUATE international marketing plans from a legal perspective -ANALYZE the potential legal risks associated with international marketing -Examine the legal implications of different international marketing decisions
5.	-ASSESS the effectiveness of legal strategies in international marketing -JUDGE the appropriateness of legal frameworks for international marketing
6.	DEVELOP legal strategies for international marketing CREATE legal frameworks for international marketing activities DEVELOP legal policies for international marketing operations.


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B506: Legal Dimensions of International Financial Management

CO Number	Course Outcome
1.	DEFINE the legal aspects of international financial management
2.	INTERPRETING the legal implications of international financial management decisions.
3.	APPLYING legal principles to international financial management decisions.
4.	ANALYZING the legal implications of different international financial management strategies.
5.	-EVALUATING the legal implications of international financial management decisions and strategies.
6.	DEVELOPING legal strategies to maximize the efficacy of international financial management decisions.

601: New Venture Creations & Startup

CO Number	Course Outcome
1.	RECALL the key terms and concepts related to new venture creation and startup dev. -Identify the characteristics of successful entrepreneurs and startup ventures
2.	UNDERSTANDING the importance of market research in new venture creation. -ANALYZE the challenges and opportunities associated with starting a new venture. -DISCUSS the role of innovation and creativity in successful startup ventures.
3.	-DEVELOP a business plan for a new venture. -CREATE a marketing plan for a new product or service. -APPLY knowledge of funding sources to secure startup capital.
4.	-EVALUATE the potential risks and rewards associated with a new venture. -ANALYZE the competitive landscape and market potential for a new product or service. -IDENTIFY the strengths and weaknesses of different financing options for a new venture.
5.	-ASSESS the viability and scalability of a new venture idea. -EVALUATE the effectiveness of a startup team's leadership and management practices. -JUDGE the impact of external factors such as market trends or regulatory changes on a new venture.
6.	-DEVELOP a new product or service idea and outline a plan for bringing it to market. -CREATE a new business model that disrupts an existing industry. -INVENT a new approach to funding or financing new ventures.


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602: International Project Management

CO Number	Course Outcome
1.	-RECALL the key terms and definitions related to project management -IDENTIFY the different phases of a project life cycle -LIST the various project management methodologies and tools
2.	-UNDERSTANDING the importance of project scope and project planning. -ANALYZE the impact of culture and communication on international project management.. -DISCUSS the role of project managers and team members in project success.
3.	-DEVELOP a project plan for a new international project. -APPLY project management tools and techniques to manage project risks and issues..
4.	-EVALUATE the effectiveness of different project management methodologies. -IDENTIFY the root causes of project failures and develop solutions to address them.
5.	-ASSESS the effectiveness of project management strategies in achieving project goals. -EVALUATE the impact of external factors such as political instability or currency fluctuations on international projects. -JUDGE the impact of project management decisions on the overall success of a project.
6.	-DEVELOP a new project management methodology that is tailored to international projects. -CREATE a risk management plan for a complex international project. -INVENT a new project management tool or software that addresses a specific need in international project management.


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Science College, Kopergaon





Sanjivani Rural Education Society's
SANJIVANI ARTS, COMMERCE AND SCIENCE COLLEGE

At: Sahajanandnagar, Post: Shingnapur, Tal: Kopergaon,

Dist: Ahmednagar (M.S.) Pin:423603

Recognized by Govt. of Maharashtra, Affiliated to University of Pune, ID.No.PU/AN/ACS/130/2012



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603: Decision Making and Risk Management

CO Number	Course Outcome
1.	-RECALL the key terms and definitions related to decision making and risk management. -IDENTIFY the different types of risks and decision-making models -LIST the various tools and techniques used in risk management.
2.	-UNDERSTANDING the importance of risk management in decision making. -ANALYZE the impact of biases and heuristics on decision making. -DISCUSS the role of stakeholders in decision making and risk management.
3.	-DEVELOP a risk management plan for a particular industry or organization. -APPLY decision-making models to make informed decisions in real-life scenarios. -USE different risk management tools and techniques to assess and mitigate risks.
4.	-EVALUATE the effectiveness of different decision-making models in various situations -IDENTIFY the root causes of risks and develop strategies to address them.
5.	-ASSESS the effectiveness of risk management strategies in minimizing potential losses. -EVALUATE the impact of different decision-making approaches on organizational performance -JUDGE the appropriateness of risk management strategies and decisions based on ethical considerations.
6.	-DEVELOP a new decision-making model that incorporates risk management principles. -CREATE a risk management plan for a complex international project.


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604: Management of Agribusiness & Agri Exports

CO Number	Course Outcome
1.	-RECALL the key terms and definitions related to agribusiness and Agri exports.. -IDENTIFY the different stages in the value chain of agriproducts. -LIST the various export promotion policies and regulations..
2.	-UNDERSTANDING the importance of risk management in decision making. -ANALYZE the challenges and opportunities associated with managing agribusinesses and agri exports.. -DISCUSS the role of policies and regulations in the agriexport industry.
3.	-DEVELOP a business plan for a new agribusiness venture. -APPLY marketing strategies to promote agri export products in international markets.. -USE different supply chain management techniques to optimize the agribusiness process.
4.	-EVALUATE the effectiveness of different marketing strategies in promoting agri export products. -ANALYZE the impact of climate change and environmental factors on agribusinesses. -IDENTIFY the root causes of risks and develop strategies to address them.
5.	-ASSESS the effectiveness of agribusiness and agri export policies and regulations -EVALUATE the impact of international trade agreements on the agri export industry. -JUDGE the appropriateness of agribusiness and agriexport management strategies based on ethical considerations.
6.	-DEVELOP a new agribusiness model that incorporates sustainable farming practices. -CREATE a new agri export product that meets the needs of a specific international market. -INVENT a new supply chain management tool or technique that addresses a specific need in agribusiness management.


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A605: International Service Management

CO Number	Course Outcome
1.	-RECALL the key terms and definitions related to servicemanagement. -IDENTIFY the different types of services and servicedelivery channels. -LIST the various strategies and models used ininternational service management.
2.	-UNDERSTANDING the importance of customer service and satisfaction in international service management. -ANALYZE the impact of culture and globalization on international service management. -DISCUSS the role of technology and innovation in service delivery.
3.	-DEVELOP a service blueprint for a new internationalservice. -APPLY service quality management tools andtechniques to improve customer satisfaction.
4.	-EVALUATE the effectiveness of different service delivery models in international markets.- -ANALYZE the impact of cultural differences on servicequality and customer satisfaction. -IDENTIFY the root causes of service failures anddevelop solutions to address them.
5.	-ASSESS the effectiveness of service qualitymanagement strategies in improving customer loyalty. -EVALUATE the impact of international servicemanagement on organizational performance. -JUDGE the appropriateness of service deliverystrategies based on ethical considerations.
6.	-DEVELOP a new service model that meets the needs ofa specific international market. -CREATE a digital service platform that provides personalized services to customers. -INVENT a new service quality management tool or technique that addresses a specific need in international service management.


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B605: International Human Resource Management

CO Number	Course Outcome
1.	<ul style="list-style-type: none">-RECALL the key terms and definitions related to international human resource management.-IDENTIFY the different types of human resource management practices in different countries.-LIST the various challenges and opportunities associated with managing international human resources.
2.	<ul style="list-style-type: none">-UNDERSTANDING the importance of cultural differences in managing international human resources.-ANALYZE the impact of globalization on the labor market and employment practices.-DISCUSS the role of international labor standards and regulations in human resource management.
3.	<ul style="list-style-type: none">-DEVELOP a training and development program for international employees-APPLY recruitment and selection strategies to identify and hire employees in different international markets.-USE performance management techniques to evaluate and improve employee performance in a global context.
4.	<ul style="list-style-type: none">-EVALUATE the effectiveness of different compensation and benefits models in international markets.-ANALYZE the impact of cultural differences on employee motivation and engagement.-IDENTIFY the root causes of cross-cultural misunderstandings and develop solutions to address them.
5.	<ul style="list-style-type: none">-ASSESS the effectiveness of human resource management strategies in improving employee retention and satisfaction.-EVALUATE the impact of international human resource management on organizational performance.-JUDGE the appropriateness of human resource management practices based on ethical considerations.
6.	<ul style="list-style-type: none">-DEVELOP a new diversity and inclusion policy that meets the needs of a specific international workforce.-CREATE a cross-cultural training program that prepares employees for global assignments.-INVENT a new performance management tool or technique that addresses a specific need in international human resource management.


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A606: Brand Management

CO Number	Course Outcome
1.	-RECALL key terms and definitions related to brandmanagement -LIST the various elements of a brand, including brandname, logo, tagline, packaging, and brand personality.
2.	-UNDERSTANDING the importance of brandmanagement in creating a strong brand identity and building brand equity. -ANALYZE the role of brand management in differentiating a brand from its competitors and creating a unique value proposition
3.	-DEVELOP a brand extension strategy to leverage an existing brand to enter a new market or product category. -APPLY branding strategies to create a brand identity and positioning for a new product or service. -USE market research and consumer insights to create a targeted brand messaging and communication strategy.
4.	-EVALUATE the effectiveness of different branding strategies in creating brand awareness, loyalty, and equity. -ANALYZE the impact of brand architecture on brand portfolio management and brand hierarchy. -IDENTIFY the strengths and weaknesses of different branding elements, such as brand name, logo, and packaging.
5.	-ASSESS the effectiveness of a brand management strategy in achieving business goals, such as market share, revenue growth, and profitability. -EVALUATE the impact of brand crises and reputation management on brand equity and consumer perceptions. -JUDGE the ethical implications of different brand management practices and decisions.
6.	-DEVELOP a brand management plan for a company entering a new market or expanding its product portfolio. -CREATE a new brand identity and positioning for an established brand to address changing market trends and consumer preferences. -INVENT a new brand concept and identity that appeals to a specific target audience and market segment.


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B606: Cross Cultural Relationship Management.

CO Number	Course Outcome
1.	-RECALL key terms and definitions related to cross-cultural relationships -IDENTIFY the different cultural factors that impact cross-cultural relationships. -LIST the various challenges and opportunities associated with managing cross-cultural relationships.
2.	-UNDERSTANDING the importance of cultural intelligence and diversity management in cross-cultural relationships. -ANALYZE the impact of globalization on cross-cultural relationships and communication. -DISCUSS the role of stereotypes and biases in cross-cultural relationships.
3.	-DEVELOP intercultural conflict resolution strategies to address misunderstandings and disagreements. -APPLY cross-cultural communication skills to build positive relationships with individuals from different cultures. -USE empathy and active listening skills to better understand and connect with individuals from different cultures.
4.	-EVALUATE the effectiveness of different cultural adaptation strategies in cross-cultural relationships -ANALYZE the impact of cultural differences on trust and rapport in cross-cultural relationships. -IDENTIFY the root causes of cross-cultural conflicts and develop solutions to address them.
5.	-ASSESS the effectiveness of cross-cultural relationship-building strategies in improving collaboration and teamwork. -EVALUATE the impact of cross-cultural relationships on personal and professional growth. -JUDGE the appropriateness of cross-cultural practices and communication strategies based on ethical considerations.
6.	-DEVELOP a new cross-cultural training program that prepares individuals for international assignments. -CREATE a cultural awareness campaign that promotes understanding and respect for different cultures. -INVENT a new cross-cultural communication tool or technique that addresses a specific need in cross-cultural relationships


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