

KIET Group of Institutions Ghaziabad
KIET School of Management

COURSE OUTCOMES (COs)

2020-21/I/ MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR/KMB 101		
S.No	Course Outcomes (COs)	BL
	Student will be able to:	
1	To understand and examine the managerial practices and their perspectives.	Remembering (BL1) Understanding(BL2)
2	Understanding and Applying the concepts of organizational behaviour	Understanding(BL2) Analyzing(BL4)
3	Applying the concepts of management and analyze organizational behaviors in real world situations	Applying (BL3) Analyzing(BL4)
4	Applying and Evaluating the managerial and leadership skills among students to enhance team building	Applying (BL 3) Analyzing(BL4) Evaluating (BL5)
5	To comprehend and practice contemporary issues in change management.	Applying (BL3) Analyzing(BL4) Evaluating (BL5)

2020-21/I/ Managerial Economics/KMB102		
S.No	Course Outcomes (COs)	BL
	Student will be able to:	
1	Able to explain the meaning and definition of managerial economics, demand and supply. Elucidate on the characteristics and scope of managerial economics.	1 (remember), 2 (understand), 3 (apply)
2	Able to explain the characteristics of demand forecasting, performance measures and computation of material variances break even analysis.	3 (Apply), 4 (analyse), 5 (evaluate), 6 (create)
3	Able to describe the various forms of cost and returns to scale.	2 (understand), 3 (apply), 4 (analyse), 6 (create)
4	Able to appraise market structures and propose management decisions based on features of different market structures.	2(understand), 3 (apply), 4 (analyse), 5 (evaluate)
5	Able to analyse features of Indian Economy and various concepts of National Income.	2 (understand), 4 (anlyse), 5 (evaluate), 6 (create)

2020-21/I/ FINANCIAL ACCOUNTING AND ANALYSIS/KMB103		
S.No.	COURSE OUTCOME (COs)	BL
Student will be able to:		
1	Identifying the basic concepts of accounting, and apply the fundamentals of accounting equation and Depreciation in business	1,2,3
2	Assessment & adoption of double entry system and accounting process and IFRS	2,3,4
3	Creation and Evaluation of financial statements & cash flow statement of business	2,3,4,6
4	Analysis and implication of financial position and profitability of business by Ratio analysis	2,3,4
5	To develop practical application of common size and comparative statements & HRA, Forensic accounting	2,5,6

2020-21/I/BUSINESS STATISTICS AND ANALYTICS/KMB 104		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	Identify and Gain Knowledge of basic concept/explaining fundamentals of Business Statistics	Understanding (BL 2)
2	Describe and compute various Measures of Central Tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and examine their implication on Business performance	Remembering (BL 1) Analyzing (BL 4)
3	Evaluate and illustrating the basic concepts of probability and analyze probability theoretical distributions	Applying (BL 3) Analyzing (BL 4)
4	Analyze Hypothesis Testing concepts and able to apply and estimate inferential statistics- t, F, Z Test and Chi Square Test and develop strategies for the organization	Analyzing (BL 4) Evaluating (BL 5) Creating (BL 6)
5	Develop practical application by taking managerial decision by evaluating the Concept of Business Analytics	Creating (BL 6) Analyzing (BL 4)

2020-21/I/Marketing Management		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	Examine and Comprehend basic marketing concepts.	K1 K2 and K3
2	Application and exploration of marketing concepts in day to day business problems.	K4 K5 and K6
3	Design and develop Marketing Strategies and Plans for companies.	K5 and K6
4	Analyzing Business/ Consumer Markets and evaluate Market Segments and Targeting	K4 and K5
5	Develop skills to generate the current global and digital aspect of marketing	K6

2020-21/I/BUSINESS COMMUNICATION/KMB 107		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.	Applying (K4)
2	Analyse ethical, legal, cultural, and global issues affecting business Communication.	Analyse (K5)
3	Develop an understanding of appropriate organizational formats and channels used in business communications	Knowledge (K2)
4	Gaining an understanding of emerging electronic modes of communication.	Comprehending(K3)
5	Developing effective verbal and non verbal communication skills.	Remembering(K1)/ Applying (K4)

2020-21/I/ DESIGN THINKING		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	To understand design thinking in depth for solving problem at every stage of life.	Remembering BL 1/ Understanding BL 2
2	To apply design thinking to real-life problems.	Applying BL 3/ Analyzing BL 4
3	To evaluate an innovative and workable solutions using design thinking.	Evaluating BL 5/ Creating BL 6

2020-21/III/ STRATEGIC MANAGEMENT/KMB301		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	Describe a clear understanding of the key concepts and principles of strategic management	Remembering BL 1/ Understanding BL 2
2	Describing and applying set of useful analytical skills, tools and techniques for analyzing a company strategically	UnderstandingBL2/ Applying BL 3
3	Analysing and illustrating thenature and dynamics of the strategy formulation and implementation processes.	Analyzing BL 4/ Applying BL 3
4	Analyzing various situations and scenarios in corporate strategy	Analyzing BL 4/ Applying BL 3
5	To develop and appraise various strategies while analysing strategic issues and design appropriate courses of action	Applying BL 3/ Analyzing BL 4/ Evaluating BL 5 Creating BL 6

2020-21/III/International Business Management/KMB302		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	To get an overview and understanding the key issues and concepts of International Business.	Remembering BL 1/ Understanding BL 2
2	Understanding and Computing how and why the world’s countries differ through International Theories.	Understanding BL 2/ Applying BL 3
3	Analyzing and illustrating the framework of International Marketing and International HRM	Applying BL 3/ Analyzing BL 4
4	Examining the decisions for Foreign Exchange Determination Systems by which international business transactions are conducted	Applying BL 3/ Analyzing BL 4
5	Evaluating the role of International Organizations and Regional Trade blocks	Evaluating BL 5/ Creating BL 6

2020-21/III/SALES AND RETAIL MANAGEMENT/KMBMK01		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	To examine the practical approaches in sales organization and analyze the skill required in the Sales force management.	Applying BL 3/ Analyzing BL 4
2	Accustomed with justification and implementation of sales management strategies.	Evaluating BL 5/ Creating BL 6
3	Able to Develop and Design Forecasting Training Modules, compensation structure, appraisal systems for effective decision alternatives in sales management problems	Creating BL 6
4	Analyze and evaluate the traditional and modern concept in retail management and implement the best suited approach in Retail organization	Analyzing BL 4/ Evaluating BL 5/ Creating BL 6
5	Creating and Formulating the retail management strategies and develop analytical skills for effective decision alternatives in retail operations.	Evaluating BL 5/ Creating BL 6

2020-21/III/CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION/KMBMK02		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	To understand consumer behaviour and explain the consumer decision making process. To Demonstrate how knowledge of consumer behaviour can be applied to marketing.	Remembering BL 1 Understanding BL 2 Applying BL3
2	To define external and internal influences on buying behaviour. To Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.	Understanding BL 2 Applying BL 3 Analyzing BL 4
3	To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.	Understanding BL 2 Applying BL 3 Analyzing BL 4
4	Help to understand what advertising is and its role in advertising and brand promotion.	Understanding BL 2 Analyzing BL 4 Evaluating BL 5
5	Understand the importance of message design and the creativity involved in message designing. In a team, work effectively to prepare a research report on consumer behaviour issues within a specific context	Understanding BL 2 Applying BL 3 Analyzing BL 4 Evaluating BL 5 Creating BL 6

2020-21/III/DIGITAL AND SOCIAL MEDIA MARKETING/KMBMK03		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	Evaluate the emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.	Applying (BL3)
2	Identify how to effectively utilize common social marketing techniques, such as viral marketing.	Evaluating (BL5)
3	Evaluate and Illustrating concept of social media platforms	Applying (BL 3) Analyzing (BL 4)
4	To impart learning on various digital channels and how to acquire and engage consumers online.	Analyzing (BL 4) Evaluating (BL 5) Creating (BL 6)
5	To provide insights on building organizational competency by way of digital marketing practices and estimate cost considerations and develop strategies for organizations.	Analyzing (BL4)

2020-21/III/TALENT MANAGEMENT/KMBHR01		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	Understanding the concepts of attraction, acquisition, and retention of talent in organizations	Remembering BL1/ Understanding BL2
2	Describing and applying processes of talent management and its linkage with organizational strategy and other HR practices.	Understanding BL2/ Applying BL3
3	Evaluating the best practices for various situations in an organization	Evaluating BL 5
4	To analyze the present and future need of the organization and identify potential talent to fulfil those needs and apply these concepts with real life problems	Analyzing BL 4/ Applying BL 3
5	To develop practical application of the negotiation problems that managers may face in decision-making processes	Evaluating BL 5/ Creating BL 6

2020-21/III/ PERFORMANCE AND REWARD MANAGEMENT/KMBHR02		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	To understand the Knowledge of Performance Management and Performance Appraisal	BL1(Remember) BL2(Understand)
2	Apply the Competency to understand the importance of Performance Management	BL1(Remember) BL2(Understand) BL3(Applying)
3	To analyze the knowledge about the Compensation and Reward Systems	BL1(Remember) BL2(Understand) BL4(Analyzing)
4	To evaluate the employee ‘competency to implement the effective reward systems in the organization	BL3(Apply) BL4(Analyse) BL5 (Evaluate)
5	To analyze and evaluate the relevance of competency mapping and understanding its linkage with career development.	BL4(Analyse) BL5 (Evaluate)

2020-21/III/ Employee Relations and Labour Laws/KMBHR03		
S.No	Course Outcomes (COs)	BL
	Student will be able to:	
1	Knowledge of Industrial Relation Framework and to understand the importance of Employee Relation within the perspective of Industrial Relation	K1(Remember) K2(Understand) K3 (Apply) K4 (Analyse)
2	Competency to use Collective Bargaining and Grievance redressal Mechanism	K1(Remember) K2(Understand) K3(Apply)
3	Knowledge and application of relevant Laws of HR management.	K1(Remember) K2(Understand) K3(Apply) K4 (Analyse)
4	Interpretation and Implementation of Labour Laws within organization	K1(Remember) K2(Understand) K3(Apply) K4(Analyse) K5 (Evaluate)
5	Understand and calculate the various compensation laws within organizations.	K1(Remember) K2(Understand) K3(Apply) K4(Analyse) K5 (Evaluate)

2020-21/III/Investment Analysis & Portfolio Management/KMBFM01		
S.No	Course Outcomes (COs)	BL
	Student will be able to:	
1	Understand about various investment avenues.	Remembering BL 1 Understanding BL 2
2	Understanding the concept of value of assets, Apply the knowledge to make investment decisions and Creation of portfolio.	Understanding BL 2 Applying BL 3 Create BL 6
3	Understand various Models of Investment and its application	Applying BL 3 Analyzing BL 4
4	Analyze the different market conditions and Design investment strategies.	Analyzing BL 4 Create BL 6
5	Measure riskiness of every asset and Evaluate the portfolio performance.	Analyze BL 4 Evaluating BL 5

2020-21/III/TAX PLANNING & MANAGEMENT - KMB FM 02		
S.No	Course Outcomes (COs)	BL
	Student will be able to:	
1	Gaining & applying knowledge of basic concepts and cannons of taxation & Residential Status	Understanding BL 2/ Applying BL3
2	Assessment and implementation of the rules for computing the taxable income and implication on tax liability.	Understanding BL 2 Applying BL3/ Analyzing BL 4
3	Evaluating & applying various provisions regarding appeal, TDS, DTAA & advance tax ruling	Understanding BL 2 Applying BL3/ Evaluating BL 5
4	To analyze Corporate Taxation and adopt corporate tax planning in case of business restructuring	Understanding BL 2 Analyzing BL 4/ Applying BL 3
5	To develop practical application of GST and evaluate the mechanism of GST	Understanding BL 2 Evaluating BL 5/ Creating BL 6

2020-21/III/Financial Markets & Services/KMB FM03		
S.No	Course Outcomes (COs)	BL
	Student will be able to:	
1	Analyse the functioning and working of various financial institutions in India and thus in turn connecting it to the working of Indian economy.	Analyse B 4/ Understand B 2
2	Summarise the current monetary policy, structure and development of commercial banking and the mechanism of NBFC, NABARD and PFC.	Summarize B 5/ Remember B1
3	Evaluate the knowledge about the working of various financial instruments in the primary and secondary market in India as well as foreign market	Evaluate B 5/ Apply B 3
4	Outline microfinance as a growing source of financial mechanism in India	Outline B 4/ Understand B 2
5	Assessing the products & services of banking industry and third party instruments.	Analyse B 4/ Remember B 1

2020-21/III/Enterprise Resource Planning /KMBIT01		
S.No	Course Outcomes (COs)	BL
	Student will be able to:	
1	Knowledge of ERP Technology and its importance	K1(Remember) K2(Understand)
2	Able to analyze the organizational readiness for ERP	K1(Understand) K3(Apply) K4(Analyze)
3	Able to implement ERP in functional area of businesses and management	K4(Analyze) K5(Evaluate) K6(Create)
4	Interpreting the impacts of ERP on business processes	K4(Analyze) K5 (Evaluate)
5	Understanding the Market Trends in ERP applications	K2(Understand) K3(Apply)

2020-21/III/Web Technology and E Commerce/KMBIT02		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	Understanding the nature of Web Technology	K1 (Remember) K2(Understand)
2	Exploring the business potential of Web Technology	K3(Apply) K4(Analyse)
3	Planning and executing the web based business application	K2(Understand) K3(Apply) K4(Analyse)
4	Knowledge about the Information and Web Security	K1(Remember) K2(Understand)
5	Knowledge about the functioning of online payment systems	K1(Remember) K2(Understand) K3(Apply)

2020-21/III/INTERNATIONAL LOGISTICS/KMB IB02		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	To understand functionality of international logistics.	Remembering BL 1/ Understanding BL 2
2	To analyze and select the best mode of transportation.	Understanding BL 2/ Applying BL 3
3	To analyze and <i>apply</i> the aspects of shipping industry and freight system for maximizing the utilization of resources.	Understanding BL 2/ Analyzing BL 4/ Applying BL 3
4	To analyze and evaluate the ports facilities and other operations done on port for cargo shipping.	Analyzing BL 4/ Evaluating BL 5/
5	To understand the use and impact of E- commerce on logistics management.	Understanding BL 2/ Creating BL 6

2020-21/III/ Export Import Documentation/KMBIB03		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	Identifying and understanding the Registration process, Payment terms, Export costing and pricing.	Remembering BL 1/ Understanding BL 2
2	Understanding and summarizing the process of Shipment procedures, & summarize the various documents used in Shipping.	Understanding BL 2/ Applying BL 3
3	Demonstrating and Classify the concept of various incentives, benefits & risk involved in shipping process	Applying BL 3/ Analyzing BL 4
4	Analyzing the various business planning, Import procedures & various export promotion schemes	Applying BL 3/ Analyzing BL 4
5	Evaluating and Integrating the various export promotion schemes &Types of Export Houses.	Evaluating BL 5/ Creating BL 6

2020-21/III/ Supply Chain & Logistics Management/KMBOM1		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	Knowledge about the latest trends in SCM and logistics	K1(Remember) K2(Understand) K3(Apply)
2	Apply the framework of Supply Chain Management and basic concepts in logistics	K1(Remember) K2(Understand) K3(Apply) K4(Analyse)
3	Comprehension about distribution, warehousing and its roles in strategic planning with supply chain	K3(Apply) K4(Analyse) K5(Evaluate) K6(Create)
4	Develop competencies to use inventory management methodologies and evaluate and select transit.	K2(Understand) K3(Apply) K4(Analyse) K5 (Evaluate)
5	Assess & implementing the strategic role and impact of IT on supply chain integration	K1(Remember) K2(Understand) K3(Apply)

2020-21/III/ QUALITY TOOLKIT FOR MANAGERS/KMBOM03		
S.No	Course Outcomes (COs)	BL
Student will be able to:		
1	To Gain Knowledge about the quality dimensions and its importance.	Remembering BL 1/ Understanding BL 2
2	To understand the techniques of Quality control and apply them for organizational competitiveness.	Understanding BL 2/ Applying BL 3
3	To develop Competency for process improvement by using statistical methods.	Applying BL 3/ Analyzing BL 4/ Creating BL 6
4	To analyze and evaluate the impacts of Quality Control tools in the organization.	Analyzing BL 4/ Evaluating BL 5/ Creating BL 6
5	Understanding of the International and Indian Quality Control Standards.	Remembering BL 1/ Understanding BL 2