

COURSE OUTCOME NUMBER	COURSEOUTCOMES
SEMESTER I	
COURSE NAME: Management and Organizational Behavior	
C-101-1	Understand various managerial skills, roles, functions and levels and To make aware of management thinkers and their contributions.
C-101-2	understand the planning and decision making process , techniques and MBO in the organization
C-101-3	Demonstrate the ability to direct, lead and communicate effectively
C-101-4	Understand the conceptual framework of the discipline of OB and its practical applications in the organizational setup
C-101-5	Manage conflict , negotiation and change in organizational context
C-101-6	Develop creative and innovative ideas that could positively shape the organizations
COURSENAME: Managerial Economics	
C-102-1	Understand the basic principles of managerial economics
C-102-2	Analyze the responsiveness of consumers' demand to changes in the price of a good or service, other goods and services, and income
C-102-3	Students should be able to know how production efficiency can be optimized.
C-102-4	Students can also expose how to leverage game theory in taking strategic moves in oligopoly market structure.
C-102-5	Understand the different production costs and how they affect short and long-run decisions
COURSENAME: Accounting For Managers	
C-103-1	Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements
C-103-2	Understand the nature and role of the four principal financial statements (i.e., the Income Statement, the Statement of Financial Position, the Statement of Cash Flows, and the Statement of Changes in Equity) ;
C-103-3	Understand and apply course concepts to analyze common business management decisions, such as pricing and outsourcing decisions, from a financial perspective
C-103-4	Understand the role of budgets in organizations, their limitations and the behavioral issues to consider when developing and using budgets for planning and control
C-103-5	Gain the knowledge on different accounting standards which were given by the different bodies
COURSENAME: Quantitative Analysis for Business Decision	
C-104-1	To provide basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions.
C-104-2	To enable better reporting for decision making.
C-104-3	To highlight the benefits as well as the limits of quantitative analysis in a real-world context.

C-104-4	To orient the students to various hypotheses testing methods as to how and where appropriately they can be applied.
COURSENAME: Legal and business environment	
C-105-1	Understand basic concepts of business environmental factors and environmental scanning.
C-105-2	Able to understand structure of Indian economy and economic planning in India.
C-105-3	Able to appreciate the importance of law and legal institutions in business
C-105-4	Able to have a basic understanding of the laws relating to contract, consumer protection, competition, companies and dispute resolution
C-105-5	Understand the basic concepts relating to negotiable instruments
COURSENAME: BusinessCommunication and Soft Skills	
C-106-1	To provide an overview of Prerequisites to Business Communication.
C-106-2	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations
C-106-3	To provide an outline to effective Organizational Communication.
C-106-4	Select appropriate organizational formats and channels used in developing and presenting business messages
C-106-5	Communicate via electronic mail, Internet, and other technologies. and Deliver an effective oral business presentation
COURSENAME: Cross Cultural Management	
C-107-1	Discuss the main theories in cross-cultural management and Identify the key issues international business cases raise in cross-cultural management
C-107-2	Engage with the relevant contextual issues in cross-cultural management in relation to international business and the multi-cultural workforce;
C-107-3	Identity, analyze , evaluate and communicate information about negotiation and management formats in cross-cultural contexts and Incorporate theories, concepts and models relevant to the global and cultural context of an international business issue or case
C-107-4	Apply analytical and theoretical frameworks to cross-cultural management
COURSENAME: Information Technology(LAB)	
C-108-1	Identify various types of Information System for Business
C-108-2	Understand Information Technology Infrastructure
C-108-3	Define databases & identify types of Databases

COURSE OUTCOME NUMBER	COURSEOUTCOMES
SEMESTER II	
COURSENAME:Financial Management	
C-201-1	Gain the knowledge on application of different techniques of capital budgeting under risk less and risky conditions for the investment decisions.
C-201-2	Buildtheoptimumcapitalstructuretotaketheoptimumfinancingdecisions.
C-201-3	Gain the knowledge on application of relevance and irrelevance theories to take dividend decision.
C-201-4	Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate
C-201-5	Analyze the role of time value of money and its use for valuing asset Appraise different capital budgeting methods and their applications
COURSENAME:Human Resource Management	
C-202-1	Understanding of key terms, theories/concepts and practices within the field of HRM
C-202-2	Able to identify and appreciate the significance of the HR planning ,job analysis and HRD concepts
C-202-3	Demonstrate competence in Recruitment and selection , performance appraisal and Training and Development
C-202-4	Able to identify determinants of wages and statutory band non-statutory welfare measures.
C-202-5	Understand Industrial relations and various grievances and dispute resolution mechanisms.
COURSENAME:Marketing Management	
C-203-1	Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
C-203-2	Students will demonstrate effective understanding of market segmentation ,Targeting and Positioning
C-203-3	Students will demonstrate analytical skills in identification of product mix , life cycle and pricing strategies
C-203-4	Students will demonstrate analytical skills in Marketing communication skills and sales force concepts.
C-203-5	Students will demonstrate analytical skills in Marketing distribution channels and channel strategies.
COURSENAME:Operation Management	
C-204-1	Understand recent trends in operation management and types of production system.
C-204-2	Understand product design process and job design
C-204-3	Gainknowledgeof capacity planning , inventory, purchase and supply chain management.
C-204-4	Understand various productivity factors and engineering and behavioral approaches.
C-204-5	Understand various Quality Management concepts.
COURSENAME:Business Research Methods	
C-205-1	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries
C-205-2	Students should be able to identify the overall process of designing a research study from its inception to its report

C-205-3	Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
C-205-4	Students should be familiar with good practices in conducting a qualitative interview and observation
C-205-5	Understand Multivariate analysis and Conceptualize the research process
COURSENAME: Project Management Technology	
C-206-1	Understand project characteristics and various stages of a project.
C-206-2	Understand the conceptual clarity about project organization and feasibility analyses – Market, Technical, Financial and Economic.
C-206-3	Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.
C-206-4	Apply the risk management plan and analyze the role of stakeholders.
C-206-5	Understand the contract management, Project Procurement, Service level Agreements and productivity.
COURSENAME:IT LAB-2 (Programming R)	
C-207-1	Describe Data Analytics and the skill sets needed to be a data analyst
C-207-2	Demonstrate programming skills in R to carry out statistical analysis
C-207-3	Convert data to business projections by applying statistical and visualization tools.
C-207-4	Explain real time business situations using data analysis tools.

COURSE OUTCOME NUMBER	COURSEOUTCOMES
SEMESTER III Finance Specialization	
COURSENAME: Strategic Management	
C-301.1	Explore participants to various perspectives and concepts in the field of Strategic Management
C-301.2	Develop skills in environmental scanning and tools and techniques of strategies.
C-301.3	Understand value chain analysis and competitive advantage of a firm and exit and entry barriers.
C-301.4	Develop skills in strategy implementation and link strategies with other business concepts.
C-301.5	Understand various Qualitative and quantitative benchmarking to evaluate performance.
COURSENAME: Operations Research	
C-302.1	Apply Linear programming techniques to allocate scarce resources in an optimum manner in problems of scheduling, product mix etc.
C-302.2	Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
C-302.3	Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
C-302.4	Make Decisions under the conditions of risk and uncertainty.
COURSENAME: Investment Analysis and Portfolio Management	
EF-301.1	Understand the concept process of investment
EF-301.2	Estimate the systematic and unsystematic risk involved in a security
EF-301.3	Analyze a security using fundamental analysis and technical analysis
EF-301.4	Calculate the return and risk of a portfolio and mutual funds
EF-301.4	Calculate the duration of a bond and understand implications of the sensitivity of bond price to interest rate changes
COURSENAME: Managing Banks and Financial Institutions	
EF-302.1	Understand Indian Financial system and phases of development of banking in India
EF-302.2	Understand organization, structure and functions of RBI and regulations of NBFCS and FDI in Banking sector.
EF-302.3	Know an idea about risk management concepts in banks and regulations on insurance companies.
EF-302.4	Understand various financial institutions and development banks in India.
EF-302.5	Understand elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets
COURSENAME: Financial Markets and Services	
EF-303.1	Know about the financial market structure and participants in the markets.
EF-303.2	Gain knowledge on the different financial services which are available in India.
EF-303.3	Understand the merchant banking, Hire purchase and Lease assistance to micro small, small, medium and large scale business units.
EF-303.4	Understand the different financial services like factoring, credit rating methods
EF-303.5	Understand Indian Rural Financial system and various models in India.

COURSENAME: Mergers, Acquisitions and Corporate Restructuring	
EF-304.1	Understand the implications of corporate bankruptcy and restructuring on stakeholders' wealth
EF-304.2	Identify legal aspects of corporate investments/divestiture decisions and the implications of legal risk on stakeholders' wealth
EF-304.3	Utilize ethical frameworks to analyze organizational decision-making as it relates to finance
EF-304.4	Evaluate the theoretical and applied research in the areas of mergers & acquisitions, public offerings, corporate carve-outs, and spinoffs.

COURSE OUTCOME NUMBER	COURSEOUTCOMES
SEMESTER III HR Specialization	
COURSENAME: Strategic Management	
C-301.1	Explore participants to various perspectives and concepts in the field of Strategic Management
C-301.2	Develop skills for applying these concepts to the solution of business problems
C-301.3	Create mastery in analytical tools of strategic management.
C-301.4	Understand qualitative and Quantitative benchmarking to evaluate performance
COURSENAME: Operations Research	
C-302.1	Apply Linear programming techniques to allocate scarce resources in an optimum manner in problems of scheduling, product mix etc.
C-302.2	Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
C-302.3	Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
C-302.4	Make Decisions under the conditions of risk and uncertainty.
COURSENAME: Leadership and Change Management	
EH-301.1	Understanding the various components of leadership and remembering different models of leadership behavior.
EH-301.2	Analyzing the emerging challenges in leadership motivation and understanding the different dimensions of leadership motivation.
EH-301.3	Learning how to apply Creative Thinking in strategic leadership.
EH-301.4	Understanding and remembering different basics concepts of Change management.
EH-301.5	Applying different Tools and techniques for mapping the change with regard to case studies.
COURSENAME: Performance Evaluation and Compensation Management	
EH-302.1	To understand Historical Developments in Performance Management and Understanding the framework of performance management and its process
EH-302.2	Develop skills in competency mapping and strategic planning and Remembering various Tools and techniques for mapping performance management planning
EH-302.3	Explore knowledge in performance management system and Analysing the new trends in compensation management and understanding the compensation and retention strategies.

EH-302.4	Understand various dimensions of compensation programme
EH-302.5	Understanding and analyzing performance based and pay based compensation structures.

COURSENAME: Human Resource Metrics and Analytics

EH-303.1	Understanding Various approaches for designing HR metrics Deciding what metrics are important to various business organizations.
EH-303.2	Understand Inside-Out Approach and Inside- Out Approach and Applying HR Metrics at various levels of Human Resource Management
EH-303.3	Applying HR analytics for taking various business decisions and Develop skills in creating levels of metrics measures
EH-303.4	Evaluating the reliability and validity of diversity analysis at various levels of Human Resource Management
EH-303.5	Align HR metrics with business strategy, goals and objectives.

COURSENAME: HUMAN CAPITAL MANAGEMENT

EH-304.1	Understanding various economic theories of human capital
EH-304.2	Analyzing the accounting aspects and understanding various models of human capital.
EH-304.3	Understanding various Tools and techniques for evaluation of accounting human capital management.
EH-304.4	Evaluating the quality of work life at various levels human Resource management
EH-304.5	Understanding the statutory obligations regarding industrial accidents and safety

COURSENAME: Man Power Planning, Recruitment and Selection

EH-305.1	Understanding the framework of Human Resource Planning and the factors affecting it.
EH-305.2	Understanding and remembering various Tools and techniques of demand forecasting and supply fore Casting at micro level planning.
EH-305.3	Analyzing downsizing strategies and its legal framework
EH-305.4	Evaluating the need for recruitment and selection.
EH-305.5	Analyzing the training needs and learning how to develop training and development programs.

COURSE UTCOMEN UMBER	COURSEOUTCOMES
SEMESTERIII MarketingSpe cialization	
COURSENAME: Strategic Management	
C-301.1	Explore participants to various perspectives and concepts in the field of Strategic Management
C-301.2	Develop skills for applying these concepts to the solution of business problems
C-301.3	Create mastery in analytical tools of strategic management.
C-301.4	Understand qualitative and Quantitative benchmarking to evaluate performance
COURSENAME: LegalAspectsofBusiness	
C-302.1	Apply Linear programming techniques to allocates carceres our cesin an optimum manner In problems of scheduling, productmixetc.

C-302.2	Manage the Waiting line management to minimize the overall cost due to servicing and waiting.
C-302.3	Apply Network analysis to plan, schedule, monitor and control large projects such as Construction of a building, making a ship, or planning for a space flight.
C-302.4	Make Decisions under the conditions of risk and uncertainty.
COURSENAME: Business Ethics & Corporate Governance	
C-302.1	Apply Linear programming techniques to allocate resources in an optimum manner in problems of scheduling, product mix etc.
C-302.2	Manage the Waiting line management to minimize the overall cost due to servicing and Waiting.
C-302.3	Apply Network analysis to plan, schedule, monitor and control large projects such as construction of a building, making a ship, or planning for a space flight.
C-302.4	Make Decision under the conditions of risk and uncertainty.
COURSENAME: Consumer Behavior	
EM-301.1	Able to explain the basic. Concept and models of consumer behaviour
EM-301.2	Able to analyse the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results.
EM-301.3	Able to analyse marketing segmentation, positioning and consumer motivation.
EM-301.4	Able to explain the consumer purchasing decision process and various models..
EM-301.5	Able to analyse the various consumer perception and personality influencing factors
COURSENAME: Retail Management	
EM-302.1	Understand Retail management significance, decision process and environmental issues in national and global business.
EM-302.2	Able to analyze retail segments and targets at local and regional level
EM-302.3	Understand retail store location and layout and retail pricing strategies.
EM-302.4	Able to understand strategies of CRM and loyalty programmes.
EM-302.5	Understand international retailing and benefits of going global
COURSENAME: Customer Relationship Management	
EM-303.1	Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented
EM-303.2	Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
EM-303.3	Implement various technological tools for data mining and also successful implementation of CRM in the Organizations
EM-303.4	Design Sales force automation, data synchronization and reporting tools.
EM-303.5	Understand CRM in e-business and measuring CRM effectiveness
COURSENAME: Strategic Marketing Management	
EM-304.1	Understand strategic marketing management process, strategy formulation of 4Ps

EM-304.2	Analyze corporate restructuring its forms , portfolio analysis and McKinsey's 7s frame work for improving organizational effectiveness .
EM-304.3	Understand integration of marketing strategies and their application.
EM-304.4	Able to analyze marketing performance and strategies for preventing disasters and preparedness measures.
EM-304.5	Understand recent trends in strategic marketing management and link inking CSR with profit and sustainability.
COURSENAME:Digital and Social Media Marketing	
EM-305.1	Understand the concepts of Digital marketing and its trends.
EM-305.2	Analyze the channels of digital marketing and able to acquire and retain new customers..
EM-305.3	Understand digital marketing plan and opportunities and issues.
EM-305.4	Able to understand search engine marketing ,CPM and CPC concepts.
EM-305.5	Understand social networking with social media and analyze advertising performance.

COURSE OUTCOME NUMBER	COURSE OUTCOMES
SEMESTER IV Finance Specialization	
COURSE NAME: Supply Chain Management and Analytics	
C-401.1	Understand the different views of Supply chain and its strategies
C-401.2	Identify various supply chain drivers and analytics in SCM
C-401.3	Identify difference between SCM and CRM
C-401.4	Evaluate various channels of Distribution and Network Design in Supply Chain
COURSE NAME: Innovation and Entrepreneurship	
C-402.1	understand different innovation and entrepreneurship theories and their implications
C-402.2	understand the dynamics of how teams develop and function as well as the various types of conflicts that can arise during teamwork
C-402.3	understand different methods that can be used to minimize uncertainties at different stages of the entrepreneurial process
C-402.4	understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process
COURSE NAME: Financial Derivatives	
EF-401-1	Identifying the basic types of derivatives: forwards, futures, swaps and options.
EF-401-2	Identifying main factors affecting the price of the considered instruments and basic techniques leading to no-arbitrage pricing of derivatives with the basic relationships between adjacent instruments.
EF-401-3	Understanding the methods and principles of the mathematical theory of finance as the foundation for options pricing.
COURSE NAME: Global Financial Management	
EF-402-1	Demonstrate basic understanding of foreign exchange market and exchange rates
EF-402-2	Demonstrate basic understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms.
EF-402-3	Demonstrate basic understanding of the issues pertaining to multinational financing and investment decisions
EF-402-4	Demonstrate critical and analytical skills wherein they should be able to make sense out of a mass of information to address relevant issues pertaining to international finance
COURSE NAME: Financial Risk Management	
EF-403-1	Identify the different sources of risk affecting the companies.
EF-403-2	To state the different risk management approaches.
EF-403-3	Integrated approach to corporate risk management.
EF-403-4	The types of players in derivatives markets.
EF-403-5	Understanding of Different types of products available in Derivatives Market. Valuation of futures & forward contract.
COURSE NAME: Strategic Financial Management	
EF-404-1	Knows the basic concepts of SFM, understands the principles of developing a strategic goal and objectives, establishing key performance indicators, could evaluate and interpret financial ratios.
EF-404-2	Has an understanding of the value-based management concept of forecasting models within it, could evaluate and analyze the business strategies from SFM point of view.

COURSE OUTCOME NUMBER	COURSEOUTCOMES
SEMESTERIV HR Specialization	
COURSENAME:Supply Chain Management and Analytics	
C-401.1	Understand the different views of Supply chain and its strategies
C-401.2	Identify various supply chain drivers an analytics in SCM
C-401.3	Identify difference between SCM and CRM
C-401.4	Evaluate various channels of Distribution and Network Design in Supply Chain
COURSENAME:Innovation and Entrepreneurship	
C-402.1	understand different innovation and entrepreneurship theories and their implications
C-402.2	understand the dynamics of how teams develop and function as well as the various types of conflicts that can arise during teamwork
C-402.3	understand different methods that can be used to minimize uncertainties at different stages of the entrepreneurial process
C-402.4	understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process
COURSENAME:Labour Welfare and Employment Laws	
EH-401.1	Understand rationale behind labour laws and apply various principles and philosophies of labour welfare
EH-401.2	Utilize provisions of various labour laws in their corporate life.
EH-401.3	Develop to utilize labour laws in their corporate life and aanalyse various labour welfare programs
EH-401.4	Equip with important provisions of various labour laws
COURSENAME:INTERNATIONAL HR MANAGEMENT	
EH-402.1	Understanding the challenges and role of globalization
EH-402.2	.Make the students to remember various staffing policies training and development policies and understanding the legal content Global of HRM.
EH-402.3	Understanding and analyzing the different models of cross cultural management.
EH-402.4	Understanding and remembering different methods of compensation management.
EH-402.5	Evaluating the challenges of globalization and new corporate culture.
COURSENAME:Employee Relations and Engagement	
EH-403.1	Understanding the framework of Industrial Relations in India and the factors influencing it.
EH-403.2	Remembering recent trends in Industrial Relations and Develop skills to settle various industrial disputes
EH-403.3	Analyzing the growth and problems of trade unions in India.
EH-403.4	Understand various elements of employee engagement and their strategies
EH-403.5	Evaluating the consequences of industrial disputes and applying the knowledge for prevention and settlement of industrial disputes in India.
COURSENAME:Human Resource Development	
EH-404-1	Understanding human resource development framework and techniques.
EH-404-2	Critique the relationship between organizational development (OD) and HRD contribution to organizational effectiveness;

EH-404-3	Apply and evaluate a learning process starting with training needs analysis to assessment and evaluation process;
EH-404-4	Understanding human resource development ethics and remembering the various applications for organizational change and HRD audit.
EH-404-5	Understanding human resource development ethics and remembering the various applications for organizational change and HRD audit.
COURSENAME:Strategic HRM	
EH-405-1	Understand the framework of strategic Human Resource Management .
EH-405-2	Analyzing business strategies to human resource strategies
EH-405-3	Understanding various levels of strategic human resource planning
EH-405-4	Remembering various employment practices and work force utilization
EH-405-5	Evaluating strategic contribution of emerging areas.

SEMESTER IV Marketing Specialization	
COURSE NAME: Logistic and Supply Chain Management	
C-401.1	Understand the different views of Supply chain and its strategies
C-401.2	Identify various supply chain drivers and analytics in SCM
C-401.3	Identify difference between SCM and CRM
C-401.4	Evaluate various channels of Distribution and Network Design in Supply Chain
COURSE NAME: Entrepreneurship Development	
C-402.1	Understand different innovation and entrepreneurship theories and their implications
C-402.2	Understand the dynamics of how teams develop and function as well as the various types of Conflicts that can arise during teamwork
C-402.3	Understand different methods that can be used to minimize uncertainties at different stages of the entrepreneurial process
C-402.4	Understand what characterizes an attractive business opportunity and common pit falls during the entrepreneurial process
COURSE NAME: Services Marketing	
EM-401.1	Understand the Concept of Services and intangible products and knowledge about emerging service environment and service market segmentation and targeting.
EM-401.2	Analyze various service pricing and service promotion strategies.
EM-401.3	Analyze the role and relevance of Quality in Services and Visualize future changes in the Services Industry
EM-401.4	Understand service delivery process and managing people for service advantage.
EM-401.4	Understand marketing of various services.
COURSE NAME: Promotional Distribution Management	
EM-402.1	Identify, and respond to clients' advertising and marketing objectives by applying IMC
EM-402.2	Develop an integrated advertising and marketing communications plan and persuasively present and defend it with the help of media plan and strategy.
EM-402.3	Able to understand the role of personal selling in IMC and controlling sales force effort.
EM-402.4	Determine the optimum sales promotional tool(s) for use in the marketing communications plan and support media
EM-402.5	Able to understand the role of channels and its selection, motivation and management.
COURSE NAME: GREEN MARKETING	
EM-403.1	Understand Green marketing and its importance to the environment from the perspective of consumers and business and able to analyze green consumers motives and buying strategies.
EM-403.2	Understand the Green spinning, selling, harvesting and other environmental concepts.

EM-403.3	Analyze various factors that affect purchase decisions and models
EM-403.4	Describe the current state of the environment resulting from the past and present practices of the human consumption. And exchange of E-waste and its guide lines.
EM-403.4	Able to know various green marketing initiatives of various Indian firms.

COURSENAME: ADVERTISING AND BRAND MANAGEMENT

EM-404-1	Able to apply the fundamental concepts of Advertising concepts and strategies.
EM-404-2	Able to design and develop Advertising campaign and AD copy
EM-404-3	Understand AD agency and able to choose right agency and also acquaint about brand concepts.
EM-404-4	Understand brand personality, portfolio and able to develop communication for brand image and enhancement through sponsorships and event management.
EM-404-5	Able to identify brand equity and loyalty and able to build Indian brands for global markets.

COURSENAME: Global Marketing Management

EM-405-1	Develop an understanding of and an appreciation for basic international marketing concepts, theories, principles, and terminology.
EM-405-2	Be able to demonstrate an awareness and knowledge of the Global marketing entry strategies of Indian firms.
EM-404-3	Be capable of identifying international customers through conducting marketing research and developing cross-border segmentation and positioning strategies.
EM-404-4	Be capable of developing a global marketing strategy by applying the basic concepts of product, pricing, promotion, and channels of distribution in international settings.
EM-404-5	Be able to apply an integrated understanding of the course material by conducting an analysis of international marketing issues in relevant case studies and current events.
EM-404-6	Identifying factors that contribute to the challenges faced by marketers internationally, and developing corresponding solution options based on multiple perspectives. And also develop knowledge on Exim policy of India