

<b>Document Title</b>	<b>Course Outcomes of International Business (IA) Sem 3 Core Subject</b>
<b>Date of Issue</b>	July 4 ,2018
<b>Document / Process Owner</b>	Prof. Emmanuel Devadoss
<b>Last Modified</b>	
<b>Objectives of this document</b>	To provide Course Outcomes of International Business Sem 3, Core paper
<b>CO1</b> -Understanding the scope of international business	
<b>CO2</b> – Evaluating country attractiveness,impact on business models	
<b>CO3</b> -- Understanding cultural differences and impact on business operations	
<b>CO4</b> -- Optimal way to enter a market	
<b>CO5</b> - International finance decisions and impact on operations	
<b>CO6</b> - Basics of WTO from the perspective of a business manager.	
<b>CO7</b> – Multinational and subsidiary development and management. Impact of I-R model on subsidiary management	
<b>Course Delivery -1 Theory period of 3 hour per week over a semester with numerous examples and case studies/caselets</b>	

<b>Document Title</b>	<b>Course Outcomes of Marketing Strategy (IA) Sem 3 Marketing Specialization</b>
<b>Date of Issue</b>	July 2 ,2018
<b>Document / Process Owner</b>	Dr. Manisha Karandikar
<b>Last Modified</b>	
<b>Objectives of this document</b>	To provide Course Outcomes of Marketing Strategy, Sem 3, Marketing Specialization paper
<b>C01</b> -Understanding the basics of Marketing strategy and tactics	
<b>C02</b> – To Understand the strategic aspects of New Product Development & Commercialization	
<b>C03</b> To understand and apply various matrices to evaluate marketing programmes	
<b>C04</b> Understanding issues in formulating product and brand policies	
<b>C05-</b> To understand levers to manage prices	
<b>C06</b> - Formulating a Marketing Plan.	
<b>C07</b> – Understanding the issues in the design and management of channels	
<b>Course Delivery -1 Theory period of 3 hour per week over a semester with numerous examples and case studies/caselets</b>	

<b>Document Title</b>	<b>Course Outcomes of Product and Brand Management (IA) Sem 3 Marketing Specialization</b>
<b>Date of Issue</b>	July 2 ,2018
<b>Document / Process Owner</b>	Dr. Manisha Karandikar
<b>Last Modified</b>	
<b>Objectives of this document</b>	To provide Course Outcomes of Product & Brand Management Sem 3, Marketing Specialization paper
<b>C01</b> -Understanding of Role and functions of Product Manager	
<b>C02</b> – Importance of Product Mix strategies and critical analysis of product mix using models like BCG model	
<b>C03</b> Understanding the relationship between product strategy and PLC	
<b>C04</b> Understanding New Product Development Process	
<b>C05</b> Understanding the fundamentals of Brand Management	
<b>C06-</b> Understanding Brand development process	
<b>C07-</b> Understanding branding decisions and their impact on the overall portfolio	
<b>C08</b> – Importance of brand equity and different means of measuring it	
<b>Course Delivery -1 Theory period of 3 hour per week over a semester with numerous examples and case studies/caselets</b>	

<b>Document Title</b>	<b>Course Outcomes of Retail Management (IA) Sem 3 Marketing Specialization</b>
<b>Date of Issue</b>	July 2 ,2018
<b>Document / Process Owner</b>	Prof. Prasad Menon
<b>Last Modified</b>	
<b>Objectives of this document</b>	To provide Course Outcomes of Retail Management Sem 3 Marketing Specialization paper
<b>C01 -To Understand basics of Retailing</b>	
<b>C02 – Understanding the Key elements in Retail planning process</b>	
<b>C03- Understanding Different Retail formats</b>	
<b>C04 - Understanding issues in supply chain</b>	
<b>C05- Understanding the customer experience and engagement</b>	
<b>C06- Understanding market segmentation</b>	
<b>C07 – Understanding Pricing strategy</b>	
<b>C08 – Understanding Webbased retailing</b>	
<b>Course Delivery -1 Theory period of 3 hour per week over a semester</b>	
<b>3 Practical sessions of 3 hours each in a semester</b>	

<b>Document Title</b>	<b>Course Outcomes of Sales Management (IA) Sem 3 Marketing Specialization</b>
<b>Date of Issue</b>	July 10 ,2018
<b>Document / Process Owner</b>	Prof. Angshuman Roy Chodhury
<b>Last Modified</b>	July 3 <sup>rd</sup> 2018
<b>Objectives of this document</b>	To provide Course Outcomes of Sales Management Sem 3, Marketing Specialization paper
<b>C01</b> - Familiarising the student with the sales management function	
<b>C02</b> – Deeper understanding about sales organisations across sectors	
<b>C03</b> - Familiarising the students with techniques of sales process	
<b>C04</b> - Identify right attitude and skills for sales force.Developing an understanding of Territory management	
<b>C05</b> - Learn tools & techniques to set sales targets.	
<b>C06</b> - How to motivate sales team and understand how compensation is linked to sales force performance and retention.	
<b>C07</b> – Developing skills to effectively manage sales force.	
<b>C08</b> -- Understand the relationships between the present sales & future plans of the organisation as well as an appreciation of costs.	
<b>C09</b> -- Learn to calculate delivery schedules.	
<b>Course Delivery -1 Theory period of 3 hour per week over a semester with numerous examples and case studies/caselets</b>	

<b>Document Title</b>	<b>Course Outcomes of Services marketing (IA) Sem 3 Marketing Specialization</b>
<b>Date of Issue</b>	July 2 ,2018
<b>Document / Process Owner</b>	Prof. Prasad Menon
<b>Last Modified</b>	
<b>Objectives of this document</b>	To provide Course Outcomes of Services Marketing Sem 3 Marketing Specialization paper
<b>C01 -To understand Fundamentals of services</b>	
<b>C02 – Understanding the Consumer Behaviour in Service industry</b>	
<b>C03- Understanding of Gaps in service delivery</b>	
<b>C04 – To understand how to forecast demand, Planning delivery and capacity by using service assets of an organization</b>	
<b>C05- To understand use of CRM in customer satisfaction and retention</b>	
<b>C06- To understand how to use complaints as an opportunity for service recovery and enhance customer loyalty</b>	
<b>C07 – To understand how Companies align internal capabilities to deliver external promises for customer loyalty</b>	
<b>Course Delivery -1 Theory period of 3 hour per week over a semester</b>	
<b>3 Practical sessions of 3 hours each in a semester</b>	

<b>Document Title</b>	<b>Course Outcomes of Consumer Behaviour (IA) Sem 3 Marketing Specialization</b>
<b>Date of Issue</b>	July 2 ,2018
<b>Document / Process Owner</b>	Dr. Manisha Karandikar
<b>Last Modified</b>	
<b>Objectives of this document</b>	To provide Course Outcomes of Consumer Behaviour Sem 3, Marketing Specialization paper
<b>C01</b> -To understand Concept of consumer behaviour, Role and importance of consumer behaviour to a marketer, changes in consumer behaviour	
<b>C02</b> – To understand models of consumer behaviour	
<b>C03</b> Marketing applications of consumer perception theory.	
<b>C04</b> To understand consumer learning processes and its impact on consumer behaviour	
<b>C05-</b> To understand the various models pertaining to consumer attitudes and their impact on marketing	
<b>C06-</b> To understand the consumption behaviour of social classes.	
<b>C07</b> – To understand impact of cultures and values on Indian consumer.	
<b>C08</b> -- Understanding the B2B buying process	
<b>Course Delivery -1 Theory period of 3 hour per week over a semester with numerous examples and case studies/caselets</b>	