

Mater of Management Studies (MMS)

Program Educational Objectives (PEO's)

PEO1	To transform students as effective professionals
PEO2	To develop professional skills among the students

Program Outcomes (PO's)

PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop Value based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes (PSOs)

PSO1	To provide knowledge in the areas of marketing, finance, human resource, operations and systems
PSO2	To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem
PSO3	To prepare the students with requisite knowledge, skills & right attitude to become an effective leader



**NCRD's Sterling Institute of Management Studies, Nerul, Navi
Mumbai
Internal Quality Assurance Cell (IQAC)**

COURSE OUTCOMES

SEMESTER I

Programme	MMS (Master of Management Studies)
Course Full Title	Perspective Management
Course Short Title	PM
Course Code	MMS C101
Course Credit	4
Semester	I
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the Process of Management
CO2	Apply various Approaches of Management
CO3	Explain Organization Strategy for Environment Uncertainty
CO4	Identify management techniques to influence and control the internal environment
CO5	Explain the concept of Change Management
CO6	Identify the Social Responsibility and Ethical Issues

Programme	MMS (Master of Management Studies)
Course Full Title	Financial Accounting
Course Short Title	FA
Course Code	MMS C102
Course Credit	4
Semester	I
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Fundamental Principles and Concepts of Accounting
CO2	Describe Various Elements of Financial Accounting
CO3	Explain the Impact of Change in Working Capital
CO4	Analyze different aspects of a Balance Sheet
CO5	Analyze the Cash Flow and Fund Flow Statements

Programme	MMS (Master of Management Studies)
Course Full Title	Business Statistics
Course Short Title	BS
Course Code	MMS C 103
Course Credit	4
Semester	I
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe various Statistical Techniques to Evaluate Statistical Results
CO2	Explain Probability Theory and Probability Distributions
CO3	Analyze Techniques of Quantitative Methods
CO4	Interpret Sampling Methodologies and their Application
CO5	Compare and Contrast Correlation , Regression

Programme	MMS (Master of Management Studies)
Course Full Title	Operations Management
Course Short Title	OM
Course Code	MMS C104
Course Credit	4
Semester	I
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Identify and Analyze Operation Management Decisions
CO2	Design and Develop Production Schedule
CO3	Apply various Quality Management Tools
CO4	Explain the Concept of Supply Chain Management

Programme	MMS (Master of Management Studies)
Course Full Title	Managerial Economics
Course Short Title	ME
Course Code	MMS C 105
Course Credit	4
Semester	I
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Analyze Theory and Practice of Managerial Economics
CO2	Explain Determinants of Micro and Macro Economic Conditions
CO3	Analyze the impact of Economics on the Industry Development
CO4	Apply Micro Economic Principles and Models in Problem Solving
CO5	Describe Demand and Supply Analysis with respect to Government Regulation

Programme	MMS (Master of Management Studies)
Course Full Title	Effective and Managerial Communication
Course Short Title	EMC
Course Code	MMS E101
Course Credit	4
Semester	I
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Theory of Communication and its Process
CO2	Analyze Channels of Communication
CO3	Determine Essentials of Verbal and Non Verbal Communication
CO4	Explain various Methods of Written Communication
CO5	Analyze Impact of Technology on Business Communication

Programme	MMS (Master of Management Studies)
Course Full Title	Organizational Behaviour
Course Short Title	OB
Course Code	MMS E102
Course Credit	4
Semester	I
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Analyze the behavior of Individuals and Groups in Organizations
CO2	Assess the Effect of Organizational Factors like Structure, Culture and Change
CO3	Apply various Organizational Behaviour Theories, Models and Concept
CO4	Describe Change Management and Organizational Development
CO5	Analyze various Leadership Theories and Motivation Theories

Programme	MMS (Master of Management Studies)
Course Full Title	Negotiations and Selling Skills
Course Short Title	NSS
Course Code	MMS E103
Course Credit	4
Semester	I
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Analyze the Process of Negotiation
CO2	Explain steps of Negotiation in Business Situations
CO3	Describe Elements and Process of Selling
CO4	Determine Challenges and Opportunities available in Start-ups Domains
CO5	Identify various Models of Selling and Negotiation



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Internal Quality Assurance Cell (IQAC)

COURSE OUTCOMES

SEMESTER II

Programme	MMS (Master of Management Studies)
Course Full Title	Marketing Management
Course Short Title	MM
Course Code	MMS C 201
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Various Concepts of Marketing
CO2	Analyze the Marketing Environment
CO3	Design Segmentation, Target Marketing and Positioning
CO4	Analyze and Apply Marketing Research
CO5	Design the Marketing Mix and Promotion Mix

Programme	MMS (Master of Management Studies)
Course Full Title	Financial Management
Course Short Title	FM
Course Code	MMS C 202
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Financial Management and its Applications
CO2	Describe various methods for Financial Planning and Control System
CO3	Evaluate Financial Planning as a Tool for Decision Making
CO4	Explain Capital Budgeting Tools and Techniques
CO5	Analyze Financial Statements of a Business

Programme	MMS (Master of Management Studies)
Course Full Title	Operations Research
Course Short Title	OR
Course Code	MMS C 203
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Select and apply appropriate Optimizing Techniques
CO2	Describe various Techniques in Project Management for Decision Making
CO3	Determine Operational Research Model from Real System
CO4	Validate Mathematical basis for Business Decision Making
CO5	Explain Assignment Problems and Game Theory
CO6	Analyze and Apply Decision Making under Uncertain Environment

Programme	MMS (Master of Management Studies)
Course Full Title	Business Research Methods
Course Short Title	BRM
Course Code	MMS C 204
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Research Process and Proposal
CO2	Explain various Data Collection Methods and their Application
CO3	Identify and Apply different Analytical Techniques
CO4	Evaluate Research Project with respect to Market
CO5	Explain the use of Excel in Business Research
CO6	Conduct research and write report

Programme	MMS (Master of Management Studies)
Course Full Title	Human Resource Management
Course Short Title	HRM
Course Code	MMS C 205
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the purpose of HRM in Business
CO2	Explain/Devise HRM Policies and Process
CO3	Explain the Process of Training and Performance Management
CO4	Describe Organizational Change and Organizational Development
CO5	Apply HRD Strategies for Long Term Planning & Growth

Programme	MMS (Master of Management Studies)
Course Full Title	Cost & Management Accounting
Course Short Title	CMA
Course Code	MMS E 202
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Concept and Techniques of Cost & Management Accounting
CO2	Determine Types of Costs and their Relevance in Decision Making
CO3	Apply various Methods of Costing and its Application
CO4	Explain Standard Costing and Variance Analysis
CO5	Describe Activity Based Costing & Activity Based Management

Programme	MMS (Master of Management Studies)
Course Full Title	Business Environment
Course Short Title	BE
Course Code	MMS E 203
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Analyze the Internal and External Environment of a Business
CO2	Describe Regulatory Environment of Business
CO3	Analyze the Impact of Union Budget on Various Sectors
CO4	Compare the Opportunities and Challenges of Policies relating to LGP with reference to Business
CO5	Explain the concept of International Trade

Programme	MMS (Master of Management Studies)
Course Full Title	Entrepreneurship Management
Course Short Title	EM
Course Code	MMS E 207
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Concepts, Aspects and Types of Entrepreneurship.
CO2	Distinguish between Managers, Intrapreneurs and Entrepreneurs
CO3	Analyze Business Opportunities on Local, National and Global Level
CO3	Apply PESTEL Analysis
CO4	Design and Develop a Business Plan
CO5	Devise Growth Strategy and Expansion Strategies

Programme	MMS (Master of Management Studies)
Course Full Title	Management Information System
Course Short Title	EM
Course Code	MMS E 207
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Concept of Data and Information
CO2	Analyze the Role of Information Systems for Business
CO3	Determine Information Needs for Decision Making Process
CO4	Demonstrate the Applications of MIS
CO5	Explain the Information System Development Process and Security of MIS

Programme	MMS (Master of Management Studies)
Course Full Title	Developing Teams & Effective Leadership
Course Short Title	DL & EL
Course Code	MMS E 209
Course Credit	4
Semester	II
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Team Building
CO2	Describe the role of Leader in Developing teams
CO3	Identify the implication of leadership style and its impact on team performance
CO4	Analyze the art of negotiation .



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Internal Quality Assurance Cell (IQAC)

COURSE OUTCOME

MMS- SEMESTER III (FINANCE SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	International Business
Course Short Title	IB
Course Code	MMS C 301
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Finance
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Scope of International Business
CO2	Explain Country Analysis and Evaluate Country Attractiveness
CO3	Analyze Cultural Differences and their Impact on Business Operations
CO4	Describe Ways to Enter in Domestic and Global Market
CO5	Explain International Finance Decisions and their impact on Business
CO6	Describe Implications of WTO in Business and Multinational and Subsidiary Development

Programme	MMS (Master of Management Studies)
Course Full Title	Strategic Management
Course Short Title	SM
Course Code	MMS C 302
Course Credit	4
Semester	III
Internal /External	University
Specialization	Finance
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the Concept of Strategic Management
CO2	Analyze Environmental Dynamics
CO3	Formulate and Revise the Vision, Mission, Objectives, Plans, Goals
CO4	Evolve the Strategic Alternatives
CO5	Explain Changes caused by Strategy Implementation
CO6	Assess the Impact of Strategies on Organization

Programme	MMS (Master of Management Studies)
Course Full Title	Summer Internship
Course Short Title	SM
Course Code	MMS C 303
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Finance
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Apply Classroom Theories and Concepts
CO2	Demonstrate various Organizational Process and Practices
CO3	Develop a working Knowledge of various Job Processes and Duties
CO4	Demonstrate Hands on Experience
CO5	Analyze Qualitative and Quantitative Data and Interpretation

Programme	MMS (Master of Management Studies)
Course Full Title	Financial Markets and Institutions
Course Short Title	FM & I
Course Code	MMS F 304
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Finance
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe various concepts pertaining to Financial Markets and Financial Institutions
CO2	Determine and Analyze the Appropriate Measures of Risk and Return for various Financial Instruments
CO3	Evaluate the Role Symmetric Versus Asymmetric Information
CO4	Apply the Mechanics and Regulation of Financial Securities Exchanges
CO5	Determine the Value of Stocks, Bonds, and Securities
CO6	Explain the role of RBI in the Indian Financial System

Programme	MMS (Master of Management Studies)
Course Full Title	Corporate Valuation And Merger & Acquisition
Course Short Title	CV and M&A
Course Code	MMS F 305
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Finance
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Process and Set of Procedures to Estimate the Value of a Company
CO2	Determine Basic Valuation Techniques for Stand-Alone Companies and Synergies
CO3	Explain the Process of Mergers & Acquisition
CO4	Describe Deal Structuring and Financial Strategies
CO5	Determine the Valuation of Real Options
CO6	Explain Strategic Decisions in Mergers & Acquisition

Programme	MMS (Master of Management Studies)
Course Full Title	Security Analysis and Portfolio Management
Course Short Title	SAPM
Course Code	MMS F 306
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Finance
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Financial Markets and Securities, Capital Market Theory
CO2	Explain Risk Return Analysis
CO3	Analyze Equity Research and Valuation
CO4	Demonstrate the implementation of Tools for Technical Analysis
CO5	Evaluate Market Performance in relation to Theories

Programme	MMS (Master of Management Studies)
Course Full Title	Financial Regulations
Course Short Title	FR
Course Code	MMS F 307
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Finance
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Regulations and its Framework involved in Financial System
CO2	Use Tools in Major Intricacies of Financial Regulations
CO3	Characterize the Framework of Various Financial Regulatory and Statutory Bodies like RBI and SEBI
CO4	Explain the Regulatory Framework of IRDA and CCI
CO5	Assess/Analyze/Check theRegulatory Framework for International Funds and Commodity Markets

Programme	MMS (Master of Management Studies)
Course Full Title	Derivatives and Risk Management
Course Short Title	DRM
Course Code	MMS F 308
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Finance
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Derivatives Markets and Types of Products
CO2	Apply the Process of Pricing and Valuation of Forwards and Futures Contracts
CO3	Explain the Corporate Hedging Activity
CO4	Compare the Mechanics of Options and Options Trading Strategy
CO5	Interpret Risk Assessments Methods
CO6	Explain the Process of Trading, Clearing and Settlement in Derivative Market

Programme	MMS (Master of Management Studies)
Course Full Title	Investment Banking
Course Short Title	IBk.
Course Code	MMS F 310
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Finance
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Theoretical and Conceptual tools used in Investment Banking
CO2	Explain the Concept of Market Intermediaries
CO3	Describe IPO, FPO and Important Provisions of ICDR
CO4	Implement/perform the Valuation in Mergers & Acquisition Setting
CO5	Explain the Scope of Corporate Restructuring
CO6	Compare Methods and Models of Restructuring

Programme	MMS (Master of Management Studies)
Course Full Title	Financial Modeling
Course Short Title	FMod.
Course Code	MMS F 311
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Finance
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Analyze the various theoretical and conceptual tools used in Investment Banking
CO2	Demonstrate Application of Basic Financial Functions through Modeling
CO3	Demonstrate the Application of Equity Research Modeling using Excel
CO4	Apply Complex Portfolio Allocation Situations and its Calculations based on Real Data
CO5	Assess the Impact of Excel on Visual Basic Environment



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COURSE OUTCOMES

SEMESTER III (MARKETING SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	International Business
Course Short Title	IB
Course Code	MMS C 301
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Marketing
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Scope of International Business
CO2	Explain Country Analysis and Evaluate Country Attractiveness
CO3	Analyze Cultural Differences and their Impact on Business Operations
CO4	Describe Ways to Enter in Domestic and Global Market
CO5	Explain International Finance Decisions and their impact on Business
CO6	Describe Implications of WTO in Business and Multinational and Subsidiary Development

Programme	MMS (Master of Management Studies)
Course Full Title	Strategic Management
Course Short Title	SM
Course Code	MMS C 302
Course Credit	4
Semester	III
Internal /External	University
Specialization	Marketing
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the Concept of Strategic Management
CO2	Analyze Environmental Dynamics
CO3	Formulate and Revise the Vision, Mission, Objectives, Plans, Goals
CO4	Evolve Strategic Alternatives
CO5	Explain Changes caused by Strategy Implementation
CO6	Assess the Impact of Strategies on Organization

Programme	MMS (Master of Management Studies)
Course Full Title	Summer Internship
Course Short Title	SM
Course Code	MMS C 303
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Marketing
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Apply Classroom Theories and Concepts
CO2	Demonstrate various Organizational Process and Practices
CO3	Develop a working Knowledge of various Job Processes and Duties
CO4	Demonstrate Hands on Experience
CO5	Analyze Qualitative and Quantitative Data and Interpretation

Programme	MMS (Master of Management Studies)
Course Full Title	Sales Management
Course Short Title	Sales Mgmt.
Course Code	MMS M 304
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Marketing
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe Sales Management and its Importance
CO2	Compare the Approaches and Techniques of Sales
CO3	Explain Trend Analysis and its Impact
CO4	Describe Territory and Time Management
CO5	Explain Sales Force Management
CO6	Determine Logistics Management in Relation to Sales Management

Programme	MMS (Master of Management Studies)
Course Full Title	Marketing Strategy
Course Short Title	MS
Course Code	MMS M 305
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Marketing
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Marketing Strategy: Concept and Principles
CO2	Analyze the Impact of Change on Overall Marketing Mix
CO3	Develop a Marketing Plan
CO4	Apply various Matrices to Evaluate Marketing Programmes
CO5	Characterize the Performance Metrics

Programme	MMS (Master of Management Studies)
Course Full Title	Consumer Behaviour
Course Short Title	CB
Course Code	MMS M 306
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Marketing
Core/Elective	Core

Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to

Course Outcome Number	Description of Course Outcomes
CO1	Explain Role, Importance of Consumer Behavior in Marketing
CO2	Analyze Pre and Post Purchase Behavior
CO3	Analyze Different Models of Consumer Behavior
CO4	Describe various aspects of Consumer Behaviour
CO5	Analyze Different Motivational Factors

Programme	MMS (Master of Management Studies)
Course Full Title	Services Marketing
Course Short Title	Services Mkt.
Course Code	MMS M 307
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Marketing
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Fundamentals of Services
CO2	Determine Service Gap Using Gap Model
CO3	Analyze Demand and Supply Balancing Techniques
CO4	Describe Complaints Handling and Service Recovery
CO5	Explain New Developments in Services Marketing

Programme	MMS (Master of Management Studies)
Course Full Title	Product and Brand Management
Course Short Title	P&BM
Course Code	MMS M 308
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Marketing
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Characteristics and Issues of Product and Brand Management
CO2	Explain Portfolio Analysis and its Tools
CO3	Demonstrate the procedure for New Product Development and Brand Development and Product Life Cycle
CO4	Apply the concepts of Brand Management and Modules in Branding
CO5	Apply the Branding Decisions Process in the Business Situation

Programme	MMS (Master of Management Studies)
Course Full Title	Rural Marketing
Course Short Title	RM
Course Code	MMS M 310
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Marketing
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Analyze Drivers of Rural Demand and Markets
CO2	Describe Rural Markets and the Rural Economy in India
CO3	Analyze the Rural Environment and the Buying Behavioral Patterns of Rural Consumer
CO4	Analyze Marketing of Rural Oriented Products and Services
CO5	Explain the Scope of Technological Application in Rural India

Programme	MMS (Master of Management Studies)
Course Full Title	Digital Marketing
Course Short Title	DM
Course Code	MMS M 311
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Marketing
Core/Elective	Elective

Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to

Course Outcome Number	Description of Course Outcomes
CO1	Analyze Industry Trends and Digital Marketing
CO2	Identify the Role of digital media in consumer decision making
CO3	Demonstrate Tools of Digital Marketing
CO4	Analyze Pricing Models
CO5	Analyze Trends in Social Media Marketing



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COURSE OUTCOMES

SEMESTER III (HRM SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	International Business
Course Short Title	IB
Course Code	MMS C 301
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	HRM
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Scope of International Business
CO2	Explain Country Analysis and Evaluate Country Attractiveness
CO3	Analyze Cultural Differences and their Impact on Business Operations
CO4	Describe Ways to Enter in Domestic and Global Market
CO5	Explain International Finance Decisions and their impact on Business
CO6	Describe Implications of WTO in Business and Multinational and Subsidiary Development

Programme	MMS (Master of Management Studies)
Course Full Title	Strategic Management
Course Short Title	SM
Course Code	MMS C 302
Course Credit	4
Semester	III
Internal /External	University
Specialization	HRM
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the Concept of Strategic Management
CO2	Analyze Environmental Dynamics
CO3	Formulate and Revise the Vision, Mission, Objectives, Plans, Goals
CO4	Determine and Evaluate Strategic Alternatives
CO5	Explain Changes caused by Strategy Implementation
CO6	Assess the Impact of Strategies on Organization

Programme	MMS (Master of Management Studies)
Course Full Title	Summer Internship
Course Short Title	SM
Course Code	MMS C 303
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	HRM
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Apply Classroom Theories and Concepts
CO2	Demonstrate various Organizational Process and Practices
CO3	Develop a working Knowledge of various Job Processes and Duties
CO4	Demonstrate Hands on Experience
CO5	Analyze Qualitative and Quantitative Data and Interpretation

Programme	MMS (Master of Management Studies)
Course Full Title	Training and Development
Course Short Title	T&D
Course Code	MMS H 304
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	HRM
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Concept of Human Resource Development
CO2	Describe Training Process and Training Administration
CO3	Describe Learning Organizations and Principles of Adult Learning
CO4	Implement the concept of competency mapping
CO5	Demonstrate the Design the training program and modules
CO6	Explain Training in Internet Era

Programme	MMS (Master of Management Studies)
Course Full Title	Compensation and Benefits
Course Short Title	C& B
Course Code	MMS H305
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	HRM
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe Compensation Structure and its Dimensions
CO2	Explain/ Implement/Apply CTC Calculation and Determine Reward Strategy
CO3	Explain Provident Fund, ESIC, Gratuity, Superannuation, Bonus under Payment of Bonus Act
CO4	Describe the Steps in developing Effective Incentive Plans
CO5	Elaborate Equity Compensation Plans
CO6	Explain Remuneration Survey

Programme	MMS (Master of Management Studies)
Course Full Title	Competency Based HRM and Performance Management
Course Short Title	CB HRM
Course Code	MMS H 306
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	HRM
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the Concept of Competency Based HR Practices & their Relevance
CO2	Apply the Competency Mapping Process
CO3	Apply various Approaches towards building a Competency Model
CO4	Integrate the applications of Competency Model with other HRM functions
CO5	Design Performance Management System

Programme	MMS (Master of Management Studies)
Course Full Title	Labour Laws and Implication on Industrial Relations
Course Short Title	IR
Course Code	MMS H 307
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	HRM
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Basics of Labour Laws And Industrial Relation
CO2	Describe Study History, Provisions, Case Laws and Amendments Under Industrial Relations Legislations
CO3	Explain Importance of IR To Labour Laws
CO4	Analyze Changing Dynamics of IR
CO5	Explain The Benefits of Maternity Act, Apprentice Act, Employment Act &Payment of Bonus Act, 1965
CO6	Interpret Legal Aspects /Status of the Case

Programme	MMS (Master of Management Studies)
Course Full Title	Human Resource Planning and Application of Technology in HR
Course Short Title	HRP
Course Code	MMS H 308
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	HRM
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Concepts of Human Resource Planning (HRP) and Forecasting Methods
CO2	Implement/apply the Process of Job Analysis, Recruitment And Selection
CO3	Analyze Workforce Diversity
CO4	Identify linkage of Manpower Planning with the Organizational Planning and determine Recruitment Levels
CO5	Identify the Application of technology in HR and HR Analytics

Programme	MMS (Master of Management Studies)
Course Full Title	Global HRM
Course Short Title	Global HRM
Course Code	MMS H 310
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	HRM
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Analyze Human Resource Management International Context
CO2	Explain Domestic and Global HRM Policies and Practices
CO3	Identify Drivers for Internationalization
CO4	Describe various Legal, Culture and Labour Relations HR Policies in Global Context
CO5	Design International Strategies for Human Resource Management



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COURSE OUTCOME
SEMESTER III (SYSTEMS SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	International Business
Course Short Title	IB
Course Code	MMS C301
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Systems
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Scope of International Business
CO2	Explain Country Analysis and Evaluate Country Attractiveness
CO3	Analyze Cultural Differences and their Impact on Business Operations
CO4	Describe Ways to Enter in Domestic and Global Market
CO5	Explain International Finance Decisions and their impact on Business
CO6	Describe Implications of WTO in Business and Multinational and Subsidiary Development

Programme	MMS (Master of Management Studies)
Course Full Title	Strategic Management
Course Short Title	SM
Course Code	MMS C 302
Course Credit	4
Semester	III
Internal /External	University
Specialization	Systems
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the Concept of Strategic Management
CO2	Analyze Environmental Dynamics
CO3	Formulate and Revise the Vision, Mission, Objectives, Plans, Goals
CO4	Evolve Strategic Alternatives
CO5	Explain Changes caused by Strategy Implementation
CO6	Assess the Impact of Strategies on Organization

Programme	MMS (Master of Management Studies)
Course Full Title	Summer Internship
Course Short Title	SM
Course Code	MMS C 303
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	HRM
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Apply Classroom Theories and Concepts
CO2	Demonstrate the various Organizational Process and Practices
CO3	Develop a working Knowledge of various Job Processes and Duties
CO4	Demonstrate Hands on Experience
CO5	Analyze Qualitative and Quantitative Data and Interpretation

Programme	MMS (Master of Management Studies)
Course Full Title	Database Management System & Data Warehousing
Course Short Title	DBMS
Course Code	MMS S 304
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Systems
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Database and its Environment
CO2	Analyze the Data Models
CO3	Explain the Object-Relational Database Management System(ORDBMS)
CO4	Applications of Database Management System(DBMS) & RDBMS
CO5	Explain the Application of SQL in DBMS
CO6	Describe Data Warehousing and Data Mining

Programme	MMS (Master of Management Studies)
Course Full Title	Enterprise Management Systems
Course Short Title	EMS
Course Code	MMS S 305
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Systems
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Conceptual Framework of Enterprise Management Systems.
CO2	Apply ERP Systems for End-To-End Businesses
CO3	Apply ERP in various Industry Verticals and Businesses
CO4	Apply EMS across Various Industry Verticals
CO5	Quantify the Enterprise Application Integration- Challenges in Integrating

Programme	MMS (Master of Management Studies)
Course Full Title	Big Data and Business Analytics
Course Short Title	BA
Course Code	MMS S 306
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Systems
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Concepts of Big Data and Business Analytics
CO2	Apply Various Analytical Tools and Methods
CO3	Explain the Predictive Analytics and Forecasting Method with respect to Business Analytics
CO4	Describe Business Metrics and Data Science in Statistical Computing
CO5	Analyze Statistical Computing Methods like NLP

Programme	MMS (Master of Management Studies)
Course Full Title	Knowledge Management
Course Short Title	KM
Course Code	MMS S 307
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Systems
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Distinguish between Data, Information, Knowledge
CO2	Explain Knowledge Management Concept, Components and Types
CO3	Apply the Framework of Knowledge Management
CO4	Analyze the KM Structure and Role of IT in Facilitating the Knowledge Management Implementation
CO5	Explain KM Dimensions, Barriers and Performance Factors

Programme	MMS (Master of Management Studies)
Course Full Title	Software Engineering
Course Short Title	SE
Course Code	MMS S 308
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Systems
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain and Assess Software Development Process
CO2	Design , Develop and Maintain Software Systems
CO3	Analysis, Design of Coding and Testing Techniques
CO4	Analysis of Software Requirements Specifications for a Software Project

Programme	MMS (Master of Management Studies)
Course Full Title	Software Project Management
Course Short Title	SPM
Course Code	MMS S 314
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Systems
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Examine IT Project Management, Software Tools and Assess Project Life Cycle
CO2	Analysis of Project Management Process and Build a Project Plan
CO3	Determine/Develop theProject Schedule and its Budget
CO3	Assess Organizational and Project Environment
CO4	Appraise the Project Procurement and Outsourcing

Programme	MMS (Master of Management Studies)
Course Full Title	Information System Security and Audit
Course Short Title	ISSA
Course Code	MMS S 310
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Systems
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Analyze the need of Information Security ,Security Administration and Audit
CO2	Describe the framework of Systems Audit.
CO3	Analyze the system and infrastructure Maintenance
CO4	Explain the Global and Indian perspective of information security .



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COURSE OUTCOME

SEMESTER III (OPERATIONS SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	International Business
Course Short Title	IB
Course Code	MMS C 301
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Operations
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Scope of International Business
CO2	Explain the concept of Country Analysis and Evaluate Country Attractiveness
CO3	Analyze Cultural Differences and their Impact on Business Operations
CO4	Describe Ways to Enter in Domestic and Global Market
CO5	Explain International Finance Decisions and their impact on Business
CO6	Describe Implications of WTO in Business and Multinational and Subsidiary Development

Programme	MMS (Master of Management Studies)
Course Full Title	Strategic Management
Course Short Title	SM
Course Code	MMS C 302
Course Credit	4
Semester	III
Internal /External	University
Specialization	Operations
Core/Elective	Core

Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to

Course Outcome Number	Description of Course Outcomes
CO1	Describe the Concept of Strategic Management
CO2	Analyze Environmental Dynamics
CO3	Formulate and Revise the Vision, Mission, Objectives, Plans, Goals
CO4	Determine and Evaluate Strategic Alternatives
CO5	Explain Changes caused by Strategy Implementation
CO6	Assess the Impact of Strategies on Organization

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Programme	MMS (Master of Management Studies)
Course Full Title	Summer Internship
Course Short Title	SM
Course Code	MMS C 303
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Operations
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Apply classroom theories and concepts
CO2	Analyze Dynamics and Working of various departments of an Organization
CO3	Demonstrate various organizational process and practices
CO4	Develop a working knowledge of various job processes and duties
CO5	Analyze Qualitative and Quantitative Data and Interpretation

Programme	MMS (Master of Management Studies)
Course Full Title	Supply Chain Management
Course Short Title	SCM
Course Code	MMS O 304
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Operations
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explore the Major Elements of Supply Chain
CO2	Describe Warehousing and Distribution Functions
CO3	Design the Logistic and Distribution Network in SCM
CO4	Describe Use of Technology in Logistics, Procurement and other Areas of SCM
CO5	Analyze Current Trends in SCM

Programme	MMS (Master of Management Studies)
Course Full Title	Operations Analytics
Course Short Title	OA
Course Code	MMS O 305
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Operations
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Aspects of Analytics
CO2	Describe various Demand Forecasting Techniques
CO3	Explain Service Analytics in Waiting Line Situation
CO4	Implement Analytics in Business Process
CO5	Describe Service Analytics and Supply Chain Analytics
CO6	Design and Utilize the Performance Metrics

Programme	MMS (Master of Management Studies)
Course Full Title	Service Operations Management
Course Short Title	SOM
Course Code	MMS O 306
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Operations
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain various Types of Service Industry
CO2	Identify Appropriate Options for Yield Management
CO3	Apply Decision Theory
CO4	Distinguish and Utilize Outsourcing and Off shoring
CO5	Determine Key Factors for Site Selection

Programme	MMS (Master of Management Studies)
Course Full Title	Manufacturing Resource Planning and Control
Course Short Title	MRP&C
Course Code	MMS O 307
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Operations
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the Evolution of BoM, MRPI, MRP II and ERP
CO2	Explain 4 M's of Management – Men, Materials, Machine, and Money
CO3	Describe the need for MPS, Resource Planning, and Capacity Planning
CO4	Describe various Quantification Techniques
CO5	Calculate Project Capacity, Resources with respect to Demand
CO6	Enhance Operations Function through use of SAP eg. MM and PP Modules

Programme	MMS (Master of Management Studies)
Course Full Title	Materials Management
Course Short Title	MM
Course Code	MMS O308
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Operations
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Importance of Materials Management
CO2	Describe Steps for Procurement, Warehousing, Materials Management functions
CO3	Identify Cost Saving Possibilities
CO4	Describe Inventory Management and Quantitative Techniques
CO5	Describe Steps for management of Obsolete, Scrap and Surplus
CO6	Explain the Importance of Ethics in Materials Management

Programme	MMS (Master of Management Studies)
Course Full Title	International Logistics
Course Short Title	IL
Course Code	MMS O 315
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Operations
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Develop Knowledge About International Logistics
CO2	Explain Methods of Entry into Foreign Markets
CO3	Describe International Contracts and Terms of Trade and Payment
CO4	Describe the role/purpose of International Documents and Insurance
CO5	Describe International Land and Multi-Modal Transportation, Packaging , Transaction Risk



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Internal Quality Assurance Cell (IQAC)

COURSE OUTCOME

MMS- SEMESTER IV

Project Management

Programme	MMS (Master of Management Studies)
Course Full Title	Project Management
Course Short Title	PM
Course Code	MMS C 401
Course Credit	4
Semester	IV
Internal /External	University
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain various Concepts of Project Management
CO2	Demonstrate Project Planning and Scheduling
CO3	Assess Project Resources Requirement
CO4	Determine Role and Responsibilities of the Project Manager
CO5	Compare the use of Various Software Tools

Final Project: General Management

Programme	MMS (Master of Management Studies)
Course Full Title	General Management
Course Short Title	SM
Course Code	MMS C 402
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Apply Cross Functional Theories and Concepts
CO2	Analyze Working of various Departments of an Organization
CO3	Appraise various Organizational Process and Practices
CO4	Demonstrate Managerial Skills
CO5	Demonstrate Integrated Learning

Final Project: Functional Specialization

Programme	MMS (Master of Management Studies)
Course Full Title	Functional Specialization
Course Short Title	SM
Course Code	MMS C 403
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the purpose of Functional Departments (Finance, Marketing, HR, IT and Operations) of an Organization
CO2	Demonstrate the establishment of functional department in an organization.
CO3	Carry Out Diagnostic Studies
CO4	Demonstrate Managerial Skills
CO5	Demonstrate Analytical Skills

Final Project: Social Relevance

Programme	MMS (Master of Management Studies)
Course Full Title	Social Relevance
Course Short Title	SM
Course Code	MMS C 404
Course Credit	4
Semester	III
Internal /External	Internal
Specialization	Common
Core/Elective	Core
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Demonstrate the ability for Social Responsibilities
CO2	Demonstrate Citizen Participation
CO3	Demonstrate Interpersonal Skills
CO4	Demonstrate Environment Sustainability



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COURSE OUTCOME

MMS- SEMESTER IV (FINANCE SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	Commercial Banking
Course Short Title	Comm. Bk.
Course Code	MMS F 405
Course Credit	4
Semester	IV
Internal /External	Internal
Specialization	Finance
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Fundamentals of Commercial Banking
CO2	Describe/Compare the Structure and Growth of Various Service Renders
CO3	Explain History of Indian Banking Sector and its Reform
CO4	Analyze the Legal Aspects of Commercial Banking
CO5	Explain Importance of ALM and Its Impact on Profitability

Programme	MMS (Master of Management Studies)
Course Full Title	Venture Capital and Private Equity
Course Short Title	VC & PE
Course Code	MMS F 405
Course Credit	4
Semester	IV
Internal /External	Internal
Specialization	Finance
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe various capital & private equity
CO2	Evaluate the risk of an investment in an entrepreneurial company
CO3	Explain analytical valuation and deal structuring techniques used in venture capital and buyouts
CO4	Analyze the trends in venture capital and private equity

MMS- SEMESTER IV (SYSTEMS SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	Strategic Information Technology Management
Course Short Title	SITM
Course Code	MMS S 405
Course Credit	4
Semester	IV
Internal /External	Internal
Specialization	Systems
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Describe the Global Environment of Business
CO2	Integrate IT Based Solutions into the User Environment
CO3	Describe the Implication of Digital Conversion and Growth of IT
CO4	Explain the Use of Current Techniques , Skills and Tools Necessary for Computing Practice

MMS- SEMESTER IV (HRM SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	OD and Change Management
Course Short Title	OD & CM
Course Code	MMS H 405
Course Credit	4
Semester	IV
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain the Process of Change Management
CO2	Evaluate the Impact of Change on Internal Environment
CO3	Analyze the Role of Organizational Culture and its Impact on Change Management
CO4	Compare Approaches and various Models Organizational Development
CO5	Apply/implement Organizational Diagnosis and various Diagnostic Models
CO6	Explain Trends in OD and Change Management

Programme	MMS (Master of Management Studies)
Course Full Title	Strategic HRM
Course Short Title	Strategic HRM
Course Code	MMS H 406
Course Credit	4
Semester	IV
Internal /External	Internal
Specialization	HRM
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Design/evolve Different HR Strategies
CO2	Analyze the Impact of Organizational Performance and HRD
CO3	Describe Competency Development and Talent Management
CO4	Analyze the Global Ethical Environment
CO5	Explain Strategies for Improving Organizational Effectiveness

MMS- SEMESTER IV (OPERATIONS SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	Operations Applications and Cases
Course Short Title	OA & C
Course Code	MMS O 405
Course Credit	4
Semester	IV
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Analyze the Complex Processes and Operations of Product & Service Industry
CO2	Apply MRP-I & II and Aggregate Planning using Excel
CO3	Apply Various Techniques, Tools & Practices to Design & Execute System
CO4	Describe Application of Operations Management in Insurance, BPO/KPO, Entertainment etc.

MMS- SEMESTER IV(MARKETING SPECIALIZATION)

Programme	MMS (Master of Management Studies)
Course Full Title	Integrated Marketing Communications
Course Short Title	IMC
Course Code	MMS M 405
Course Credit	4
Semester	IV
Internal /External	Internal
Specialization	Common
Core/Elective	Elective
Course Outcomes(CO) / Learning Outcomes : On successful completion of this course, the learner will be able to	
Course Outcome Number	Description of Course Outcomes
CO1	Explain Various Concepts of IMC
CO2	Compare Different Media for Advertising
CO3	Explain Reputation Management
CO4	Analyze Various Dynamics of Promotions
CO5	Apply Direct Marketing Tools and Techniques
CO6	Determine/Analyze/assess Various Issues of Media Planning