

**Shobhit
University**

EDUCATION EMPOWERS

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School of Business Studies and Entrepreneurship

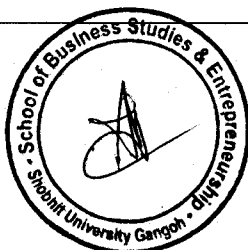
Master of Business Administration (MBA)

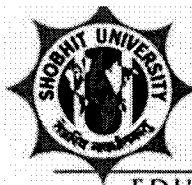
Program Outcomes, Program Specific Outcomes & Course Outcomes

(POs, PSOs& COs)

Program Outcomes

Program Outcome		Statement
PO 1	Strategic Thinking	Demonstrate the ability to formulate and implement strategic decisions by integrating knowledge across various business disciplines to address complex organizational challenges.
PO 2	Leadership and Management	Exhibit strong leadership and management skills, demonstrating the ability to motivate, guide, and develop teams to achieve organizational goals.
PO 3	Analytical and Critical Thinking	Apply advanced analytical tools and critical thinking techniques to solve complex business problems and make data-driven decisions.
PO 4	Global Business Perspective	Understand and analyze global business trends, challenges, and opportunities, and effectively operate in diverse international environments.
PO 5	Communication Skills	Demonstrate effective verbal, written, and digital communication skills to present ideas clearly and persuasively to stakeholders at all levels.
PO 6	Ethical and Social Responsibility	Understand and apply ethical principles in business decisions, promoting social responsibility and sustainability in business practices.
PO 7	Financial and Managerial Acumen	Acquire advanced knowledge in financial management, budgeting, and resource allocation to ensure optimal business performance.





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PO 8	Innovation and Entrepreneurship	Foster an entrepreneurial mindset and innovation in identifying new business opportunities and creating sustainable business models.
PO 9	Technology Integration	Leverage technology and digital tools to enhance business operations, including data analytics, digital marketing, and business intelligence systems.
PO 10	Research and Decision-Making	Conduct in-depth research and apply quantitative and qualitative analysis to inform strategic business decisions.
PO 11	Change Management	Demonstrate the ability to lead and manage change within organizations, ensuring adaptability in dynamic business environments.
PO 12	Professional Development	Commit to continuous learning and personal growth, staying updated with industry trends, and developing skills to lead in a rapidly changing business world.

Program Specific Outcomes (PSOs)

Program Specific Outcome	Statement
PSO 1	To enrich communication, ethical values, team work, professional and leadership skill sets of students.
PSO2	To integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students with an assurance for good careers.
PSO 3	Analyze the economic, social and environmental issues related to business.
PSO 4	Ability to identify, explore and harness opportunities presented by emerging trends and changing business environment.
PSO 5	Understand the leadership skills through internship training.





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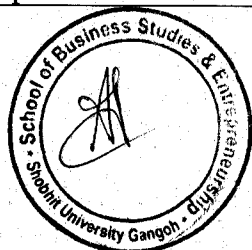
Course Outcomes (COs)
1stSemester

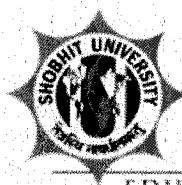
Course: Management Practices & Organization Behaviour

Course Outcomes	Statement
CO 1	CO-1 Understand and apply fundamental principles of management, including planning, organizing, leading, and controlling in various organizational settings.
CO 2	CO-2 Analyze and assess the impact of organizational behavior theories on employee motivation, team dynamics, and performance.
CO 3	CO-3 Evaluate the role of leadership in managing change and fostering a positive organizational culture.
CO 4	CO-4 Identify and apply strategies for managing diversity, conflict, and communication within organizations to enhance overall performance.
CO 5	CO-5 Develop critical thinking skills to solve management challenges by integrating concepts from organizational behavior and management theories.

Course: Economic Analysis for Business

Course Outcomes	Statement
CO 1	CO-1 Understand and apply microeconomic and macroeconomic concepts to business decision-making and strategy formulation.
CO 2	CO-2 Analyze market structures and evaluate the impact of competition, pricing strategies, and government regulations on business operations.
CO 3	CO-3 Assess the effects of economic variables, such as inflation, unemployment, and interest rates, on business planning and forecasting.
CO 4	CO-4 Utilize cost-benefit analysis and other economic tools to evaluate business projects, investments, and resource allocation.
CO 5	CO-5 Develop the ability to interpret economic data, trends, and reports to inform business strategies and policies.





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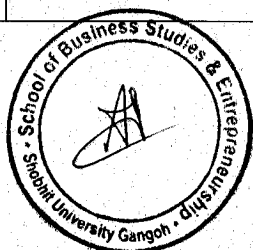
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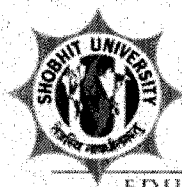
Course: Accounting for Managers

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental principles of financial and managerial accounting and their application in business decision-making.
CO 2	CO-2 Analyze financial statements (balance sheet, income statement, cash flow statement) to assess an organization's financial health and performance.
CO 3	CO-3 Apply cost concepts and techniques to evaluate cost behavior, cost-volume-profit analysis, and pricing decisions for effective resource management.
CO 4	CO-4 Use budgeting, variance analysis, and financial forecasting tools to support managerial planning and control.
CO 5	CO-5 Interpret and communicate accounting information to stakeholders for informed decision-making and strategic business planning.

Course: Quantitative Techniques for Managers

Course Outcomes	Statement
CO 1	CO-1 Understand and apply quantitative methods and statistical techniques to analyze and interpret business data for informed decision-making.
CO 2	CO-2 Use linear programming, optimization, and decision analysis models to solve complex business problems related to resource allocation and production planning.
CO 3	CO-3 Interpret and apply probability theory and statistical inference to assess risks and make data-driven decisions in business environments.
CO 4	CO-4 Utilize forecasting techniques, time series analysis, and regression models to predict future trends and guide business strategies.





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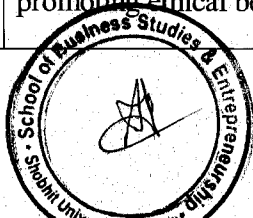
CO 5	CO-5 Develop the ability to use software tools and mathematical models to solve managerial problems, improving efficiency and decision-making processes.
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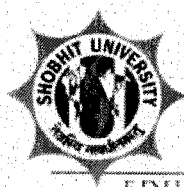
Course: Legal Aspects of Business

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental legal principles and concepts relevant to business operations, including contract law, company law, and intellectual property rights.
CO 2	CO-2 Analyze the impact of business laws on organizational decisions, including compliance with regulatory requirements and risk management strategies.
CO 3	CO-3 Evaluate legal issues related to business formation, mergers, acquisitions, and corporate governance to ensure legal compliance and protection of interests.
CO 4	CO-4 Interpret laws governing labor relations, consumer protection, and environmental regulations, and apply them to business practices for ethical operations.
CO 5	CO-5 Develop the ability to identify legal risks in business transactions and recommend legal strategies for dispute resolution and preventing litigation.

Course: Business Ethics

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, theories, and frameworks of business ethics and their relevance to decision-making in organizational contexts.
CO 2	CO-2 Analyze ethical dilemmas in business situations and apply ethical principles to evaluate possible courses of action and outcomes.
CO 3	CO-3 Evaluate the role of corporate social responsibility (CSR) in promoting ethical behavior and sustainable business practices.





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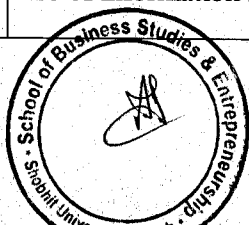
CO 4	CO-4 Examine the legal, cultural, and social influences on ethical decision-making within businesses and organizations.
CO 5	CO-5 Develop strategies to foster ethical leadership and organizational culture, ensuring that ethical standards are integrated into business operations and practices.

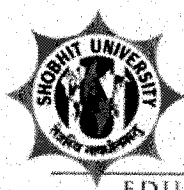
Course: Personality Development & Communication Skills

Course Outcomes	Statement
CO 1	CO-1 Understand the importance of personality development in professional and personal growth, and identify strategies for self-improvement.
CO 2	CO-2 Develop effective verbal and non-verbal communication skills to interact confidently in diverse professional and social settings.
CO 3	CO-3 Enhance listening, presentation, and interpersonal communication abilities to foster productive relationships in workplace environments.
CO 4	CO-4 Apply various personality assessment tools and techniques to understand and improve individual traits, emotional intelligence, and leadership qualities.
CO 5	CO-5 Cultivate effective teamwork and conflict resolution skills, improving collaboration and communication within organizational and group settings.

Course: Information Systems

Course Outcomes	Statement
CO 1	CO-1 Understand the role of information systems in business and how they support decision-making, operations, and strategic goals.
CO 2	CO-2 Analyze the different types of information systems (e.g., MIS, DSS, and ERP) and their applications in organizations to improve efficiency and competitiveness.
CO 3	CO-3 Evaluate the ethical, legal, and security issues surrounding the use of information systems in business operations.





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CO 4	CO-4 Design and implement basic information systems solutions to meet business needs, using appropriate technologies and tools.
CO 5	CO-5 Develop the ability to assess emerging technologies and trends in information systems, and their potential impact on business operations and innovation.

Course Outcomes (COs)

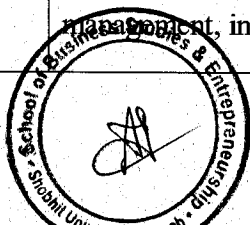
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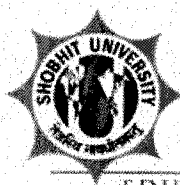
Course: Marketing Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and strategies of marketing management, including market segmentation, targeting, positioning, and the marketing mix.
CO 2	CO-2 Analyze consumer behavior and its impact on marketing decisions, and use market research tools to gather insights for strategic planning.
CO 3	CO-3 Evaluate and implement marketing strategies for product development, pricing, promotion, and distribution to achieve organizational goals.
CO 4	CO-4 Develop skills in digital marketing and the use of modern marketing channels, including social media, e-commerce, and data analytics.
CO 5	CO-5 Assess the ethical, legal, and sustainability challenges in marketing and apply responsible marketing practices to enhance brand value and customer loyalty.

Course: Financial Management

Course Outcomes	Statement
CO 1	CO-1 Understand the principles and concepts of financial management, including financial analysis, planning, and control.





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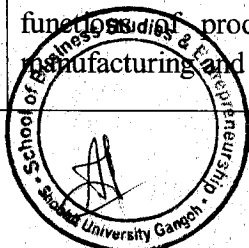
CO 2	CO-2 Analyze financial statements and use key financial ratios to assess the financial health and performance of an organization.
CO 3	CO-3 Evaluate investment opportunities using capital budgeting techniques such as NPV, IRR, and payback period to make informed financial decisions.
CO 4	CO-4 Develop strategies for managing working capital, optimizing liquidity, and balancing risk and return in financial decision-making.
CO 5	CO-5 Apply financial management tools to make decisions regarding financing options, capital structure, and dividend policy to enhance shareholder value.

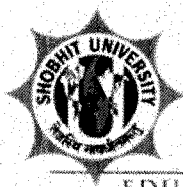
Course: Human Resource Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts, functions, and roles of Human Resource Management (HRM) in organizational success.
CO 2	CO-2 Analyze recruitment, selection, and talent management processes to ensure the alignment of human resources with organizational goals.
CO 3	CO-3 Evaluate employee performance management systems and apply strategies for motivation, training, and development to enhance workforce productivity.
CO 4	CO-4 Examine labor laws, employee relations, and compensation strategies to ensure legal compliance and the promotion of a positive organizational culture.
CO 5	CO-5 Develop the ability to design and implement HR policies that support organizational change, diversity, and organizational effectiveness.

Course: Production and Operations Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts, principles, and functions of production and operations management in both manufacturing and service organizations.





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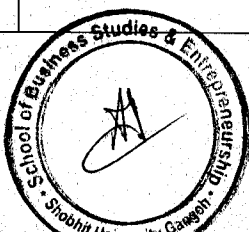
CO 2	CO-2 Analyze and apply production planning and control techniques, including inventory management, scheduling, and capacity planning, to optimize operational efficiency.
CO 3	CO-3 Evaluate the impact of quality management principles and practices, such as Total Quality Management (TQM) and Six Sigma, on production processes.
CO 4	CO-4 Examine the role of technology, automation, and supply chain management in improving operational performance and reducing costs.
CO 5	CO-5 Examine the role of technology, automation, and supply chain management in improving operational performance and reducing costs.

Course: Research Methodology

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and methodologies used in research, including qualitative and quantitative research techniques.
CO 2	CO-2 Develop skills in formulating research problems, hypotheses, and research questions for effective investigation.
CO 3	CO-3 Analyze and apply various data collection methods, including surveys, interviews, and experiments, to gather reliable and valid data.
CO 4	CO-4 Evaluate research findings using appropriate statistical tools and techniques for data analysis and interpretation.
CO 5	CO-5 Develop the ability to write and present a research report, ensuring clarity, logical flow, and adherence to ethical research standards.

Course: Business Environment

Course Outcomes	Statement
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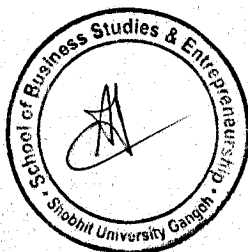
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CO 1	CO-1 Understand the key components of the business environment, including economic, political, social, technological, and legal factors that influence business operations.
CO 2	CO-2 Analyze the impact of government policies, regulations, and global economic trends on business decision-making and strategy formulation.
CO 3	CO-3 Evaluate the role of cultural, ethical, and environmental factors in shaping corporate social responsibility (CSR) and sustainable business practices.
CO 4	CO-4 Assess the influence of technological advancements and innovation on business models, competitive advantage, and industry dynamics.
CO 5	CO-5 Develop the ability to identify and respond to emerging opportunities and threats in the business environment through strategic thinking and proactive planning.

Course: Corporate Image Building

Course Outcomes	Statement
CO 1	CO-1 Understand the concept of corporate image, its importance, and its impact on an organization's reputation and brand value.
CO 2	CO-2 Analyze the key components and strategies involved in building and maintaining a positive corporate image across various stakeholder groups.
CO 3	CO-3 Evaluate the role of communication, public relations, and media strategies in shaping and enhancing the corporate image of an organization.
CO 4	CO-4 Develop strategies for managing crises and maintaining a strong corporate image in challenging situations or adverse circumstances.
CO 5	CO-5 Implement tools and techniques to assess and measure the effectiveness of corporate image-building efforts and adjust strategies accordingly.





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Course Outcomes (COs)

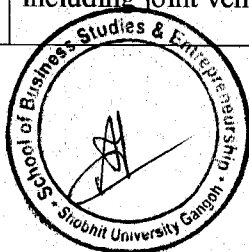
3rd Sem.

Course: Strategic Management

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, frameworks, and theories of strategic management, including the strategic planning process and its role in organizational success.
CO 2	CO-2 Analyze the internal and external environment of organizations using tools like SWOT, PESTEL, and Porter's Five Forces to identify strategic opportunities and threats.
CO 3	CO-3 Evaluate different business-level, corporate-level, and international strategies to determine the most appropriate approaches for achieving competitive advantage.
CO 4	CO-4 Develop and implement strategic plans, incorporating resource allocation, organizational structure, and leadership for successful strategy execution.
CO 5	CO-5 Assess the impact of organizational culture, innovation, and change management on the strategy formulation and implementation process.

Course: International Business

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, theories, and frameworks of international business, including globalization, international trade, and foreign direct investment.
CO 2	CO-2 Analyze the impact of cultural, economic, political, and legal factors on international business operations and decision-making.
CO 3	CO-3 Evaluate various entry strategies and market expansion approaches for businesses looking to operate internationally, including joint ventures, franchising, and direct investment.





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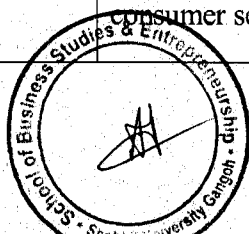
CO 4	CO-4 Assess the role of international marketing, finance, and supply chain management in creating competitive advantage in global markets.
CO 5	CO-5 Develop the ability to identify and manage the risks and challenges associated with international business, including exchange rate fluctuations, geopolitical risks, and cross-cultural management.

Course: Supply Chain Management

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, components, and functions of supply chain management, including procurement, production, distribution, and logistics.
CO 2	CO-2 Analyze and apply supply chain models and strategies to optimize the flow of goods, information, and resources across the supply chain.
CO 3	CO-3 Evaluate the role of technology, including automation and data analytics, in improving supply chain efficiency and decision-making.
CO 4	CO-4 Assess supply chain risks and develop strategies to mitigate disruptions, manage inventory, and ensure the timely delivery of products.
CO 5	CO-5 Develop skills in supply chain coordination, collaboration, and negotiation with suppliers, distributors, and other key stakeholders to create competitive advantage.

Course: Consumer Behaviour and Sales Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and theories of consumer behavior, including psychological, social, and cultural factors influencing purchasing decisions.
CO 2	CO-2 Analyze consumer decision-making processes and apply insights to develop effective marketing strategies that target specific consumer segments.





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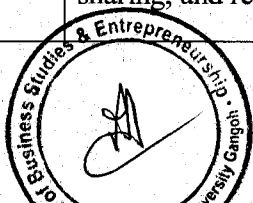
CO 3	CO-3 Evaluate the impact of external influences, such as advertising, branding, and social media, on consumer perceptions and buying habits.
CO 4	CO-4 Develop skills in sales management, including sales planning, forecasting, and the implementation of effective sales strategies to achieve organizational goals.
CO 5	CO-5 Implement techniques for managing a sales team, including motivation, training, and performance evaluation, to enhance sales productivity and customer satisfaction.

Course: Security Analysis and Portfolio Management

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, tools, and techniques used in security analysis, including fundamental and technical analysis for evaluating investment opportunities.
CO 2	CO-2 Analyze various types of financial securities (stocks, bonds, derivatives) and assess their risk-return characteristics in the context of portfolio construction.
CO 3	CO-3 Evaluate and apply portfolio management strategies, including asset allocation, diversification, and optimization, to achieve investment objectives and manage risk.
CO 4	CO-4 Develop skills in performance measurement and evaluation of investment portfolios using key metrics like Sharpe ratio, alpha, and beta.
CO 5	CO-5 Implement risk management techniques and use modern portfolio theory to construct and manage portfolios in dynamic financial markets.

Course: Knowledge Management

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, processes, and technologies involved in knowledge management, including knowledge creation, sharing, and retention.





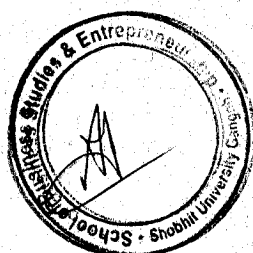
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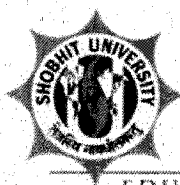
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CO 2	CO-2 Analyze the role of knowledge management in enhancing organizational efficiency, innovation, and decision-making.
CO 3	CO-3 Evaluate different knowledge management systems and tools, and their application in facilitating collaboration and knowledge sharing within organizations.
CO 4	CO-4 Develop strategies to foster a knowledge-sharing culture and manage intellectual capital for organizational growth and competitive advantage.
CO 5	CO-5 Apply knowledge management techniques to address organizational challenges, improve problem-solving capabilities, and enhance overall performance.

Course: International Business Environment

Course Outcomes	Statement
CO 1	CO-1 Understand the key elements and dynamics of the international business environment, including global economic, political, legal, and cultural factors.
CO 2	CO-2 Analyze the impact of international trade agreements, regulations, and policies on global business operations and decision-making.
CO 3	CO-3 Evaluate the challenges and opportunities presented by globalization, including market entry strategies and managing cross-border operations.
CO 4	CO-4 Examine the role of cultural diversity, ethics, and corporate social responsibility (CSR) in shaping international business practices and relationships.
CO 5	CO-5 Develop the ability to assess the risks and rewards of international business ventures, including political, economic, and financial risks, and propose strategic solutions.





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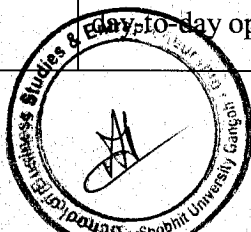
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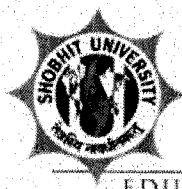
Course: Agribusiness & Rural Marketing

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and principles of agribusiness and rural marketing, including the role of agriculture in the economy and rural development.
CO 2	CO-2 Analyze the agricultural value chain, from production to consumption, and evaluate the challenges and opportunities in rural marketing.
CO 3	CO-3 Assess the impact of government policies, market structures, and technological advancements on agribusiness and rural markets.
CO 4	CO-4 Develop marketing strategies tailored to rural markets, including product positioning, pricing, promotion, and distribution channels.
CO 5	CO-5 Examine sustainable and ethical marketing practices in agribusiness and rural development, focusing on promoting social and economic welfare in rural areas.

Course: Facilities Management

Course Outcomes	Statement
CO 1	CO-1 Understand the principles and practices of facilities management, including the role of facility managers in maintaining the physical environment of an organization.
CO 2	CO-2 Analyze and apply strategies for effective space planning, facility layout, and the optimization of building performance and sustainability.
CO 3	CO-3 Develop a comprehensive maintenance plan, including preventive and corrective maintenance processes to ensure operational efficiency and minimize downtime.
CO 4	CO-4 Evaluate the impact of health, safety, and environmental regulations on facilities management, and apply these regulations in day-to-day operations.





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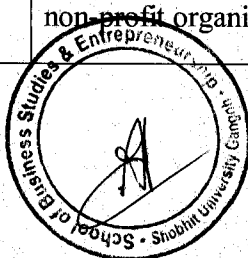
CO 5	CO-5 Utilize technology and software tools for managing and optimizing facility operations, including energy management, asset management, and maintenance tracking systems.
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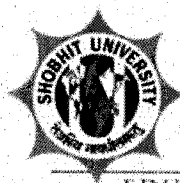
Course: Pharmaceutical Marketing

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamentals of pharmaceutical marketing, including the role of marketing in the pharmaceutical industry and the unique challenges it face.
CO 2	CO-2 Analyze the regulatory framework governing pharmaceutical marketing and apply ethical principles in promoting pharmaceutical products.
CO 3	CO-3 Evaluate market segmentation, targeting, and positioning strategies in the pharmaceutical industry to effectively reach healthcare professionals and consumers.
CO 4	CO-4 Develop strategies for product promotion, branding, and communication tailored to the pharmaceutical market, including the use of digital marketing and sales techniques.
CO 5	CO-5 Apply pricing strategies and distribution models specific to the pharmaceutical industry to ensure product availability and maximize market reach.

Course: Marketing of Non-Profit Organization

Course Outcomes	Statement
CO 1	CO-1 Understand the unique challenges and opportunities in marketing for non-profit organizations, and the differences between marketing in for-profit and non-profit sectors.
CO 2	CO-2 Analyze and apply strategies for creating a strong brand identity and effectively communicating the mission and vision of a non-profit organization.





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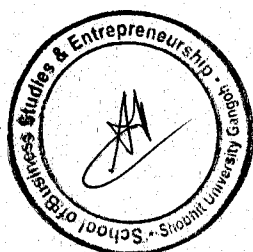
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CO 3	CO-3 Evaluate different fundraising and donor engagement strategies, including digital marketing, events, and partnerships, to enhance the financial sustainability of a non-profit.
CO 4	CO-4 Develop marketing campaigns for non-profit organizations that foster community involvement, raise awareness, and promote social change.
CO 5	CO-5 Assess the impact of marketing metrics and performance evaluation in non-profit organizations to ensure that marketing efforts align with organizational goals and outcomes.

Course: Financial Markets and Services

Course Outcomes	Statement
CO 1	CO-1 Understand the structure, functions, and types of financial markets and the role they play in the economy, including capital markets, money markets, and forex markets.
CO 2	CO-2 Analyze various financial instruments, such as stocks, bonds, derivatives, and mutual funds, and their application in investment strategies and risk management.
CO 3	CO-3 Evaluate the role of financial services providers, such as banks, insurance companies, and investment firms, in offering financial products and services to individuals and businesses.
CO 4	CO-4 Apply the principles of financial regulations and ethical standards in the operation of financial markets and services, ensuring transparency and stability.
CO 5	CO-5 Assess the impact of global financial events, economic policies, and technological advancements on financial markets and services, and develop strategies to adapt to these changes.





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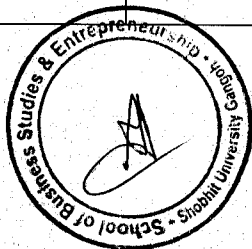
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Course: Organizational Change and Development

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, theories, and models of organizational change and development, and their application in real-world organizational settings.
CO 2	CO-2 Analyze the factors driving organizational change, including internal and external pressures, and assess their impact on organizational structure and culture.
CO 3	CO-3 Evaluate different approaches and strategies for implementing successful organizational change, focusing on leadership, communication, and employee involvement.
CO 4	CO-4 Develop skills to manage resistance to change, fostering a positive environment for change adoption and ensuring smooth transitions within the organization.
CO 5	CO-5 Apply principles of organizational development (OD) to diagnose organizational issues, design effective interventions, and measure the success of change initiatives.

Course: International Marketing

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, challenges, and opportunities involved in marketing products and services in international markets.
CO 2	CO-2 Analyze the impact of cultural, economic, political, and legal factors on international marketing strategies and decision-making.
CO 3	CO-3 Evaluate various market entry strategies, such as exporting, franchising, joint ventures, and direct investment, and determine the most appropriate approach for different global markets.
CO 4	CO-4 Develop marketing strategies that address the complexities of product adaptation, pricing, distribution, and promotion in international markets.





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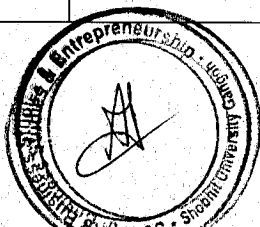
CO 5	CO-5 Assess global market trends and use market research techniques to identify international market opportunities and risks for businesses.
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Course: Agri Input Management

Course Outcomes	Statement
CO 1	CO-1 Understand the role of agricultural inputs in the farming process, including seeds, fertilizers, pesticides, and irrigation systems, and their impact on crop productivity.
CO 2	CO-2 Analyze the supply chain and distribution networks for agri inputs, and evaluate strategies for effective inventory management and logistics.
CO 3	CO-3 Evaluate the economic and environmental implications of different agricultural inputs, focusing on sustainable and eco-friendly practices in input management.
CO 4	CO-4 Develop skills to assess and select appropriate agri inputs based on crop needs, soil conditions, and climate, ensuring optimal productivity and cost-efficiency.
CO 5	CO-5 Apply knowledge of government policies, regulations, and market trends to develop strategies for marketing and promoting agri inputs to farmers and agricultural businesses.

Course: Production Planning & Control

Course Outcomes	Statement
CO 1	CO-1 Understand the basic concepts of production planning and control, including production systems and strategies.
CO 2	CO-2 Develop skills to analyze and design efficient production schedules based on demand, capacity, and inventory.
CO 3	CO-3 Apply various forecasting techniques to predict production needs and improve planning accuracy.





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CO 4	CO-4 Understand the methods of inventory management, including reorder points, safety stock, and just-in-time production systems.
CO 5	CO-5 Analyze and apply techniques for controlling and optimizing production processes to reduce costs and improve overall efficiency.

Course: Regulatory Framework of Pharmaceutical Business

Course Outcomes	Statement
CO 1	CO-1 Understand the key regulations and laws governing the pharmaceutical industry, both at national and international levels.
CO 2	CO-2 Identify and explain the roles of regulatory agencies (such as FDA, EMA, CDSCO) in ensuring pharmaceutical product quality and safety.
CO 3	CO-3 Analyze the process of drug approval, including preclinical and clinical trials, and the submission of regulatory documentation.
CO 4	CO-4 Evaluate the impact of regulatory compliance on pharmaceutical business operations, including marketing, distribution, and pricing strategies.
CO 5	CO-5 Apply the principles of Good Manufacturing Practices (GMP), Good Clinical Practices (GCP), and Good Laboratory Practices (GLP) in the pharmaceutical business context.

Course: Performance Management and Competency Mapping

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, frameworks, and processes involved in performance management systems.
CO 2	CO-2 Analyze the various performance appraisal methods and tools, and evaluate their effectiveness in organizational settings.
CO 3	CO-3 Develop skills to identify, assess, and map competencies required for specific roles within an organization.
CO 4	CO-4 Apply techniques for aligning employee performance with organizational goals and strategies.





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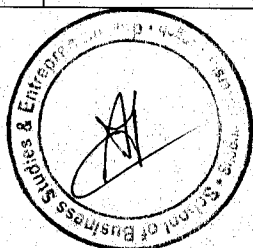
CO 5	CO-5 Design and implement competency-based training and development programs to enhance employee performance and career growth.
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Course: Financing of International Trade

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamentals of international trade finance, including key concepts, instruments, and mechanisms used to facilitate cross-border transactions.
CO 2	CO-2 Analyze the various financing options available for international trade, such as trade credit, letters of credit, and documentary collections.
CO 3	CO-3 Evaluate the risks involved in international trade financing and apply risk management techniques to mitigate financial exposure.
CO 4	CO-4 Understand the role of international financial institutions (e.g., WTO, IMF, World Bank) and export credit agencies in facilitating trade finance.
CO 5	CO-5 Apply the principles of foreign exchange markets, currency risk management, and financing terms in structuring and executing international trade deals.

Course: Farm Business Management

Course Outcomes	Statement
CO 1	CO-1 Understand the principles and concepts of farm business management, including planning, organizing, and controlling farm operations.
CO 2	CO-2 Analyze the financial aspects of farm management, including budgeting, cost analysis, and financial recordkeeping for farm businesses.





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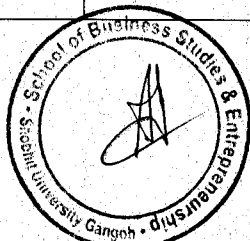
CO 3	CO-3 Develop skills to assess the profitability and sustainability of farm operations, considering both short-term and long-term objectives.
CO 4	CO-4 Apply various management techniques to optimize resource utilization, improve productivity, and reduce risks in farm operations.
CO 5	CO-5 Evaluate the role of government policies, market conditions, and environmental factors in shaping farm business decisions and strategies.

Course: Project Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts, principles, and processes involved in managing projects, from initiation to closure.
CO 2	CO-2 Develop skills to plan and organize project activities, including defining project scope, objectives, timelines, and resources.
CO 3	CO-3 Analyze and manage project risks, issues, and constraints to ensure successful project execution.
CO 4	CO-4 Apply project management tools and techniques, such as Gantt charts, PERT diagrams, and critical path method, to monitor and control project progress.
CO 5	CO-5 Evaluate the impact of stakeholder management, communication, and team dynamics on the successful delivery of projects.

Course: Sales Promotion and Brand Management Pharmaceutical Business

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts and strategies of sales promotion and brand management within the pharmaceutical industry.
CO 2	CO-2 Analyze the role of promotional tools and techniques in increasing product visibility, awareness, and sales in the pharmaceutical market.





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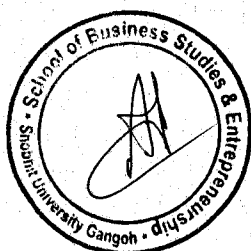
CO 3	CO-3 Develop skills in designing and implementing effective brand strategies that aligns with consumer needs and regulatory requirements in the pharmaceutical sector.
CO 4	CO-4 Evaluate the effectiveness of various sales promotion campaigns and their impact on brand positioning and market share in the pharmaceutical business.
CO 5	CO-5 Apply ethical principles and industry guidelines while managing pharmaceutical brands and promotions to ensure compliance and trustworthiness in the marketplace.

Course Outcomes (COs)

4th Sem.

Course: Entrepreneurship Development

Course Outcomes	Statement
CO 1	CO-1 Understand the essential concepts, theories, and practices related to entrepreneurship and its role in economic development.
CO 2	CO-2 Analyze the process of identifying business opportunities, assessing feasibility, and formulating a business plan.
CO 3	CO-3 Develop the skills necessary to manage the start-up phase of a business, including resource mobilization, marketing, and financial management.
CO 4	CO-4 Evaluate the challenges and risks faced by entrepreneurs and apply strategies for overcoming barriers to business success.
CO 5	CO-5 Understand the role of innovation, creativity, and leadership in entrepreneurship and apply these principles to establish and sustain a successful enterprise.





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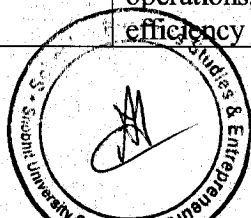
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Course: Corporate Social Responsibility and Corporate Governance

Course Outcomes	Statement
CO 1	CO-1 Understand the key principles and frameworks of Corporate Social Responsibility (CSR) and Corporate Governance and their importance in modern business practices.
CO 2	CO-2 Analyze the ethical, social, and environmental responsibilities of businesses towards various stakeholders, including employees, customers, communities, and the environment.
CO 3	CO-3 Evaluate the role of corporate governance in ensuring transparency, accountability, and ethical decision-making within organizations.
CO 4	CO-4 Apply CSR strategies to address social issues and create sustainable business practices that contribute to long-term corporate success.
CO 5	CO-5 Understand the regulatory and legal frameworks governing corporate governance and CSR practices in various industries and international markets.

Course: E-Business

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, models, and technologies behind e-business and their impact on traditional business operations.
CO 2	CO-2 Analyze various e-business models (B2B, B2C, C2C) and understand their applications in different industries.
CO 3	CO-3 Develop skills to design and manage an e-business strategy, including e-commerce platforms, digital marketing, and online customer relationship management.
CO 4	CO-4 Evaluate the challenges and opportunities of conducting business online, including legal, ethical, and security issues related to e-business transactions.
CO 5	CO-5 Apply tools and technologies to optimize e-business operations, improve customer experience, and enhance business efficiency in a digital environment.





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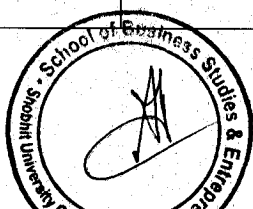
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Course: International Marketing

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, frameworks, and strategies of international marketing, including market entry modes, global marketing environments, and the role of culture in international business.
CO 2	CO-2 Analyze the global market environment, including economic, political, legal, and cultural factors that influence international marketing decisions.
CO 3	CO-3 Evaluate the international marketing strategies used by organizations, including product adaptation, pricing, distribution, and promotional strategies in different international markets.
CO 4	CO-4 Develop the ability to assess and address the challenges of marketing in different cultural contexts, including cross-cultural communication, consumer behavior, and ethical considerations in international markets.
CO 5	CO-5 Apply international marketing theories and concepts to real-world scenarios through case studies, enabling students to design international marketing plans and strategies.

Course: International Financial Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and theories of international financial management, including exchange rates, global financial markets, and the impact of international finance on business operations.
CO 2	CO-2 Analyze and evaluate the financial risks and opportunities associated with international business, including currency risk, political risk, and international capital budgeting.
CO 3	CO-3 Examine the role of multinational corporations (MNCs) in global financial markets, focusing on the management of financial resources, capital structure, and financing options in international contexts.





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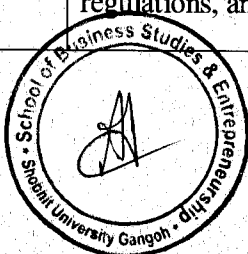
CO 4	CO-4 Apply financial management techniques to assess and manage the financial strategies of firms operating in multiple countries, considering taxation, transfer pricing, and international financial regulations.
CO 5	CO-5 Develop the ability to make informed financial decisions in an international environment, including investment analysis, risk management, and the formulation of global financial strategies.

Course: Industrial Relations and Labour Laws

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, principles, and practices of industrial relations, including the role of trade unions, employers, and government in managing labor relations.
CO 2	CO-2 Analyze the legal framework governing industrial relations and labor laws, focusing on labor rights, employment contracts, dispute resolution mechanisms, and workplace regulations.
CO 3	CO-3 Examine the impact of industrial relations and labor laws on organizational practices, including wage policies, employee welfare, and working conditions within the context of different legal environments.
CO 4	CO-4 Evaluate the role of industrial relations in promoting harmonious workplace relations, preventing conflicts, and ensuring compliance with labor laws and ethical standards.
CO 5	CO-5 Apply knowledge of industrial relations and labor laws to resolve real-world issues in organizations, such as managing labor disputes, collective bargaining, and addressing legal challenges in employee management.

Course: Export Management and Documentation

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts and principles of export management, including the export process, international trade regulations, and the role of exporters in global markets.





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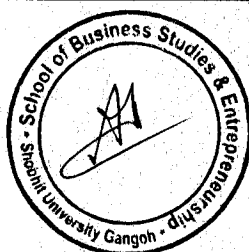
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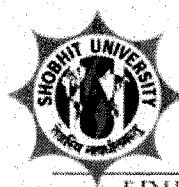
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CO 2	CO-2 Analyze the various export strategies and market entry modes, focusing on how to identify target markets, evaluate export potential, and formulate effective export plans.
CO 3	CO-3 Examine the importance of export documentation, including the preparation and management of essential documents such as invoices, packing lists, letters of credit, and shipping bills.
CO 4	CO-4 Evaluate the role of logistics, supply chain management, and international shipping in export operations, ensuring the efficient movement of goods across borders.
CO 5	CO-5 Apply the knowledge of export management and documentation to practical scenarios, enabling students to effectively handle the operational, legal, and financial aspects of export transactions.

Course: Management of Cooperatives

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental principles, structures, and functions of cooperatives, including their role in promoting economic and social development.
CO 2	CO-2 Analyze the key management challenges faced by cooperatives, such as governance, decision-making, and financial management, and develop strategies for overcoming them.
CO 3	CO-3 Examine the legal and regulatory framework governing cooperatives, including cooperative laws, policies, and the ethical considerations in cooperative management.
CO 4	CO-4 Evaluate the role of leadership in cooperatives, focusing on the skills required for effective cooperative management, member relations, and community engagement.
CO 5	CO-5 Apply the principles of cooperative management to real-world case studies, enabling students to develop strategies for enhancing the performance and sustainability of cooperative organizations.





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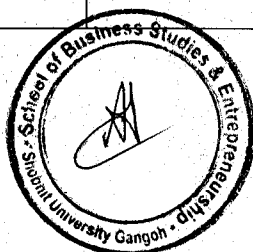
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Course: Materials Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts, principles, and functions of materials management, including procurement, inventory control, and materials planning.
CO 2	CO-2 Analyze and evaluate the techniques and tools used in materials management, such as Just-in-Time (JIT), Economic Order Quantity (EOQ), and Material Requirement Planning (MRP).
CO 3	CO-3 Examine the role of materials management in the supply chain, focusing on the coordination between suppliers, manufacturers, and distributors to optimize resource utilization.
CO 4	CO-4 Evaluate the impact of inventory control systems on business operations, emphasizing cost reduction, stock levels, and lead time management.
CO 5	CO-5 Apply materials management theories and concepts to real-world business scenarios, enabling students to develop efficient materials management strategies that improve organizational performance and reduce costs.

Course: Pharmaceutical Retail Management

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, principles, and practices of pharmaceutical retail management, including the regulatory framework and ethical considerations in the retail of pharmaceutical products.
CO 2	CO-2 Analyze the supply chain and inventory management practices specific to pharmaceutical retail, focusing on product sourcing, stock management, and distribution.
CO 3	CO-3 Examine the marketing and sales strategies used in pharmaceutical retail, including customer relationship management, pricing, and promotional tactics for pharmaceutical products.





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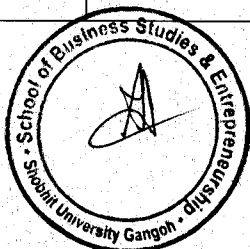
CO 4	CO-4 Evaluate the role of technology in pharmaceutical retail management, such as the use of point-of-sale systems, e-commerce platforms, and digital tools for inventory and customer management.
CO 5	CO-5 Apply the knowledge of pharmaceutical retail management to real-world scenarios, enabling students to design effective retail strategies, enhances operational efficiency, and ensure compliance with industry regulations.

Course: Rural Marketing

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts and dynamics of rural marketing, including the characteristics of rural markets, consumer behavior, and the challenges of marketing in rural areas.
CO 2	CO-2 Analyze the rural market segmentation and target marketing strategies, identifying opportunities and challenges in promoting products and services in rural regions.
CO 3	CO-3 Examine the role of distribution channels, communication strategies, and pricing techniques specifically designed for rural markets to enhance product reach and accessibility.
CO 4	CO-4 Evaluate the impact of government policies, socio-economic factors, and rural infrastructure on marketing strategies and business operations in rural markets.
CO 5	CO-5 Apply rural marketing theories and strategies to practical business scenarios, developing effective marketing plans that address the unique needs of rural consumers and drive business growth in rural areas.

Course: Project Planning and Evaluation

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts, methodologies, and techniques of project planning, including project life cycle, scope definition, and resource allocation.





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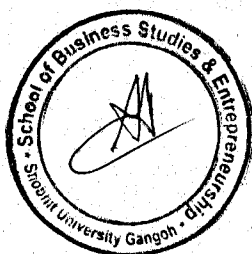
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CO 2	CO-2 Analyze the various tools and techniques for project scheduling and control, such as Gantt charts, PERT, and CPM, to ensure efficient project execution.
CO 3	CO-3 Examine the processes involved in project risk management, cost estimation, budgeting, and resource optimization to ensure project success within constraints.
CO 4	CO-4 Evaluate the effectiveness of project evaluation methods, including performance measurement, project monitoring, and impact assessment, to assess project outcomes and identify areas for improvement.
CO 5	CO-5 Apply project planning and evaluation techniques to real-world case studies, enabling students to develop comprehensive project

Course: Compensation Management

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, principles, and components of compensation management, including base salary, bonuses, benefits, and non-monetary rewards.
CO 2	CO-2 Analyze various compensation structures and strategies, evaluating their impact on employee motivation, job satisfaction, and organizational performance.
CO 3	CO-3 Examine the role of compensation management in legal compliance, focusing on labor laws, wage regulations, and ethical considerations in determining fair compensation.
CO 4	CO-4 Evaluate the relationship between compensation and performance management, including designing incentive systems, pay-for-performance models, and aligning compensation with organizational goals.
CO 5	CO-5 Apply compensation management principles to real-world scenarios, enabling students to design effective compensation plans that attract, retain, and motivate talent while ensuring organizational sustainability.





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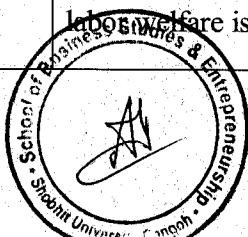
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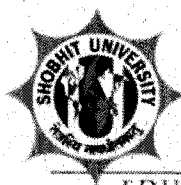
Course: International Logistics Management

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, principles, and functions of international logistics, including the movement of goods, transportation, warehousing, and customs procedures in a global context.
CO 2	CO-2 Analyze the role of global supply chain management in international logistics, focusing on the coordination between suppliers, manufacturers, distributors, and retailers across borders.
CO 3	CO-3 Examine the different modes of international transportation, their advantages, disadvantages, and cost implications, as well as the factors influencing transportation decisions.
CO 4	CO-4 Evaluate the legal, regulatory, and compliance challenges in international logistics, including import/export documentation, trade agreements, and international customs requirements.
CO 5	CO-5 Apply international logistics strategies and techniques to real-world business scenarios, enabling students to optimize the movement of goods

Course: Plantation Management

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, principles, and practices of plantation management, including the different types of plantations (such as tea, coffee, rubber) and their management requirements.
CO 2	CO-2 Analyze the environmental, economic, and social factors that influence plantation operations, focusing on sustainability, land use, and resource management.
CO 3	CO-3 Examine the techniques used in crop cultivation, pest management, irrigation, and soil health to enhance productivity and ensure the long-term viability of plantations.
CO 4	CO-4 Evaluate the role of human resource management in plantation operations, including labor management, training, and addressing labor welfare issues in plantation settings.





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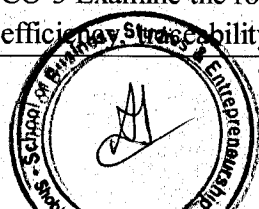
CO 5	CO-5 Apply plantation management principles to real-world scenarios, enabling students to develop strategies for improving efficiency, profitability, and sustainability in plantation businesses.
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Course: Total Quality Management and Quality Standards

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts, principles, and practices of Total Quality Management (TQM), including its impact on organizational performance, customer satisfaction, and continuous improvement.
CO 2	CO-2 Analyze the key tools and techniques used in TQM, such as Six Sigma, Kaizen, benchmarking, and statistical process control, to enhance product and service quality.
CO 3	CO-3 Examine the role of quality standards, including ISO 9000 and other global quality certifications, in ensuring consistency, reliability, and compliance in business operations.
CO 4	CO-4 Evaluate the implementation of quality management systems in organizations, focusing on leadership, employee involvement, and process management to drive quality culture.
CO 5	CO-5 Apply TQM principles and quality standards to real-world scenarios, enabling students to develop strategies for improving processes, ensuring compliance

Course: Supply Chain Management in Pharmaceutical Industry

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts and principles of supply chain management in the pharmaceutical industry, including procurement, production, distribution, and inventory management of pharmaceutical products.
CO 2	CO-2 Analyze the unique challenges faced by the pharmaceutical supply chain, such as regulatory compliance, quality control, and managing cold chain logistics for temperature-sensitive products.
CO 3	CO-3 Examine the role of technology and digital tools in improving efficiency, reliability, and transparency across the pharmaceutical





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	supply chain, including the use of RFID, block chain, and data analytics.
CO 4	CO-4 Evaluate the impact of global regulations and industry standards (such as Good Distribution Practices and Good Manufacturing Practices) on supply chain operations and product safety in the pharmaceutical sector.
CO 5	CO-5 Apply supply chain management strategies to real-world pharmaceutical industry scenarios, focusing on risk management, cost control.

Course: Innovation Management and Startup Ecosystem

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, theories, and practices of innovation management, including the process of idea generation, product development, and commercialization in dynamic business environments.
CO 2	CO-2 Analyze the role of innovation in fostering competitive advantage, exploring strategies for managing technological, product, and process innovations in established organizations and startups.
CO 3	CO-3 Examine the startup ecosystem, including the roles of entrepreneurs, investors, accelerators, and incubators, and how they contribute to the growth and sustainability of startups.
CO 4	CO-4 Evaluate the challenges and opportunities in scaling startups, including funding strategies, business model innovation, market entry, and managing growth in a rapidly changing landscape.
CO 5	CO-5 Apply innovation management principles and startup ecosystem strategies to real-world scenarios, enabling students to develop creative solutions and business strategies to drive innovation and launch successful startups.

