

Vision:

Aspire to be a premier business school dedicated to fostering academic and research excellence, nurturing Versatile corporate leaders and entrepreneurs who positively impact society.

Mission:

The mission of MBA department is to provide an enriching educational journey that empowers students with the expertise of critical thinking abilities, and ethical principles to thrive in the ever-evolving business landscape, fostering active involvement with industry and driving positive societal impact.

Core Values:

Truthfulness and integrity: At the heart of our institution's ethos lies an unwavering commitment to honesty and personal integrity, serving as the cornerstone of our academic and professional endeavors.

Justice: Promoting fairness, equity, and impartiality in all actions and decisions, fostering a culture of justice within our organization.

Service: Our department is committed to delivering exemplary service that exceeds expectations, fosters trust, and positively impacts the lives of our stakeholders.

Program Education objective

PEO1: To cultivate expertise in core business disciplines including Business analytics, finance, Trading, Marketing, Operations, and strategy augmented by proficiency in utilizing advanced tools essential in contemporary business environments.

PEO2: To demonstrate effective leadership skills, including the ability to inspire and motivate teams, make strategic decisions, and adapt to changing business environments.

PEO3: Foster an entrepreneurial mindset among graduates, empowering them to identify opportunities, innovate solutions, and navigate uncertainties in the global marketplace.

PEO4: To equip the stake holders with cutting-edge skills in AI and ML to navigate and excel in the rapidly evolving global business environment.

PEO5: Fostering a culture of integrity and ethical leadership within students.

Programme Outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) for MBA Programme

Programme Outcomes (POs)

PO1: Critical Thinking and creativity- Analysing complex problems and identifying opportunities for novel solutions through interdisciplinary approaches and generating innovative ideas to address societal, scientific, and business challenges.

PO2: Team work and Collaboration - To work effectively in teams, demonstrating collaboration, interpersonal skills, and the ability to leverage diverse perspectives to achieve common goals and objectives.

PO3: Business Ethics and social Responsibility- To have an awareness of ethical challenges within business environments and



exhibit a dedication to upholding ethical standards and promoting social responsibility in their professional conduct.

PO4: Self-directed and Lifelong learning- To embody a commitment to lifelong learning and research, continuously seeking new knowledge and methodologies to innovate, solve problems, and contribute to their respective fields.

Programme Specific Outcomes (PSOs)

PSO1: Utilize management tools and methodologies to inform strategic decision-making across various domains, including healthcare, marketing and HR metrics, capital budgeting, logistics and business analytics.

PSO2: Upon completion of the program, students will demonstrate the ability to conduct independent research, including defining research questions, identifying appropriate methodologies, collecting and analysing data, and presenting findings effectively.

PSO3: Cultivate an entrepreneurial mindset, creativity, and innovation skills to identify business opportunities, develop viable business models, and launch new ventures.

COURSE OUTCOME

DEPARTMENT OF MANAGEMENT

I SEMESTER MBA

1.1 ECONOMICS FOR MANAGERS

	At the end of the course the students will be able to:
CO1:	Analyse implications of economics on managerial decision making.



CO2:	Evaluate demand Analysis and Consumer behaviour
CO3:	Explain the theory of production and analysis of cost
CO4:	Understand different types of competition in the market and analyse the product situations as per the market competitive dynamics
CO5:	Demonstrate a critical understanding of national income concept, money supply and inflation
CO6:	Learn about Keynesian theory of employment, consumption function and investment function

1.2 ORGANIZATIONAL BEHAVIOUR

	At the end of the course the students will be able to:
CO1:	Analyse individual and group behaviour, and understand the implications of organizational behaviour in the process of management.
CO2:	Evaluate the various leadership styles and conflict management strategies used in organizations.
CO3:	Explain about organizational change and culture within organizations.
CO4:	Understand individual behaviour in organizations, including attitudes, emotions, personality, values, perception, decision making, and motivational theories.
CO5:	Learn about the group behaviour in organizations, including communication, leadership, conflict, and negotiations.
CO6:	Identifying the methods Organizational Development and ways for managing the changes

1.3 ACCOUNTING FOR MANAGERS

	At the end of the course the students will be able to:
CO1:	Understand the need and requirement of accounting system.
CO2:	Develop final Accounts based on Accounting Standards.
CO3:	Analyse, interpret and suggest the management in various managerial functions.
CO4:	Learn to use the techniques of ratio analysis based on risk factors in times of decision making.
CO5:	Evaluate and analyse the cash flow operations with available inputs.
CO6:	Compare the Human Resource Accounting, Forensic Accounting, Environmental Reporting

1.4 STATISTICS FOR MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Identify and interpret business-related problems and converting those identified requirements to a quantitative styled model using central tendency and dispersion of grouped and ungrouped data.
CO2:	Design, evaluate and apply correlation and regression analysis.
CO3:	Use discrete and continuous probability distribution to various business problems.



CO4:	Construct sampling methodologies and their associated analysis
CO5:	Evaluate parametric and non-parametric test
CO6:	Solve Chi-square test for single sample standard deviation, Chi-square tests for independence of attributes and goodness of fit,

1.5 MARKETING FOR CUSTOMER VALUE

	At the end of the course the students will be able to:
CO1:	Understand importance of customer relationships and holistic marketing to create marketing value for the organization
CO2:	Define market segments.
CO3:	Create product and pricing designs for the defined market segments.
CO4:	Analyse distribution and integrated marketing communication strategies for the given organization.
CO5:	Design marketing strategies for the given organization.
CO6:	Learn about new product development strategy, steps in new product development

PERSPECTIVES OF BUSINESS AND INDUSTRY

	At the end of the course the students will be able to:
CO1:	Understand the fundamentals of Indian Economy
CO2:	Define the Essentials of Business & Industry
CO3:	Compare the Start-Ups, MSME & Large-scale Sector
CO4:	Learn about the Business crises and managing crises
CO5:	Recognize the role of non-governmental organizations (NGOs)
CO6:	Learn about provisions of Companies Act 2013, CSR Rules, 2013; characteristics and role of nongovernmental organizations (NGOs)

1.7 COMMUNICATION SKILLS

	At the end of the course the students will be able to:
CO1:	Understand importance of effective communication in the corporate environment.
CO2:	Define verbal and nonverbal communication
CO3:	Create effective communication strategies for corporate wellbeing.
CO4:	Analyze situation which leads for inefficiency in productivity due to ineffective communication
CO5:	Learn about the importance of effective communication in the corporate environment.



II SEMESTER MBA

2.1 INFORMATION TECHNOLOGY FOR MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Apply a framework and process for aligning and organization's IT objectives with business strategy.
CO2:	Defend the strategic value of information resources for an organization.
CO3:	Understand organization's information systems and technology decision making processes.
CO4:	Identify ways information systems & technology may improve an organization's performance, including improving organizational processes, decision-making, collaboration, and personal productivity.
CO5:	Define what a manager should be able to expect from an IT department in an organization.
CO6:	Apply a framework for evaluating information related ethical dilemmas commonly faced by managers

2.2 MANAGERIAL RESEARCH METHODS

	At the end of the course the students will be able to:
CO1:	Understand the difference between qualitative and quantitative research methods
CO2:	Analyze research situations from the management perspective
CO3:	Formulate research designs and implement planned research design to solve management issues.



CO4:	Assess the parametric and Non-parametric test
CO5:	Write project proposals and final reports
CO6:	Learn about Univariate and Bivariate Statistical Analysis

2.3 ENTREPRENEURSHIP AND ETHICS

	At the end of the course the students will be able to:
CO1:	Understand the international entrepreneurship opportunities and challenges.
CO2:	Identify the risk involved and in a venture capital opportunity.
CO3:	Design the CSR activity for various corporate for environmental awareness.
CO4:	Analyse the boundaries of social entrepreneurship.
CO5:	Demonstrate an ability to engage in critical thinking by analysing situations and constructing and selecting viable solutions to solve problems.
CO6:	Learn about establishing strategy for ethical responsibility and approaches to managerial ethics

2.4 HUMAN CAPITAL MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Explain the functions and importance of HCM
CO2:	Learn about job analysis & job evaluation



CO3:	Understand the importance of training and development
CO4:	Learn about the importance of performance management system in enhancing employee performance
CO5:	Compare the employee relations and legal issues
CO6:	Differentiate SHRM Vs Conventional HRM and other practices.

2.5 FINANCIAL MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Understand the concept of financial management, goals of a firm and agency problem of the company
CO2:	Identify the process of banking and insurance sectors calculation in reference to time value of money.
CO3:	Develop the company's financial position using comparative analysis through EPS and income statement
CO4:	Analyse decision on investment based on cost of capital and risk maintenance.
CO5:	Prepare the budget for individual life and for the company with effective manner
CO6	Learn about Walter's Model, Gordon's Model and types of dividends,



2.6 QUANTITATIVE TECHNIQUES AND OPERATIONAL RESEARCH

	At the end of the course the students will be able to:
CO1:	Identify and develop operational research models from the verbal description of the real system.
CO2:	Understand the mathematical tools and professionally allocate scarce resources to maximise profit.
CO3:	Learn about critical path analysis to solve real life project scheduling time and timely delivery
CO4:	Evaluate customers / clients waiting period for service delivery
CO5:	Develop a report that describes the model and analyse the results
CO6:	Define Monte Carlo simulation using Random numbers, replacement Models and failure mechanism of items.

2.7 INNOVATION MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Understand the need for innovation in the competing world
CO2:	Explore innovation along the technology and market
CO3:	Learn about the forecast/deliver strategy dimensions as the innovation moves from idea to market.
CO4:	Analyse the risk factor involved in innovation projects and able to rectify in economic effectiveness.
CO5:	Understand the need for out of box approach

III SEMESTER

3.1 STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE

	At the end of the course the students will be able to:
CO1:	Understand the competitive environment of an organization using tools such as the 5 forces model of competition, driving force analysis, strategic group mapping and competitor analysis.
CO2:	Evaluate organizational resources and competitive position using tools such as SWOT analysis, value chain analysis, and benchmarking.
CO3:	Formulate strategies that are effective and ethical
CO4:	Demonstrate adequate understanding of the strategy implementation process
CO5:	Develop strategies for effectively communicate orally and in writing

3.2 PROJECTS AND OPERATIONS MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Understand the behavioural aspects of managing operations.
CO2:	Understand production and inventory control methodologies.
CO3:	Demonstrate knowledge and insight into the various tools of operations management;



CO4:	Develop insights into the competencies required to become an effective manager in TQM or operations.
CO5:	Explain and evaluate the quality processes in manufacturing and service sector to improve the operational performance
CO6:	Learn about ABC, VED and other inventory techniques

SPECIALIZATION

MARKETING

M1 RETAILING MANAGEMENT AND SERVICES

	At the end of the course the students will be able to:
CO1:	Develop strategic thinking and planning skills specific to the retail industry, including analyzing market trends
CO2:	Learn strategies for building and maintaining strong customer relationships, including customer segmentation, loyalty programs, and personalized marketing approaches
CO3:	Understand merchandising principles and techniques for curating product assortments, pricing strategies, and promotional tactics to meet consumer demands and drive sales.
CO4:	Acquire financial management skills specific to the retail industry, including budgeting, financial analysis, revenue forecasting
CO5:	Identify the role of store manager and retail touch points in detail



CO6:	Explore various marketing strategies tailored to retail, such as visual merchandising, store promotions, digital marketing
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M2 CONSUMER BEHAVIOUR

	At the end of the course the students will be able to:
CO1:	Evaluate into the psychological factors influencing consumer behaviour, including motivations, perceptions, attitudes, and emotions.
CO2:	Differentiate the techniques for understanding consumer needs and preferences, conducting market research, and developing innovative products and services that meet consumer demands.
CO3:	Analyse the stages of the consumer decision-making process, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation
CO4:	Identify strategies for segmenting consumer markets based on demographics, psychographics, and behaviour, and develop targeting strategies to effectively reach and engage with specific consumer segments
CO5:	Implement qualitative and quantitative research methods for studying consumer behaviour, including surveys, focus groups, experiments, and observational research.
CO6:	Develop the understanding about the importance of building and maintaining long-term relationships with consumers, and learn CRM strategies for personalizing



interactions, managing customer feedback, and fostering loyalty.

M3 RURAL AND AGRICULTURAL MARKETING

	At the end of the course the students will be able to:
CO1:	Develop a comprehensive understanding of rural market characteristics, including demographics, consumer behaviour, and purchasing power, in the context of agricultural economies.
CO2:	Construct market research and segmentation analysis to identify rural market segments, consumer preferences, and unmet needs in agricultural product markets.
CO3:	Identifying marketing strategies and tactics tailored to rural market environments, considering factors such as product positioning, pricing strategies, promotion channels, and distribution networks
CO4:	Examine the structure and dynamics of agricultural value chains, including production, processing, distribution, and marketing, to identify value-added opportunities and supply chain inefficiencies
CO5:	Evaluate supply chain management practices and logistics solutions for efficiently sourcing, transporting, and distributing agricultural products in rural areas, considering challenges such as perishability and seasonality
CO6:	Assessing future trends and opportunities in rural marketing and contract farming in India, including the



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role of technology, sustainability, and inclusive growth agendas

SPECIALIZATION

HEALTHCARE MANAGEMENT

H1 PERSPECTIVES ON HEALTH CARE SECTOR

	At the end of the course the students will be able to:
CO1:	To develop management and leadership skills specific to the healthcare sector, including strategic planning, organizational behaviour, quality improvement, and change management.
CO2:	Implement the economic principles underlying healthcare financing and reimbursement mechanisms, including insurance systems, payment models, and healthcare market dynamics.
CO3:	Improving healthcare quality and patient safety, including implementing evidence-based practices, measuring performance, and managing risk.
CO4:	Analyse about health information technology systems and their role in improving healthcare delivery, including electronic health records, telemedicine, health analytics, and interoperability standards.
CO5:	Formulate and to collaborate effectively with diverse healthcare professionals and stakeholders to improve patient outcomes and population health.
CO6:	Proficient in research methods and evaluation techniques relevant to the healthcare sector, including

	study design, data collection, analysis, and interpretation.
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H2 MANAGEMENT OF PUBLIC HEALTH SYSTEMS

	At the end of the course the students will be able to:
CO1:	Comprehensive understanding of public health principles, including epidemiology, biostatistics, environmental health, social and behavioural sciences, and health policy and management.
CO2:	To develop skills in management and leadership specific to public health settings, including strategic planning, organizational development, financial management, and human resources management.
CO3:	To understand the economic principles underlying healthcare systems and public health interventions, including financing mechanisms, cost-effectiveness analysis, and resource allocation.
CO4:	Assessing health equity issues and the social determinants of health, including factors such as race & ethnicity.
CO5:	To analyse and evaluate health policies at local, national, and international levels, considering their impact on public health outcomes and equity.
CO6:	Examining socioeconomic status, and geographic location influence health outcomes and access to healthcare.



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H3 HEALTH ECONOMICS

	At the end of the course the students will be able to:
CO1:	Understand the fundamental principles and concepts of health economics.
CO2:	Identify the relevance of Evaluation in healthcare.
CO3:	Acquire knowledge about Current Assets and the methodologies used for valuing Inventory.
CO4:	Defining the methodologies employed to achieve Economic Efficiency, Operational Efficiency, and Allocation Efficiency.
CO5:	Assess strategies for market entry, competition, and innovation in healthcare delivery.
CO6:	Apply supply analysis techniques to evaluate the availability of healthcare resources, including medical professionals, facilities, and technology, in the target market area.

SPECIALIZATION

FINANCE

F1 INDIAN FINANCIAL SYSTEM



	At the end of the course the students will be able to:
CO1:	Develop a comprehensive understanding of the structure, functions, and components of the financial system.
CO2:	Analyze the functions, roles, and regulatory frameworks of various types of financial institutions, including banks, credit unions, insurance companies, and investment firms.
CO3:	Evaluate the risks associated with non-banking financial activities and develop risk management strategies.
CO4:	Develop proficiency in financial planning and advisory services, including budgeting, wealth management, and retirement planning.
CO5:	Apply fundamental and technical analysis techniques to evaluate investment opportunities and make informed trading decisions.
CO6:	Understand the role and functions of a stock exchange in the financial market ecosystem.

F2 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

	At the end of the course the students will be able to:
CO1:	To understand the concept Investment, speculation and risk
CO2:	To identify the concepts and understanding of Fundamental and technical analysis
CO3:	To explore the concepts of securities, ROI, Bonds
CO4:	To assess the different theories of capital market and derivative market.

F3 CORPORATE TAX PLANNING AND MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Develop effective communication and collaboration skills to work with tax professionals, executives, and stakeholders in implementing tax planning strategies and managing tax-related risks.
CO2:	Learn how to optimize corporate tax planning strategies to enhance shareholder value and achieve strategic business objectives, such as maximizing after-tax profits, minimizing the cost of capital, and enhancing competitiveness.
CO3:	Analyze the implications of proposed tax policy changes, tax reform legislation, and court rulings on



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	corporate tax planning strategies and business operations.
CO4:	Understand the ethical and legal considerations involved in corporate tax planning and management, including principles of tax ethics, corporate governance, and professional responsibility.
CO5:	Identify potential tax risks and exposures facing corporations, such as tax audits, disputes, and penalties, and develop strategies to mitigate these risks and ensure compliance with tax laws.
CO6:	Differentiate between legitimate tax planning strategies aimed at minimizing tax liability within the boundaries of the law and illegal activities such as tax evasion or fraudulent behavior.



IV SEMESTER

4.1 INTERNATIONAL BUSINESS DYNAMICS

	At the end of the course the students will be able to:
CO1:	Understand the concept of globalization and International Business
CO2:	Compare the trade with Domestic, international, multinational, transnational companies.
CO3:	Investigate and analyse the Foreign Direct investment and Foreign Institutional Investment.
CO4:	Learn how business organizations operate in an international environment.
CO5:	Identify the impact of international influences on business
CO6:	Define major activities in international marketing Human Resource Management and Approaches, Expatriation and Repatriation Process.

SPECIALIZATION

MARKETING

M4 STRATEGIC BRAND MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Judge the development of comprehensive brand strategies aligned with the company's overall business objectives, vision, and values, including brand



	positioning, differentiation, and competitive advantage.
CO2:	Define and manage the company's brand architecture, including the relationships between corporate brands, product brands, sub-brands, and brand extensions, to ensure clarity and consistency across all touchpoints.
CO3:	Compare the development and maintenance of the company's brand identity, including logos, visual elements, colour schemes, typography, and brand guidelines, ensuring consistency and adherence to brand standards.
CO4:	Develop and execute integrated brand communication strategies across various channels and touchpoints, including advertising, public relations, digital marketing, social media, events, and sponsorships, to build brand awareness and equity.
CO5:	Justify consistent and positive brand experiences for customers at every touchpoint, including online and offline interactions, product/service delivery, customer service, and post-purchase support, to strengthen brand loyalty and advocacy.
CO6:	Analyze brand performance metrics, market trends, competitor activities, and customer feedback to assess brand health, identify opportunities, and inform strategic decision-making

M5 INTERNATIONAL MARKETING STRATEGY



	At the end of the course the students will be able to:
CO1:	Understand the key concepts and principles of global marketing, including market segmentation, targeting, positioning, and marketing mix strategies.
CO2:	Identify different research methods used in information systems research, including quantitative, qualitative, and mixed-method approaches.
CO3:	Evaluate different market entry modes available to firms, such as exporting, licensing, joint ventures, strategic alliances, franchising, foreign direct investment (FDI), and mergers and acquisitions.
CO4:	Examine global product strategies, including standardization versus adaptation, new product development, and product lifecycle management in diverse markets.
CO5:	Analyze the factors influencing pricing decisions, including cost structure, competition, demand elasticity, market positioning, and perceived value.
CO6:	Interpret emerging trends and technologies in documentation management, such as electronic documentation systems, blockchain technology, and digital signature

M6 DIGITAL MARKETING

	At the end of the course the students will be able to:
CO1:	To understand the basics of digital marketing.
CO2:	To develop a comprehensive digital marketing strategy



CO3:	To use new media such as search engine and social networking.
CO4:	To evaluate the risks involved in digital marketing. It shall make them be able to attract and retain customers online
CO5:	To operate customer acquisition efforts through targeted digital advertising campaigns, lead generation initiatives, and conversion optimization strategies, while also implementing strategies to nurture customer relationships and improve retention rates.
CO6:	To illustrate the development and implementation of digital branding initiatives to enhance brand visibility, reputation, and credibility across online channels, ensuring brand consistency and messaging alignment.

SPECIALIZATION

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

LSCM 4 WAREHOUSING AND INVENTORY MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Develop and implement strategic plans to optimize warehouse operations and inventory management processes.



CO2:	To construct in-depth knowledge in material requirement planning and costs associated with warehousing and accounting for inventories.
CO3:	Identify warehouse operations to improve efficiency, reduce costs, and enhance overall productivity.
CO4:	Implement strategies for effective inventory control, including inventory forecasting, replenishment, and cycle counting
CO5:	Identify and implement technology solutions such as warehouse management systems (WMS) and inventory management software to automate processes and improve accuracy.
CO6:	Experiment strong relationships with suppliers and vendors to ensure timely and accurate delivery of goods and material

LSCM 5 E-COMMERCE

	At the end of the course the students will be able to:
CO1:	Understand the fundamental concepts and components of e-commerce.



CO2:	Identify different types of e-commerce models and their respective advantages and limitations.
CO3:	Analyze the impact of e-commerce on traditional business models and industries.
CO4:	Evaluate the importance of user experience (UX) design in e-commerce websites and applications.
CO5:	Demonstrate proficiency in using e-commerce platforms and tools for online selling.
CO6:	Explore various online payment systems and their security implications.

LSCM 6 INTERNATIONAL LOGISTICS MANAGEMENT

	At the end of the course the students will be able to:
CO1:	To understand the various processes involved in International Trade and the various types of Marketing Channels and its role in Logistics.
CO2:	To introduce the Concept of Multimodal transportation, their legal classifications, Characteristics and the choice of transport.
CO3:	To construct the basic concepts of Containerization and also focuses on Chartering.
CO4:	To create basic knowledge on Inventory management, Packaging and various kinds of packing.
CO5:	To develop relationships with international carriers, freight forwarders, customs brokers, and other logistics



	service providers to negotiate favorable terms, ensure reliable transportation, and minimize costs.
CO6:	To implement strategic plans to optimize the global supply chain, including transportation, warehousing, inventory management, and distribution, to ensure efficient and cost-effective operations

SPECIALIZATION

HUMAN RESOURCE

H4 STRATEGIC HRM

	At the end of the course the students will be able to:
CO1:	Developing HR policies and procedures that align with legal requirements and industry best practices.
CO2:	Apply various strategic fit models such as SWOT analysis, Porter's Five Forces, Value Chain analysis, and the VRIO framework to assess strategic fit within organizations.
CO3:	Critically assess the impact of HR systems on organizational culture, employee engagement, and overall performance.
CO4:	Identify HR strategies to support organizational growth, restructuring, mergers, acquisitions, and other strategic initiatives.
CO5:	Examine the role of leadership in driving strategic change and fostering organizational agility and innovation.



CO6:	Understanding and key skills that are required by today's HR professionals.
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HUMAN RESOURCE

H5 INTERNATIONAL HRM

	At the end of the course the students will be able to:
CO1:	Identifying the fundamental principles and theories of international human resource management, including cultural diversity, legal frameworks, and global talent management.
CO2:	Develop skills to navigate cultural differences and effectively manage diverse teams across different countries and regions.
CO3:	Learn about recruitment, selection, and deployment of employees in international assignments, including expatriate management, repatriation, and cross-border mobility.
CO4:	Understand the complexities of designing competitive compensation packages, managing international benefits, and addressing issues such as currency fluctuations and taxation.
CO5:	Explore the unique challenges and opportunities faced by HR professionals in MNCs, including coordinating HR practices across multiple locations, standardizing policies, and fostering a global corporate culture.
CO6:	Recognize ethical dilemmas and legal issues related to HRM in an international context, such as compliance



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with labour laws, human rights standards, and cultural norms.

H6 TALENT AND KNOWLEDGE MANAGEMENT

	At the end of the course the students will be able to:
CO1:	Understand the fundamental concepts and theories of talent and knowledge management.
CO2:	Identify the role of talent and knowledge management in organizational success and competitiveness.
CO3:	Analyze the process of attracting, selecting, and retaining talent within organizations.
CO4:	Evaluate strategies for developing and nurturing talent through training, mentoring, and career planning.
CO5:	Examine the importance of knowledge creation, sharing, and utilization in organizational performance.