

Siliguri Institute of Technology
Department of Master of Business Administration

Course Name: Business Economics I

Course Code: MB 101

Course Outcomes

CO 1	Know & remember the fundamental microeconomic concepts, theories, methods and procedures in application to individual decision makers, both consumers and firms.
CO 2	Understand & interpret principles, core concepts and various micro-economic theories and related numeric data beyond simple remembering.
CO 3	Apply concepts, principles/laws and micro-economic theories to practical situation together and demonstrate the correct usage of a method or procedure.
CO 4	Recognize how demand & supply act as equilibrium price determinant, role of prices in allocating scarce resources with consequences of price controls and also analyze effects of various government policies.
CO 5	Evaluate competition economic policies & strategies, according to the natures of products and the structures of the markets and devise optimal business decisions by integrating the concepts of economics, mathematics and statistics.

Course Name: Business Communication

Course Code: MB 102

Course Outcomes :

CO 1	Understand the concepts of the principles of communication, its, purpose, process, types, barriers and apply the methods for developing effective communication.
CO 2	· Determine the importance of verbal and nonverbal communication to enhance the speaking ability with proper demonstration of body language in delivering effective presentation before the audience.
CO 3	· Classify the different types of Business messages, letters, reports and compose them with exact precision.
CO 4	· Organise the ideas in grammatically correct sentences in English with accuracy in preparing both the external and internal communication in the organization.
CO 5	· Organise the different business information and handle them meticulously.

Course Name: Management Information System-I

Course Code: MB 103

Course Outcomes :

CO 1	· Understand the basic concepts and terminology used in MIS.
CO 2	· Understand the appropriate level of management (w.r.to an organization) where MIS can be used by the Managers.
CO 3	· Understand how the Decision Support and other Systems in an organization can be ensured through proper Information System approach.
CO 4	· Understand how the Networking approach can yield the maximum benefit for the managers as well as the organization in this e-age.
CO 5	· Understand how the E-Business is dominating the current business today and the real life applications of EDI, RTGS, Real Time Reservation Systems etc.

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Course Name: Organizational Behaviour

Course Code: MB 104

Course Outcomes :

CO 1	· Understand the term organizational behavior, its nature & importance; appreciate the multidisciplinary nature and its application in the industry.
CO 2	· Describe the evolution of organizational behavior over a period of time by comparing the fundamental features and significance of the different theories of OB.
CO 3	· Understand the sources, different approaches of motivation and theories and thereby setting a clear path to earn the commitment of others.
CO 4	· Analyze individual human behavior in the workplace as influenced by personality, attitudes, and perceptions.
CO 5	· Apply the knowledge of work stress to reduce its impact on individuals and workplace.

Course Name: Quantitative Methods- I

Course Code: MB 105

Course Outcomes :

CO 1	· Ability to write a management decision problem and a marketing research problem, and discuss the differences between them and also clearly articulates the value in conducting & defining the research
CO 2	· Ability Plan, conducts, and interprets the market research to create a strategy for increasing survey response rates.
CO 3	· Ability to differentiate between situations that call for surveys and situations that call for observational research to create and conduct a small survey, applying a wide range of survey, scale, and
CO 4	· Ability to adopt the best sampling technique for different situations and defend that recommendation..
CO 5	· Ability to use the basic statistical tools for the analysis of data, and summarize the results in clear language for preparing market research report.

Course Name: Fundamentals of Accounting

Course Code: MB 106

Course Outcomes:

CO 1	· Understand the basic concepts and terminology used in Accounting and basic concepts of Financial Statements.
CO 2	· Calculate the Value of Fixed assets using various methods and basic concepts of Cost Accounting .
CO 3	· Understand the basic concepts of Depreciation – Methods – Accounting and its Importance.
CO 4	· Understand the basic concepts of Sale of Goods ,Royalties and Dividends and Uncertainties on Revenue Recognition.
CO 5	· Understand the basic concepts of Provisions – Doubtful Debt and Bad Debt and basic concepts of Elements of Cost

Course Name: Indian Social Structure and Values & Ethics

Course Code: MB 107

Course Outcome:

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CO 1	· Understand the basic structure of the Indian Society and importance of ethics and values in life and society.
CO 2	· To identify with a solid organizational foundation based on the understanding above concepts
CO 3	· Students will demonstrate understanding of the ethical principles in general or in application of specialized knowledge, results of research, creative expression, or design processes.
CO 4	· Students will demonstrate an ability to recognize, articulate, and apply ethical principles in various academic, professional, social, or personal contexts.
CO 5	· By the end of the course student should be able to understand the importance of ethics and values in life, society, business.

Course Name: Business Law

Course Code: MB 108

Course Outcomes:

CO 1	· Know the basic legal concepts and get familiar with the terminologies used in business law.
CO 2	· Understand the fundamental legal principles behind contractual agreements, sales and goods act, negotiable instrument act.
CO 3	· Understand the legal aspects of company law & consumer protection act.
CO 4	· Apply basic legal knowledge to business transactions.
CO 5	· Evaluate the business law in defining corporate governance.
CO 6	· Communicate effectively using standard business & legal terminology.

Course Name: Business Economics II

Course Code: MB 201

Course Outcomes:

CO 1	· Know & remember the fundamental economic concepts, common terms, methods and procedures in Macro level in application to a nation's or industry's perspective.
CO 2	· Understanding & interpreting principles, core concepts and various macro-economic theories of National Income, Fiscal & Monetary policies, Inflation, Unemployment and related numeric data beyond
CO 3	· Apply laws and macro-economic models/theories like AD/AS to practical economic situations together with solving relevant mathematical problems involved in drawing interrelationships among
CO 4	· Using contemporary statistics of employment & national income, banking & monetary system, and students will be able to <i>prepare</i> the economy in quantitative terms and deduce the role of money, credit,
CO 5	· Relate the basic economic theory and principles to current macroeconomic issues and evaluate related public policy and <i>compile</i> a relevant model and use such analytical tools in addressing a key

Course Name: Organizational Behavior

Course Code: MB 202

Course Outcomes

CO 1	· Understand the different types of organization structure and the impact of strategy, size, technology and environment on the organization structure.
CO 2	· Apply the knowledge of group dynamics and demonstrate skills required for working in groups (team building).

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CO 3	· Analyze the roles, skills and leadership styles as it relates to influencing and managing behavior in the organization systems.
CO 4	· Identify the processes used in developing communication and resolving conflicts.
CO 5	· Create positive change in organizations by understanding key factors in implementing change and uncovering the transitions people experience when faced with it

Course Name: Quantitative Methods-II

Course Code: MB 203

Course Outcomes

CO 1	· Understand the basic concepts and terminology used in Statistics.
CO 2	· Understand different techniques of Statistics that can be used by the Managers.
CO 3	· Analyze how the different statistical tools can be applied for decision making purpose.
CO 4	· Apply the most efficient technique(s) which can yield the maximum benefit for the managers under a given situation.
CO 5	· Evaluate the different techniques applied in different situations and get acquainted with modern Social science software like SPSS, Advanced Excel etc.

Course Name: Production & Operations Management

Course Code: MB 204

Course Outcomes:

CO 1	· Define & state the fundamental concepts, common terms, methods and procedures in 'production/operations' and 'production/operations management'
CO 2	· Identify the various process characteristics, tools, techniques & how they support operations strategy through cases and project work and also outline the roles and responsibilities of operations managers in different organizational contexts.
CO 3	· Apply the 'transformation model' to identify the inputs, transformation processes and outputs of an organization & demonstrate the tasks, tools and underlying principles of production & operations management in the manufacturing and service sectors to improve organizational performance.
CO 4	· Analyze the processes, tools and principles of production/operations management to better understand the production planning & control tactics and recognize its interfaces with other functional areas within the organization and with its external environment.
CO 5	· Develop & appraise the project scheduling, inventory & quality control aspects in manufacturing and service sector to improve the operational performance.

Course Name: Management Information system-II

Course Code: MB 205

Course Outcomes:

CO 1	· Understand the basic concepts and terminology used in MIS
CO 2	· Understand the appropriate models of functional software of MIS that can be used by the Managers

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CO 3	· Understand how the Enterprise Resource Planning tools in an organization can be ensured through proper Information System approach
CO 4	· Apply the Software like Supply Chain, Customer Relation approach which can yield maximum benefit for the managers as well as the organization in this e-age
CO 5	· Understand how the modern software like DBMS, DATA MINING, DATA WAREHOUSE etc. can be applied to achieve the maximum benefits for the manager as well as the organization

Course Name: Human Resource Management-II

Course Code: MB 206

Course Outcomes

CO 1	· Understand the basic concepts and terminology used in HRM.
CO 2	· Understand the different steps of planning process (w.r.to an organization) that can be used by the Managers.
CO 3	· Understand how to procure, develop and assess the HR in an organization to get the best result by utilizing these resource.
CO 4	· Understand how to compensate HR, considering the industry practices and the legal aspects in an organization to retain the human asset.
CO 5	· Understand how to maintain harmonious working environment in the organization considering the legal and other influencing factors.
CO 6	· Understand what are the innovative ideas related to best practices of HR influencing the modern concepts in today's changing world

Course Name: Financial Management-II

Course Code: MB 207

Course Outcomes:

CO 1	· Understand the basic concepts of Time Value of Money : Simple and Compound Interest Rates and basic concepts of Cash Management .
CO 2	· Calculate the meaning of Valuation of Securities using various methods.
CO 3	· Understand the basic concepts of The Capital Asset Pricing Model (CAPM) and concepts of Capital Budgeting Concept & Process.
CO 4	· Understand the basic concepts of Cost of Capital and Factors affecting Cost of Capital.
CO 5	· Understand the basic concepts of Working Capital Management and basic concepts of Accounts Receivable Management

Course Name: Marketing Management

Course Code: MB 208

Course Outcomes:

CO 1	· Upon successful completion of this course, the students will acquire: Content-related, Cognitive and Application-related learning Marketing to identify core concepts of marketing and the role of marketing
CO 2	· Ability to communicate the unique marketing mixes and selling propositions for specific product offerings and also to construct written sales plans and a professional interactive oral sales presentation.

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CO 3	· Ability to develop marketing strategies based on product, price, place and promotion objectives. , they will understand segmentation, target marketing, positioning and basic strategies in developing a marketing mix
CO 4	· Ability to identify and analyze marketing problems; develop creative solutions to address them and articulate reasons for choosing various solutions. They will develop skills to make sound assumptions in dealing with uncertainties and also enable them to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
CO 5	· Ability to apply knowledge and skills to real-world experiences in an internship and effective oral presentations to persuade a target audience. Finally, they will be able to develop a coherent marketing plan to provide sound rationale strategies to analyze marketing problems and provide solutions based on a critical examination of marketing information

Course Name: Management Accounting

Course Code: MB301

Course Outcomes:

CO 1	· Describe the concepts & theories underlying management accounting.
CO 2	· Apply different approaches to financial statement analysis to analyse the financial strength of an enterprise and communicate financial information to the different interested parties.
CO 3	· Carry out C-V-P analysis, profit planning, variance analysis and prepare various budgets which reflect the managerial plans and policies to achieve business goals and objectives.
CO 4	· Compare the cost and benefits of accepting an order at a special price, make or buy decision, sell or process materials further and retain or replace equipment.
CO 5	· Evaluate the financial decision & its implication for the share holder & the company

Course Name: Operations Research

Course Code: MB302

Course Outcomes:

CO 1	· Describe the Linear Programming problems, Integer Programming problem and Goal Programming to determine the nature of the solutions.
CO 2	· Identify and solve the Transportation, Transshipment and Assignment problems.
CO 3	· Explain the theory of Decision analysis , Markov analysis, Simulation Models.
CO 4	· Discuss the model of queuing theory to study the discipline of arrival/ departure of customers.

Course Name: Project Work & Viva Voce

Course Code: MB303

Course Outcomes:

CO 1	· Practical industry knowledge will give in-depth understanding of the concept through by doing, exercising and experiencing it and also helps to understand what is corporate life and how a management graduate need to sustain at work place along with required skills
CO2	· This access results in opportunities to consult with real-world companies on real-world challenges, building relationships that can result in lasting connections with successful organizations that our students continue to benefit from after graduation.

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Course Name: Corporate Taxation and Tax Planning

Course Code: FM 301

Course Outcomes:

CO 1	· Understand the basic concepts of Residential Status & Tax Incidence of Individual & Corporate.
CO 2	· Understand the basic concepts of Income Exempted from Tax of Individual & Corporate.
CO 3	· Understand the basic concepts of Income from Salaries and Income from Capital Gains.
CO 4	· Understand the basic concepts of Income from House Property and Income from Other sources ,
CO 5	· Understand the basic concepts of Income from Profits & Gains from Business or Profession and concepts of Central Sales Tax Act ,

Course Name: Corporate Finance

Course Code: FM 302

Course Outcomes:

CO 1	· Understand the corporate finance decisions in the light of agency problems and conflict of interest among corporations' stakeholders.
CO 2	· Analyze firms' cash flow estimates and investment proposals under risk and uncertainty
CO 3	· Identify the basic instruments of corporate funding and have an elementary understanding of the issues underlying capital structure theory and practice.
CO 4	· Examine and discuss the key issues related to dividend policy and their implications for the value of the firm.
CO 5	· Evaluate the reasons behind mergers and acquisitions and their welfare implications.

Course Name: Security analysis & Portfolio Management

Course Code: FM303

Course Outcomes:

CO 1	· Describe the functioning of stock market in India.
CO 2	· Understand characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.
CO 3	· Use diversification in holding a portfolio of assets
CO 4	· apply different valuation models to evaluate fixed income securities, stocks and use different derivative securities to manage their investment risks
CO 5	· Measure the portfolio performance and select an appropriate asset allocation mix based on time horizon & risk tolerance.

Course Name: Sales and Distribution Management

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Course Code: MM301

Course Outcomes:

CO 1	· Understand the nuances of sales force and channel management. Course participants should be able to understand & appreciate the diverse variables affecting the sales & distribution function
CO 2	· Course participants should be able to link sales distribution with other marketing variables
CO 3	· Course participants should be able to develop sales and distribution plans
CO 4	· Should be able to Provide clear cut views on the avenues for successful conduct of crucial channels that engage with ultimate consumers
CO 5	· Should be able to appreciate and internalize latest developments in the arena of sales and distribution e.g. digital marketing and its impact on sales & distribution

Course Name: Advertising & Sales Promotion

Course Code: MM302

Course Outcomes:

CO 1	· Analyze the expanding environment of media and communication techniques.
CO 2	· Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns.
CO 3	· Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program
CO 4	· Develop creative strategies for advertising.
CO 5	· Plan media strategy, scheduling, and vehicle selection.
CO 6	· Assess strategic uses of sales promotions.

Course Name: Marketing Research

Course Code: MM303

Course Outcomes:

CO 1	· Ability to write a management decision problem and a marketing research problem, and discuss the differences between them and also clearly articulates the value in conducting & defining the research
CO 2	· Ability Plan, conducts, and interprets the market research to create a strategy for increasing survey response rates.
CO 3	· Ability to differentiate between situations that call for surveys and situations that call for observational research to create and conduct a small survey, applying a wide range of survey, scale, and
CO 4	· Ability to adopt the best sampling technique for different situations and defend that recommendation.
CO 5	· Ability to use the basic statistical tools for the analysis of data, and summarize the results in clear language for preparing market research report.

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Course Name: Employment and Compensation Administration

Course Code: HR301

Course Outcomes

CO 1	· Understand the basic concepts and terminology used in employment and compensation related issues.
CO 2	· Understand the different employment rules and regulations, reservation rules that the Managers need to consider while framing the policies.
CO 3	· Understand how to use new employment practices along with contract employees in the new Industrial era.
CO 4	· Understand how to use the techniques used in computing compensation along with fixing wage and salary for the existing HR.
CO 5	· Understanding the changing situation relating to productivity, incentive and new concepts of bonus in changing scenario.
CO 6	· Understand what are the techniques used to give different types of benefits to retain the prospective employee in the organization.

Course Name: Human Resource Planning

Course Code: HR302

Course Outcome:

CO 1	· Develop strategies to integrate human resources planning with the strategic initiatives of the organization
CO 2	· Forecast staffing needs based on demand and supply issues
CO 3	· Evaluate the role that HRM systems play in facilitating the human resource planning process
CO 4	· Identify and analyze the emerging issues affecting strategic human resources planning

Course Name: Labour Laws

Course Code: HR303

Course Outcomes:

CO 1	· Know the development of Labour Laws in India
CO 2	· Understand the health & safety provisions and working conditions of the employees working in various establishments (factories, mines, shops, plantations).
CO 3	· Compute the remuneration of employees under various Acts applicable in India. (E.g. Minimum Wages Act, Equal remuneration Act etc)
CO 4	· Analyze the different laws relating to maintenance of cordial industrial relation between employee and employer.
CO 5	Evaluate the laws related with employees' social security

Course Name: System Analysis & Design

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Course Code: SM302

Course Outcomes:

CO 1	· Understand the basic concepts and terminology used in System Analysis & Design
CO 2	· Understand the appropriate input documents and techniques like Data Flow Diagram, Data Dictionary etc which can be used efficiently by the analysts at the time of developing Information
CO 3	· Apply the best practices for the Database Management System, Processing and Reporting of Output Documents through SAD approach.
CO 4	· Understand how the Quality and Security related issues can be ensured for Information systems in this e-age.
CO 5	· Understand the criteria those will be considered for Vendor Selection, Software development and various Tests required for accreditation of Software

Course Name: Project Management & Entrepreneurship Development

Course Code: MB 401

Course Outcomes:

CO 1	· Manage the selection and initiation of individual projects and of portfolios of projects in the enterprise.
CO 2	· Conduct project planning activities that accurately forecast project costs, timelines, and quality. Implement processes for successful resource, communication, and risk and change management.
CO 3	· Demonstrate effective project execution and control techniques that result in successful projects.
CO 4	· Conduct project closure activities and obtain formal project acceptance.
CO 5	· Demonstrate a strong working knowledge of ethics and professional responsibility.
CO 6	· Demonstrate effective organizational leadership and change skills for managing projects, project teams, and stakeholders

Course Name: Strategic Management

Course Code: MB 402

Course Outcomes:

CO 1	· Critically analyse the internal and external environments in which businesses operate and assess their significance for strategic planning.
CO 2	· Apply understanding for the theories, concepts and tools that support strategic management in organizations.
CO 3	· Individually and collaboratively evaluate and synthesise information and existing knowledge from numerous sources and experiences.
CO 4	· Apply appropriate tools, theories and concepts to analyse strategic issues in organizations and to develop strategies for implementation.
CO 5	· Participate constructively in team situations to complete shared tasks and meet agreed deadlines.

Course Name: Comprehensive Viva-voce

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Course Code: MB 403

Course Outcome

CO 1	· Test the student's learning and understanding during the course of their post graduate programme.
CO 2	· To prepare the students to face interview both at the academic and the industrial sector.
CO 3	· To evaluate overall managerial knowledge and industry readiness.
CO 4	· To go under a virtual environment of technical interview for management cadre.
CO 5	· To analyze various application of management science in real life business decision & problem solving.

Course Name: International Marketing

Course Code: MM 404

Course Outcome:

CO 1	· Define the basic international marketing theories and concepts to understand the international environment & state the similarities/differences across cross-cultural markets and their marketing
CO 2	· Describe the strategies and tactics that can lead to successful international marketing.
CO 3	given those environmental constraints & illustrate international marketing effort related to market entry and marketing mix strategies.
CO 4	· Demonstrate an appreciation for designing and managing in international marketing programs in consumer markets and interpret typical management decisions and problems faced, highlighting those peculiar to the international arena.
CO 5	· Analyse data, information, and evidence related to international business opportunities and threats relevant in the current world & evaluate the environmental variables that influence international marketing.

Course Name: Services Marketing

Course Code: MM 405

Course Outcome:

CO 1	· Ability to apply the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people customer relationship marketing (CRM), including retention strategies, creates an environment that achieves excellence in customer service.
CO 2	· Ability to design service quality measurements to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.
CO 3	· Explain service blueprinting, the integration of new technologies, and other key issues facing today's customer service providers and service managers. And also to prepare a services audit plan for a service firm.
CO 4	· Discuss the influences of the multicultural marketplace, business ethics, and socially responsible marketing on services marketing.
CO 5	· Integrate course concepts into individual performance to become better customer service representatives in the service environment.

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Course Name: Financial Institute and Markets

Course Code: FM 404

Course Outcome:

CO 1	· Understand the basic concepts of Indian Financial System and Regulation of Commercial Banks.
CO 2	· Understand the basic concepts of Money Market and Capital Market and changing scenario of the Indian Insurance Sector.
CO 3	· Understand the basic concepts of New Issues Market and Stock Exchange and Trends in Indian Mutual Fund Market .
CO 4	· Understand the basic concepts of Secondary Market and Leasing & Hire Purchase Finance.
CO 5	· Understand the basic concepts of Securities And Exchange Board of India and its function.

Course Name: International Finance

Course Code: FM 405

Course Outcome:

CO 1	· Understand the mechanism of foreign exchange market as well as how exchange rates are quoted.
CO 2	· Assess historical and contemporary international financial systems, and compare their relevance to markets.
CO 3	· Identify the nature of foreign exchange risk & types of foreign exchange exposure.
CO 4	· Apply the various techniques of exposure management to hedge foreign exchange risk.
CO 5	· Determine how capital flows to international markets and how internationalization of markets drives portfolio construction.

Course Name: Derivatives & Risk Management

Course Code: FM 406

Course Outcome:

CO 1	· Understand the basic types of derivatives and the economic roles they play in the financial markets.
CO 2	· Evaluate the price & the value of forward (futures) contracts and estimate the fair value of an option contract using the binomial option pricing model and the Black-Scholes-Merton option pricing
CO 3	· Analysis of payoffs and strategies involved in trading derivative instruments and combinations of derivatives
CO 4	· Establish critical thinking, analytical and problem solving skills in the context of derivatives pricing and hedging practice.

Course Name: Industrial Relations

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Course Code: HR404

Course Outcomes:

CO 1	· Demonstrate descriptive knowledge of the field of industrial relations.
CO 2	· Apply the essential concepts of industrial relations and their interrelationship at the personal, organisational and national levels.
CO 3	· Recognize and consider the social, historical and equity issues within industrial relations.
CO 4	· Investigate solutions to industrial relations problems based on research and assessment of current practices.
CO 5	· Communicate the knowledge of industrial relations in both written and verbal formats reactive to both audience and purpose.

Course Name: Organisational Development

Course Code: HR405

Course Outcomes

CO 1	· Understand, analyse and critically evaluate the historical and theoretical basis of organisation design and development and their context in terms of value and contribution to organisational life.
CO 2	· Understand, analyse and critically evaluate the available design options regarding structures and relationships. Organisation structures; formal and informal organisations; types of organisation structure.
CO 3	· Understand, analyse and critically evaluate the processes and systems that need to be in place to maintain such structures and relationships and evaluation of same.
CO 4	· The application of job descriptions and role profiles; the formal and informal structure of working relationships.
CO 5	· Understand, analyse and critically evaluate possible change management strategies and activities, through the application of organisation development strategies, which might support organisation design and realignment outcomes.

Course Name: Human Resource Development

Course Code: HR 406

Course Outcome:

CO 1	· Understand the basic concepts and terminology used in human resource development.
CO 2	· Understand the different strategies in relation to organization, team and individual development.
CO 3	· Understand how to use different training tools to develop the individual within an organizational structure and evaluate them.
CO 4	· Understand how to use different non-training tools to enhance the individual skills and knowledge.
CO 5	· Understand how to plan , measure and use competency mapping for better human resource development

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Course Name: E-Business

Course Code: SM405

Course Outcome:

CO 1	· Understand the basic concepts and terminology used in Electronic Commerce/ Business.
CO 2	· Understand the different models of E-Business on the basis of Revenue which can be used efficiently by the managers at the time of E-Business deals.
CO 3	· Apply the best practices for E-Strategy, E-Payment and E-Marketing mechanism.
CO 4	· Evaluate the Quality and Security related issues which can be ensured for E-Business in this e-age.
CO 5	· Understand how the E-Business is dominating the current trade today and the real life applications of EDI, ERP, M-Commerce etc.


Director
Siliguri Institute of Technology