MBA-Y18   MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES (POs) and PROGRAM SPECIFIC OUTCOMES (PSOs)

S NO	Course Code	Course Title	CO.NO	Description of the Course Outcome	Program Outcomes							PSO	
					1	2	3	4	5	6	7	1	2
1	17MB51CO	Quantitative Methods	1	Identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.	1								
			2	Translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving	1					3			
			3	Employ appropriate mathematical tools to solve problems						3			
			4	Calculate and interpret numerous statistical values and appreciate their value to the business Manager.						3			
2	17MB51C1	Indian Business Environment	1	Outline various components of Business Environment,		3						1	
			2	Recognize, distinguish, paraphrase, and explain the impact of business environment on business activities		3							
			3	Apply the knowledge to analyze the current situations and take prudent decisions,			3						
			4	Identify, distinguish and present the various facts and uniqueness of the any component of the business environment			3						
3	17MB51C2	Manageria l Economics	1	Apply the intuition for analyzing economic problems from a managerial perspective in an organizational & business context.			2	3				1	
			2	Analyze the theory of demand ,forecast an estimation of demand for managerial decision making			2						
			3	Analyze different types of competition that exist in external environment				3					
			4	Analyze the Macro Economic Environment of the organization				3					
4	17MB51C3	Financial and Management Accounting	1	To understand the accounting process in business	3								
			2	To gain a knowledge on application of concepts and principles in preparing						3			
			3	To evaluate the tactical decisions of middle level managers relating to cost and management accounting	1								
			4	To analyze the financial statements and evaluate the decisions for better investment.						3			

#	Code	Course	CO	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12
5	17MB51C4	Marketing Management	1	Apply key marketing concepts, theories and techniques for analyzing a variety of marketing situations.	3									1		
			2	Implement marketing planning for STP, product related strategies								3				
			3	Impart the implications for marketing strategy determination and implementation of price, distribution and promotion.	2											
			4	Apply conceptual frameworks of advance marketing								3				2
6	17MB51C5	Organizational Behavior	1	Ability to manage people with an understanding of Individual behavior.				2								
			2	Ability to manage groups with an understanding of the Group behavior and leadership.							3					
			3	Ability to motivate and in competitive business environment.						2	3					
			4	Ability to perceive organizational culture and implement organization Change and Development interventions							3					
7	17ES120	Information Systems	1	Understand the key terms, definitions, and concepts of Information Systems			1									2
			2	Analyze the role of IS in organizations.			1									
			3	Evaluate the IS structures and types.									3			
			4	Design the IS tools using MS Excel and Access for basic data management in organizations.									3			
8	17MB52C0	Human Resource Management	1	Integrated perspective on role of HRM in modern business				2								2
			2	Ability to plan human resources and implement techniques of job design								3				
			3	Competency to recruit, train, and appraise the performance of employees								3				
			4	Rational design of compensation and salary administration and ability to handle employee issues						2		3				
9	17MB52C1	Financial Managem ent	1	To gain a knowledge on availability of various sources of finance and markets for raising of funds.	2											
			2	To evaluate the long term and short term investment decisions	2						3					
			3	To Evaluate the financing decisions by using different techniques of valuation.							3					
			4	To evaluate the dividend Decisions in relation to wealth maximization.							3					
	17MB51C5		1	Understand and independently apply the research process to business problems										2		

S.No	Code	Course	CO	Course Outcome	1	2	3	4	5	6	7	8	9
10	17MB52C2	Business Research Methodology	2	Evaluate different statistical methods that are applicable to specific research problems.							2		
			3	Take data driven business decisions.			3						
			4	Analyze organizational data using software packages			3						
11	17MB52C3	Introduction to Business Analytics	1	Apply quantitative modeling and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques.				2					
			2	Apply ethical practices in everyday business activities and make well-reasoned ethical business and data management decisions				2					
			3	Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.							g		
			4	Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.							g		
12	17MB52C4	Operations Management	1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools	1			2					
			2	Establish methods for maximizing productivity and understand the purpose of setting andattaining high levels of throughput, quality, and customer service	1			2					
			3	Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems						3			
			4	Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations.					2	3			
13	17MB52C5	Business Legislation	1	Apply core concepts in the legal structure of business.			1						
			2	The student will be able to interpret the main statutory provisions relevant to the business organization.			1						
			3	The student will be able to identify and explain the legal issues arising in some of the main day to day dealings of the business organization and provide advice or remedy for those issues.						3			
			4	The student will be able to provide advice or remedy for those legal issues.						3			
			1	Make basic use of Enterprise software, and its role in integrating business functions		1							1

#	Code	Course	CO	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12
14	17MB52C6	Enterprise Resource Planning	2	Analyze the strategic options for ERP identification and adoption		1										
			3	Design the ERP implementation strategies.										2		
			4	Create reengineered business processes for successful ERP implementation		1								2		
15	17MB51K7	Business Communication	1	Write effective drafts for self improvement.	1										1	
			2	Prepare effective reports and proposals that help individual development.	1					3						
			3	Develop professional behaviors in work contexts.						3						
			4	Perceive organizational culture and accommodate himself/herself in different cultural contexts						3						
16	17MB61C0	Strategic Management	1	Understand the concepts, components and levels of strategic management	1	2									1	
			2	Have proficiency in competitive strategies in different types of types of industries.	1	2										
			3	Have proficiency in forms of corporate restructuring, mergers				3								
			4	Become an expert in solving the challenges of e-business strategy.			2	3								
17	18HS113	Soft Skills for Managers	1	Participate in the campus selection process with special focus on aptitude and GD.	1											
			2	Prepare himself/herself for the campus Interviews.	1					3						
			3	Develop professional behaviour for entry into the professional world.						3						
			4	Think logically and solve problems in professional life.						3						
18	18MB 62 C3	International Business Environment	1	Analyze international factors that affect business decisions.			1	2							1	
			2	Practice regional economic integration and political integration.			1									
			3	Analyse issues involved in managing International finance and HR					2							
			4	Evaluate Cognitive knowledge of global issues, to internationalise business					2							
19	17MB 62 C1	Business Ethics & Corporate Governance	1	Gain knowledge about differences between ethics and morals, various ethical theories.								3				
			2	Have proficiency about the definition, objectives, natures and sources of ethics.								3				
			3	Have adequate knowledge in ethical issues in corporate governance, the problems of whistle blowing.								3				

#	Code	Course	CO	Course Outcome								
			4	Become an expert in ethical issues in employer-employee relations, ethical issues in marketing.						3		
20	16MB 62 C2	Entrepreneurship	1	Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development		2				1		
			2	Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas		3						
			3	Construct a well structured business plan by including all the necessary elements of the business plan				2				
			4	Plan a start up by applying the knowledge of sources of finance and the supporting schemes offered by state and central governments and other entrepreneurial development organisations				2				
21	17M B61 M0	Consumer Behaviour	1	Apply concepts used in the study of consumer behavior.			1	2	3	1		
			2	Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision				2	3			
			3	Apply the knowledge of consumer behaviour to analyse the changing consumer perceptions, attitudes, values and lifestyles and overall behaviour					3			
			4	Create better marketing programs and strategies basing on the knowledge of consumer behavior.			1					
22	17M B61 M1	Services Marketing	1	Implement the best practices of the Services Marketing			2			1		
			2	Apply knowledge of Customer Relationship techniques in the corporate world			2					
			3	Analyze, interpret and solve problems in service Recovery.					3			
			4	Perform lifelong learning and professional development to enrich the services marketing strategies.				2	3			

No	Code	Course	CO	Course Outcome	1	2	3	4	5	6	7
23	17M B61 M2	B2B Marketing	1	Implement the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behavior.		2					1
			2	Design strategies and structures to effectively serve the B2B market.		2					
			3	Strategize Buyer seller relationships including channel distribution strategies					3		
			4	Implement product strategies which enables her/he to develop a business marketing plan for a real local company that mainly targets business customers					3		
24	17M B61 M3	International Marketing	1	Assess various foreign markets	1						1
			2	Analyze the impact of cultural, social, political and economic factors on marketing strategies	1						
			3	Determine when to use different market entry and penetration strategies				3			
			4	Examine the different skills and systems required to implement marketing strategies across country borders				3			
25	17M B62 M4	Sales and Distribution Management	1	Understand basic concepts of sales management	1						1
			2	Design and implement the strategies for building sales volume.	1						
			3	Evaluate performance of sales force and develop ability to organize and control sales related activities.						2	
			4	Design distribution network and analyze the performance of channel members.						2	
26	17M B62 M5	Business Analytics in Marketing	1	Understand and analyze customer data.	1	2				3	1
			2	Analyze and interpret marketing data through various methodologies.	1						
			3	Make data-driven managerial decisions.	1	2					
			4	Communicate research findings in the language of decision makers		2					

No.	Code	Subject	CO	Course Outcome												
27	17M B62 M6	Brand Management	1	Describe and identify all the components of Brand Management.	3									1		
			2	Design, implement and evaluate Branding Strategies.	3											
			3	Describe and analyze Brand Portfolio and how it can be built and developed.							2					
			4	Evaluate sources of "Brand equity" as well as outcomes of "Brand equity".							2					
28	17M B62 M7	Customer Relationship Management	1	Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.					2					1		
			2	Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.				1	2							
			3	Implement various technological tools for data mining and also successful implementation of CRM in the Organizations					2							
			4	Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.					2							
29	17MB61F0	Financial Services and Markets	1	Understand features of the current structure and regulation of the Indian financial services sector.	1									1		
			2	Demonstrate an awareness of the variety of financial instruments.	1											
			3	Critically evaluate the role and function of the financial system in reference to the macro economy.							2					
			4	Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry.							2					

No.	Code	Course	CO	Course Outcome	1	2	3	4	5	6	7	8	9	10	11	12
30	17MB61F1	Security Analysis& Portfolio Management	1	Explored to different avenues of investment.	1							2				2
			2	Equipped with the knowledge of security analysis.	1								2			
			3	Apply the concept of portfolio management for the better investment.								2				
			4	Student will be able to invest in less risk and more return securities.									2			
31	17MB61F2	International Financial Management	1	To excel in environment of international finance and its implications on international business.				3	1							
			2	To perform in the functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting.				3								
			3	To apply the techniques of reducing risks and to identify risk management strategies.						1						
			4	To explore the sources of long term finance and design financial strategies and to integrate the global developments with the changing business environment in India.				3	1							
32	17MB61F3	Principles of Taxation	1	Understand the fundamental principles of Income tax	1											
			2	Find various incomes which are exempted from Income tax.	1											
			3	Calculate Residential status and incidence of tax.								3				
			4	Gain Knowledge to compute Income under five heads.								3				
33	17MB62F4	Financial Derivatives	1	Students will be able to analyze the risks in different financial markets.			1	2								2
			2	Acquire the ability to selection of various options and then can apply them to specific markets.			1	2								
			3	The student will be able to strategically manage the financial derivatives.							3					

No	Code	Course	CO	Course Outcome	1	2	3	4	5	6	7	8	9	10	11
			4	The student will be able to analyze various models in order to take wise decisions for improving their wealth			2			3					
34	17MB62F5	Business Analytics in Finance	1	Get better knowledge for implementation of decision trees analytics, cluster analysis and in business organizations.	1	2									2
			2	Equip with required skills to take decisions under Risk and Uncertainty.	1	2									
			3	Perform sensitivity analysis for business growth and coming out with different decision models.			2				3				
			4	Analyzing large scale financial data							3				
35	17MB62F6	Planning and Assessment of Income Tax	1	Learn various provisions of set off and carry forward of losses.			2								
			2	Acquaint with Deductions under Sec 80.			2								
			3	Assess the taxable income of individuals, Partnership firms and Hindu Undivided family.						3					
			4	Apply various principles of tax planning, avoidance and management.						3					
36	17MB62F7	Project Management	1	Understand tools and considerations used in assessing and selecting suitable projects.	1										
			2	Appraise the usefulness of planning, monitoring and control techniques as means of achieving business improvement and change.	1					3					
			3	Evaluate a project to provide cost estimates and to plan the various activities						3					
			4	Develop team building skills required to support successful performance.						3					
37	17M B6 1H	Performance Management System	1	Identifying the elements and describe the purpose of a performance			2								2
			2	Outline the process of designing and implementing a performance management system						3					
			3	Identifying different types of reward systems, performance appraisals, analyzing performance through various measuring tools						3					
			4	Developing and implementing performance consultation.					3	2					2

No.	Code	Course	CO	Course Outcome	C1	C2	C3	C4	C5	C6	C7	C8	C9
38	17M B6 1H1	Training and Development	1	Understand basic concepts associated with learning process, learning theories, training and development;				2					
			2	Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;			3						
			3	Analyze emerging trends in training and development;			3						
			4	Relevance and usefulness of training expertise in the organizational work environment.		2							2
39	17MB61H2	Industrial Relations & Labour Legislation	1	Operate in the changing industrial relations in India		2							
			2	Handle industrial disputes in Indian organizations				3					
			3	Interpret legal aspects of employee compensation				3					
			4	Implement legal aspects of employee benefits		3		2		1			
40	17MB61H3	Leadership in Organizations	1	Capacity to apply leadership in changing business environment									
			2	Equip the learners with skills, tactics, styles for leadership roles			3	2					
			3	Understanding of executing leadership in organizations.			3						
			4	Ability to develop leaders in organizations					3				
41	17MB62H4	Compensation Management (Pre-requisite: Performanc Management Systems)	1	Recognize how pay decisions help the organization achieve a competitive advantage.				3					
			2	Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.			3						2
			3	Demonstrate comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee contributions, 4) organizational benefit systems, and 5) administration issues.					1				
			4	Design rational and contemporary compensation systems in modern organizations.					1				
42	17MB62H5	tegic Human Resiurce Manager	1	Integrate HR with the business strategy		3			1				
			2	Develop competency to enhance employee development	1							1	
			3	Gain rational ability to manage performance strategically	1								
			4	Develop competency to implement global HR practices				3					

No	Code	Course	CO	Outcome								
43	17MB62H6	Human Resource Development(Pre-requisite: Training & Development)	1	Competency to perform HRD functions			3					
			2	Competency to design and implement and evaluate HRD programs	1							2
			3	Competency to be an expert in organizational climate and development	1							
			4	Competency to execute HRD instruments							3	
44	17MB62H7	Business Analytics in HR	1	Gain expertise with HR metrics and analytics.							3	
			2	Improving HR processes by capability planning translated to practice.		3						2
			3	Use of HCM 21 ® Model for enhanced staffing and retention.		3						
			4	Leveraging Human Capital Analytics in organizations.		3		2				
45	17MB62H8	Organizational Change & Development	1	Preparedness to initiate change in organizations							2	
			2	Trained change agents for modern organizations			2					2
			3	Preparedness to implement OD in organizations			1					
			4	Expertise to implement OD interventions							3	
46	17MB61U0	Advanced Analytics with R	1	Compute the regression model for time series data that has correlation within itself.							3	
			2	Optimise business situations where two variables do not move in a linear fashion			1					2
			3	Test hypothesis for experiments involving different treatments			2					
			4	Model continous outcomes that depend on more than one input variable							3	
47	17MB61U1	Business Analytics in Marketing -I	1	To Understand the application of R for Marketing Data							3	
			2	To examine the Product and Sales Performance of a firm			1					2
			3	To Analyze the effectiveness of pricing Strategies adopted by retailers			2					
			4	To Analyze the impact of location, promotion strategies and Other areas of Marketing							3	
48	17MB61U2	Business Analytics in HR -I	1	Evaluate buy in for HR analytics driven solutions and decisions							3	
			2	Drive short, long and medium term results through effective application of analytics			1					2
			3	Develop strong foundational skills in statistics to deliver quality results			2					
			4	Apply analytics maturity model to plan for HR's journey							3	

No	Code	Course	#	Outcome								
49	17MB61U3	Business Analytics in Finance - I	1	To analyze the time series data using R							3	
			2	To predict the stock market movements using Technical Analysis in R				2				2
			3	To Evaluate the decisions by applying portfolio optimization models			1					
			4	To analyze the pricing of fixed income securities using R							3	
50	17MB62U4	Business Forecasting & Econometrics	1	Analyze the various components of time series data							2	
			2	Apply the classical methods of time series forecasting				2				2
			3	Apply Modern Econometric Methods in time series forecasting			1					
			4	Applying forecasting methods on organizational data							3	
51	17MB62U5	Business Analytics in Marketing -II	1	To Understand the application of R for Marketing Data							2	
			2	To examine the Product and Sales Performance of a firm				2				2
			3	To Analyze the effectiveness of pricing Strategies adopted by retailers			1					
			3	To Analyze the impact of location, promotion strategies and Other areas of Marketing.							3	
52	17MB62U6	Business Analytics in HR –II	1	Students will be able to learn what combination of data, technologies, and tools can be used in people management processes to improve organization's performance.							2	
			2	Students will understand how and when hard data is used to make soft-skill decisions about hiring and talent development				2				2
			3	Able to learn skills in company's talent management decisions.			1					
			4	This course in people Analytics is designed to help flourish in their career							3	
53	17MB62U7	Business Analytics in Finance -II	1	forecast the time series data using econometrics models in R							2	
			2	analyze the pricing of derivatives in R	2							2
			3	analyze the pricing of options in R	2							
			4	analyze credit Risk Modelling using Logistic Regression in R						3		
54	17MB61K0	Media Planning	1	Illustrate knowledge about Indian Media and Planning process							3	
			2	Evaluate all the characteristics of Media &Planning				2				2
			3	Apply and Evaluate media strategies and implement them				2				
			4	Make decisions in terms of budgeting and media buying						3		

#	Code	Subject	CO	Course Outcome	1	2	3	4	5	6	7	8	9
55	17MB61K1	Search Engine Optimization	1	Understand the basics of Search Engine Optimization						3			
			2	Understand how to customize search engine for target groups		2							2
			3	Evaluate new keywords for their respective business websites		3							
			4	Evaluate and improve the visibility of websites and increase the website traffic			2						
56	17MB61K2	Affiliate Marketing	1	Understand the principles benefits of affiliate marketing				1					
			2	Identify which types of affiliates are best for a particular business		2							2
			3	Learn how to develop an effective affiliate marketing strategy		3							
			4	Apply a well-planned affiliate marketing program			2						
57	17MB61K3	Social Media Marketing &Analytics	1	Understand the Social Media Marketing in detail				1					
			2	Operate Social Media within the recommended guidelines & regulations		2							2
			3	Use Social Media through content management effectively		3							
			4	Enhance the KPIs and improve campaign performance in a better way			2						
58	17MB62K4	Mobile Marketing	1	Understand & recognize new trends in Mobile Marketing				1					
			2	Create a mobile app for marketing of goods and services				3					2
			3	Enhance the awareness about the relevant laws and guidelines, including privacy and data protection				2					
			4	Design different loyalty programs and prepare suitable strategies						3			
59	17MB62K5	E-Mail & Content Marketing	1	Recognize new trends in email and content marketing						3			
			2	Equip students with the data base building skills	1								2
			3	Use different types of writings for different media's	2								
			4	Enhance their writing and storytelling skills				3					
60	17MB62K6	E Commerce	1	Recognize the impact of internet in business operations				3					
			2	Identity challenges in managing business operations on daily basis		2							2
			3	Make students equip with the appropriate skill set to perform business activities effectively		3							
			4	Overcome risks associated with payments and aware of the privacy issues					1				
			1	Understand the growing importance of communication in corportes		2							2
			2	Contribute to the planning of PR & Corporate communication		3							

S.No	Code	Course	CO	Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
61	17MB62K7	Digital PR & Corporate Commmunication	3	Identify the current emerging tools and techniques in PR & Corporate communication				1						
			4	Enhance the skills in terms of engaging different stake holder together			3							
62	17MB61R0	Overview of Retailing	1	Excel in the functions of a retailer. Student will be aware of the role of a retailer in global economy, career opportunities in retail, retail theories and various retail formats.	2					1	1			
			2	Gain practical expertise in designing of retail marketing strategies including Retail communication mix and pricing strategies. Further he/she can able to understand role of consumer in retail environment and various factors influencing consumer behavior. Identify consumer motivations, shopping behaviors, loyalty programs and decision processes for a retail consumer and accordingly designing strategies to give a robust experience to consumers	2									
			3	Apply HR programs and identify initiatives to improve operations and Employee retentions						1				
			4	Understand measures of financial performance including strategic profit model						1				
63	17MB62R1	Management of Retail Operations	1	Design the factors influencing store location and location strategies including store layout and space planning.	2	1								2
			2	Understand store environment, the roles and responsibilities of a store manager and build strategies to enhance the store loyalty.	2									
			3	Source, plan and procure merchandise for a retail organization and also able to design suitable promotion mix strategies for a Retail store.		1								
			4	Implement trends and practices of supply chain management in retail.	2									
64	17MB61B0	Overview of Banking	1	Understand the Indian financial Services	1					2	1			
			2	Understand the role of central Bank and commercial banks	3									
			3	Analyse credit appraisal mechanism and regulatory system of Indian banking Industry						2				
			4	Analyse the functioning of various banks						2				
			1	Understand nature of Banking service operations and role of technology in banking				2						2

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65	17MB62B1	Banking Service Operations	2	Analyse e-banking mechanism		2										
			3	Ascertain Service Quality Metrics and CRM Practices						2						
			4	Evaluate risk management strategies						2						
66	17MB62B1	International Logistics Management	1	To understand the concepts Global supply chain	2											1
			2	To analyze the role and components of International Logistics system							1					
			3	Analyze Ocean Transport and Chartering	2											
			4	Evaluate the problems and prospects of Fright Stations	2											
67	17MB61T0	Export, Import Documentation &Insurance	1	Understand the process of documentation in International business	1						1					
			2	Evaluate the basic documents required for export and import	1											
			3	Understand the insurance procedure for export and import				2			1					
			4	Analyze the challenges of documentation and insurance for international Business Organizations				2								
68	17MB62T1	Overview of Healthcare Management	1	Understand basics of Healthcare Sector	1									1		
			2	Analyze the role of clinical and diagnostic services	1											
			3	Evaluate the impact of hospital operations management						3						
			4	Evaluate the components and process of maintaining medical records						3						
69	17MB61D0	Management of Healthcare Operations	1	Implement the best practices of the health careServices						3						2
			2	Apply knowledge of financial management techniques in the corporate hospitals						3						
			3	Analyze, interpret and solve HR related issues in the hospitals						3						
			4	Perform lifelong learning and professional development to enrich the professionalism by learning production functions and store management functions						3						
70	17MB62D1	Overview of Digital Marketing	1	Apply Key Email Marketing Concepts	1									2	1	
			2	Assess the benefits of Digital Display	1											
			3	Understand Key concepts of Social Media				1								
			4	Analyze the components of Social Media	1									2		
71	17MB61M0	Advanced Digital Marketing	1	Outline the key concepts of digital marketing									1			2
			2	Apply the SEO to a website									1			
			3	Use the key PPC concepts to draw visitors to a business's websites										2		

#	Code	Course	CO	Course Outcome										
			4	Use Campaign Management to manage the marketing concepts								2		
72	17MB62M1	Overview of Agriculture & Rural Sectors in India	1	Understand and explain the concepts of agriculture and rural sector.	1								1	
			2	Evaluate the contribution of Agriculture and Rural sectors for the development of Indian economy	1									
			3	Apply the knowledge of developmental theories to discuss the degree of development					2					
			4	Identify the determinants of rural development in India					2					
73	17MB61G0	Management of Agricultural & Rural Development in India	1	Understand and explain the important areas of management for the develo	1									2
			2	Understand and explain the important areas of management for the develo	1									
			3	Apply the knowledge of managerial function like planning, organizing, controlling to discuss the management model for the development of agriculture and rural sector			2							
			4	Evaluate the role of Government in Agriculture and Rural development			2							
74	17MB62G1	Pharmaceutical Marketing Management	1	Apply key marketing concepts, theories and techniques for analysing a variety of marketing situations in pharmaceutical Industry	2						1			
			2	Implement marketing planning for STP, product related strategie for Pharmaceutical products	2									
			3	Impart the implications for marketing strategy determination and implementation of price, distribution and promotion						1				
75	17MB61P0	Advanced Pharmaceutical Marketing Management	1	Apply advanced marketing practices to physicians in pharmaceutical industry.	2						1			2
			2	Apply advanced marketing practices to Patients in pharmaceutical industry	2									
			3	Identify the demand for pharmaceutical products based on marketing research						1				
			4	productbecome an expert Ethical considerations in the marketing of pharmaceutical Products						1				
76	17MB62P1	Overview of Business	1	Apply quantitative modeling and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques	1	1						1		
			2	Apply advanced marketing practices to Patients in pharmaceutical industry	1	1								

No	Code	Course	CO	Course Outcome										
76	17MB021 1	Analytics	3	Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.							2			
			4	Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.	1						2			
77	17MB61A0	Advanced Business Analytics	1	Compute the regression model for time series data that has correlation within itself.	1	1							2	
			2	Optimise business situations where two variables do not move in a linear fashion.	1									
			3	Test hypothesis for experiments involving different treatments		1			3				
			4	Group data points dynamically based on the similarities among the members of each group						3			