

MBA-Y19 MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES (POs) and PROGRAM SPECIFIC OUTCOMES (PSOs)														
S.NO	COURSE CODE	COURSE TITLE	CO NO.	Course Outcomes	PROGRAM							PSO		
					1	2	3	4	5	6	7	1	2	
1	19HS114	Soft Skills for Managers I	1	Participate in the campus selection process with special focus on aptitude and GD.		3	3							
			2	Prepare himself/herself for the campus Interviews.		3	1							
			3	Develop professional behaviours for entry into the professional world.		3	2							
			4	Think logically and solve problems in professional life.		3	2							
2	19HS115	Soft Skills for Managers II	1	Able to assess oneself.		3	3							
			2	Able to solve problems using basic aptitude skills.		3	1							
			3	Think logically and be able to overcome challenges in professional life.		3	2							
			4	Develop professional behaviors for entry into the professional world.		3	2							
3	19MB51K7	Business Communication Skills	1	Able to understand the significance of effective communication	1	1			3					
			2	Able to be an effective public speaker										
			3	Be professional in business writing skills										
			4	Be prepared to face job interviews										
4	19MB51C0	Quantitative Methods	1	Identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.	3									
			2	Translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving	3									
			3	Employ R Programming software to solve problems	3				2					
5	19MB52C1	Introduction to Business Analytics & R Programming	1	Ability to make data driven decisions		1		1						
			2	Using R to input and output data					3	2				
			3	Generating Descriptive Statistical Reports					3	2				
			4	Data Visualization and story telling					2		1			



10	19MB51C4	Marketing Management	1	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment	3								
			2	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing	3	2							
			3	Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution	3	2							
			4	Understand the need for ethics in marketing and the importance of social and green marketing						3			
11	19MB51C5	Financial Management	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	1				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				
12	19MB51C6	Operations Management	1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools	2								
			2	Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput and customer service		2	3						
			3	Optimize the use of resources which include: people, plant, equipment, tools		2	3						
			4	Make the best use of technology to achieve maximum efficiency, especially in the planning and control of operations	1		2						
13	19MB51C7	Human Resource Management	1	Integrated perspective on role of HRM in modern business			2						
			2	Competency to recruit, train, and appraise the performance of employees					2				
			3	Rational design of compensation and salary administration and ability to handle employee issues			1		3				
			4	Ability to understand and interpret emerging trends in HR					3				

14	19MB51C8	Business Environment	1	Outline various components of Business Environment.		2								
			2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.		3								
			3	Understand the role of regional economic integration and political integration.		2								
			4	Apply Cognitive knowledge of global issues, to internationalize business.		3								
15	19MB61C0	Information Systems & ERP	1	Understand Foundational concepts of Information Systems & ERP		3								
			2	Analyze the role of IS & ERP in organizations.		2								
			3	Evaluate the IS structures, Business Models		2								
			4	Evaluate the ERP Implementation Processes and Methodologies		3								
16	19MB62C0	Entrepreneurship & Family Business	1	Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development and Construct a well-structured business plan		3				1				
			2	Understand and explain the concept of family business and managerial implications of family business and family myths		3								
			3	Understand the issues of leadership transition in family business and apply the knowledge of change management in the family business		2								
			4	Understand the schemes and support available for entrepreneurs from the government and institutional support for entrepreneurial development		2								
17	19MB62C1	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.		2								
			3	Have adequate knowledge in ethical issues in corporate governance, the problems of whistle blowing.		2								
			4	Become an expert in ethical issues in employer-employee relations, ethical issues in marketing.		3								

18	19MB62C2	Leadership in Business	1	Capacity to apply leadership in changing business environment			3					2
			2	Equip the learners with skills, tactics, styles for leadership roles			2					
			3	Understanding of executing leadership in organizations			2					
			4	Ability to develop leaders in organizations			3					
19	19MB62C3	Business Law	1	Apply core concepts in the legal structure of business.	3							
			2	The student will be able to interpret the main statutory provisions relevant to the business organization.					3			
			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			
20	19MB62C4	Strategic Management	1	Understand basic concepts Strategic Management	3							2
			2	Learning and developing competitive strategies.			2					
			3	Apply corporate restructuring.					2			
			4	Learning and Understanding business.					2			
21	18MB52M0	Digital and Social Media Marketing	1	To explicate the technology catalysis in delivering value	2							2
			2	To understand the technological importance of SEO	2					3		
			3	To understand online consumer behavior and concept of cyberbranding	2					3		
			4	To gain a knowledge on Mobile marketing						3		
22	18MB52F0	Wealth Management	1	Understand an overview of various aspects related to wealth management	3							2
			2	Explore the relevance and importance of insurance in wealth management			1					
			3	Acquaint the learners with issues related to taxation in wealth management				2				

			4	Understand various components of retirement planning				2					
23	18MB52H0	Organizational Design and Development	1	Understand the concept of Organization Design, its types, structures and design.	3	1							2
			2	Explain various Organizational structures.	2	2							
			3	Examine various interventions strategies	2	3							
			4	Understand various issues pertaining to OD	2	3							
24	18MB52U0	Introduction to Advanced Technologies	1	Able to Understand and apply the DBMS and the associated concepts.	3						3		2
			2	Able to Understand and apply SQL and the associated concepts.	3						3		
			3	Able to Understand and apply the PYTHON and the associated concepts.	3						3		
			4	Application of Integration of Python with SQL for various management situations	3						3		
25	18MB52L0	World Class Manufacturing	1	Understand the importance of technology advancements in transforming organizations as world class hubs	1				3	3			2
			2	Understand various cutting edge technologies and models					3	3			
			3	Comparing Indian manufacturing processes with global processes					3	3			
			4	Understand the implications of WCM as strategy						2			
26	19MB52M1	Product & Brand Management	1	Understand the components of Product Management.	3								1
			2	Design, implement and evaluate Product Iteration		2							
			3	Evaluate Branding Strategies, Brand Portfolio								1	
			4	Evaluate sources of “Brand equity” and Apply branding strategies in different sectors								1	
			1	To study logistics supply chain networks and strategies.	2							1	

27	19MB52M2	Promotion & Distribution Management	2	To understanding of logistics operating areas and their interrelationship	2									
			3	To Understand the importance and implications of a customer-focused logistics strategy.		2	3							
			4	Develop an in-depth understanding of logistics operating areas and their interrelationships		2	3							
28	19MB52M3	Global Marketing	1	Understand the concepts relating to the global market.	1								1	
			2	Learning and applying marketing strategies for global markets			3							
			3	Understand and Applying global marketing decisions.				2						
			4	Infer various management concepts for betterment of global marketing					1					
29	19MB52M4	Advt & Sales Promotion	1	Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media.	2			3					1	
			2	Analyze the design and execution of advertising campaigns				3						
			3	Understand the basic components of sales promotion and apply the sales promotion campaign related decisions	2			3						
			4	Analyzethe emerging trends in sales promotion techniques				3						
30	19MB52M5	Consumer Behaviour	1	Understand concepts used in the study of consumer behavior.				2	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.				2						
31	19MB52M7	Services Marketing	1	Implement the best practices of the Services Marketing	3			2					1	
			2	Apply the marketing mix elements of services for designing proper marketing strategy	3		1							

31	19MB61M7	Services Marketing	3	Analyze the gaps between service provider and consumer and Perform lifelong learning and professional development to enrich the services marketing strategies	2					1			
			4	Analyze, interpret and solve problems in service Recovery	2		2						
32	19MB61M8	Customer relationship Management	1	Understand 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.	1							1	
			2	Analyze CRM practices for competitive advantage of organization		3							
			3	Implement data mining tools and techniques in the organization		2							
			4	Gets the ability to analyze customer relationship management strategies by understanding customers' Preferences for the long-term sustainability of the Organizations.			1						
33	19MB61M9	Rural & Agricultural Marketing	1	Explore the various facets of rural marketing, Understand rural markets potential and develop an insight into rural marketing regarding different concepts and basic practices in this area.	2			1				1	
			2	Understand the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies	2	1							
			3	To adapt the students with the appropriate concepts and techniques in of Rural marketing mix.	2								
			4	Be able to understand the role and importance of communication in Rural and agricultural marketing	2								
34	19MB61M10	Event & Entertainment Management	1	To understand the concept & significance of event tourism and event management	2							1	
			2	To understand the various dimensions of event and entertainment services & their impact	2	2							
			3	To comprehend the linkages of event tourism industry.		2		3					
			4	Apply appropriate strategy for the marketing of event and entertainment services to core levels of customer satisfaction.				3					
			1	Outline the key concepts of digital marketing	2							2	



35	19MB52M6	Digital Marketing	2	Apply the SEO to a website	2				3		
			3	Use the key PPC concepts to draw visitors to a business's websites	2				3		
			4	Use Campaign Management to manage the marketing concepts	2						
36	19MB61M1 1	Sales & Promotion Management	1	Understand basic concepts of sales management	2						
			2	Understand the management sales personnel in selling field and and develop ability to apply and control sales related activities.			2	3			
			3	Understand the basic components of sales promotion and apply the sales promotion campaign related decisions	2		2				
			4	Analyze the techniques of sales promotion			2	3			
37	19MB61M1 2	Logistics & Supply Chain Management	1	The Student gains knowledge on key concepts applied in logistics and supply chain management.	2						
			2	Students will be able to understand the importance of all the supply chain related activities and understand certain concepts such as inbound and outbound logistics, offshore and inshore logistics.	2						
			3	The students can develop analytical skills and critical understanding for planning, designing the operational facilities of supply chain.			2				
			4	The students are equipped with effective application capabilities in understanding the conceptual framework of real business situations around the world.					3		
38	19MB52F1	Financial Markets and Services	1	Understand the role and function of the financial system in reference to the macro economy.				2	1		
			2	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.		2		1			
			3	Evaluate and create strategies to promote financial products and services.				2	3		

			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							
39	19MB52F2	Security Analysis and Portfolio Management	1	Explore different avenues of investment.		3			1				1
			2	Demonstrate with the knowledge of security analysis.		3				1			
			3	Apply the concept of portfolio management for the better investment.			1						
			4	Analyse the Invest in less risk and more return securities.								1	
40	19MB52F3	Behavioural finance	1	To Examine how the insights of behavioral finance theories shed light on the behavior of individual investors	1								1
			2	To examine finance professionals in investment decision- making and corporate financial decision-making.		2							
			3	To explore the possibility to improve investment performance and corporate performance by recognizing the cognitive biases and applying appropriate 'debasing'		2							
			4	To investigate the implications of behavioral finance for the construction of good corporate governance mechanism				2					
41	19MB52F4	Taxation management	1	The student will have complete understanding about set off and carry forward of losses.		2							1
			2	To be more analytical in understanding the assessment of individuals and tax rates.		2							
			3	The student can understand the assessment of partnership firms and Hindu undivided family.		2							
			4	The student can understand the Tax planning and management procedures.		2							
41	19MB61F7	Strategic Financial Management	1	Acquaint the students with concepts of Financial management from strategic perspective		2				3			1
			2	Understand various Techniques and Models of Strategic Financial Management.		2							
			3	Apply the Concepts of Strategic Financial Management to measure the value of firm						2			
			4	Evaluate various cost concepts for business						2			

43	19MB61F8	Financial Derivatives	1	Students will be able to analyze the risks in different financial markets.		3	2					1	
			2	Acquire the ability to selection of various options and then can apply them to specific markets.		3	2						
			3	The student will be able to strategically manage the financial derivatives.					2				
			4	The student will be able to analyze various models in order to take wise decisions for improving their wealth		3			2				
44	19MB61F9	Project Management	1	Understand tools and considerations used in assessing and selecting suitable projects.	1							1	
			2	Analyze the usefulness of planning, monitoring and control techniques as means of achieving business improvement and change.		2	2						
			3	Evaluate a project to provide cost estimates and to plan the various activities		2	2						
			4	Evaluate team building skills required to support successful performance.					1				
45	19MB61F10	Infrastructure Finance	1	Enlighten the students with the concepts of infrastructure finance, Public Private Partnerships etc.	2					1		1	
			2	Familiarise with the financing methods of infrastructure projects, contractual agreements and risk mitigation of projects	2								
			3	Apply the tools of project valuation					2				
			4	Evaluate the project viability					2				
46	19MB61F11	International Financial Management	1	To excel in environment of international finance and its implications on international business.			3	2					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.		2							
			4	To explore the sources of long term finance and design financial strategies and to integrate			3	2					
			1	Understand the role and function of the financial system in reference to the macro economy.	1							1	

47	19MB52F5	Indian Financial System	2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.		2							
			3	Evaluate and understand the strategies to promote financial products and services.						3			
			4	Describe the impact of the financial system, advances and changes in regulations on the structure of the financial firms/industry.					2				
48	19MB52F6	Managing Personal Finance	1	Understand the need for effective financial planning		1							1
			2	Understand various financial tax saving schemes to save money to get tax benefits				2					
			3	Understand the basic concepts of money management, tax planning, consumer credit, housing and other consumer decisions, insurance, investments, retirement planning etc.					2				
			4	Understand savings and investment plans.								1	
49	19MB61F0	wealth management	1	Understand an overview of various aspects related to wealth management		1							1
			2	Explore the relevance and importance of insurance in wealth management				2					
			3	Acquaint the learners with issues related to taxation in wealth management					3				
			4	Understand various components of retirement planning					3				
50	19MB61F12	Financial statement analysis	1	Articulate financial statement analysis and financial reporting		1							1
			2	Solve the financial statement problems			2	1					
			3	Examine the cash inflows and outflows or usage and sources of funds			2		1				
			4	Evaluate and judge the financial statement analysis and financial reporting so that there will not be any scandals or window dressing					1				
51	19MB61F13	Personal Taxation	1	Understand the fundamental principles of Income tax and Calculate Residential status and incidence of tax.		2							1
			2	Develop skill to compute Income from salaries and house property		2	3						
			3	Able to Analyze problems relating to Income from profits and gains from business/profession and capital gains.		2	3						

			4	Evaluate the provisions relating to income from other income, clubbing, and setoff and carried forward provisions and Income from individual and deductions available to person.	2	3							
52	19MB52H1	Talent and Competency Management	1	Understanding the importance of Talent Management in any organization and be ably facing the challenges that may crop up.	1							1	2
			2	Explain various Talent Management strategies that can be successfully implemented for effective accomplishment of set objectives.		2	3						
			3	Extend the knowledge on Talent Management to Competency mapping as well and apply them across scenarios.		2	3						
			4	Relate the learnt concepts on competency to various competency models and thereby ably utilize them in analyzing case studies.			3	1					
53	19MB52H2	Dynamics of Employee Relations	1	Understand the employee relations and its complexities	3	3						1	2
			2	Make use of knowledge to strengthen relations	3	3							
			3	Utilize the knowledge for team building	3	3							
			4	Develop competencies to become effective Relation officer	3	3							
54	19MB52H3	Performance Management & Reward Systems	1	Identifying the purpose of a performance management system		2						1	2
			2	Outline the process of designing and implementing a performance management system		2							
			3	Demonstrating competence in various areas employee compensation and designing and evaluating compensation plan.						2			
			4	Demonstrating knowledge of a variety of pay systems including job and performance based pay; knowledge and skill based pay; team based pay and executive pay.						2			
55	19MB52H4	Labour Legislation	1	Understand the changing Labor legislation in India	2							1	2
			2	Interpret legal aspects of Employee Compensation.		2	3						
			3	Handle Industrial disputes in Indian organizations.		2	3						
			4	Implement legal aspects of employee benefits		2	3						

56	19MB61H7	International Human Resource Management	1	Understanding internationalization of HRM and its future	3							1	2	
			2	Understanding Global HR Practices	3									
			3	Analyzing the policy and practice aspects of International Human Resources					1					
			4	Ability to train and develop global leaders and expatriates			1							
57	19MB61H8	People Analytics	1	Understand the transformation of Business Analytics to People Analytics.	3	1						1	2	
			2	Application of Analytics in Talent acquisition and engagement.	3	2								
			3	Assess Performance management using analytics.	3	2								
			4	Understand the application of big data in people analytics.	3	2								
58	19MB61H9	Organizational Change & Change Management	1	Understand and explain the concept of organization change.	1	2						1	2	
			2	Understanding and explaining the change management process.		2		2						
			3	Analyzing the role of change agents			2	3						
			4	Analyzing the key considerations and issues in a changing future			2	2						
59	19MB61H10	Human Resource Development	1	Understand the HRD function and its challenges	3	3						1	2	
			2	Make use of knowledge to design HRD program	3	3								
			3	Utilize the knowledge for organizational effectiveness	3	3								
			4	Develop competencies to become HRD person	3	3								
60	19MB61H11	Strategic Human Resource Management	1	Ability to integrate HR with the business strategy	1							1	2	
			2	Scientific training of HR Planning practices		2								
			3	Competency to enhance employee development		2								
			4	Rational ability to manage performance strategically and Competency to implement global HR practices		2								

61	19MB52H5	Performance Management	1	Identifying the elements and describe the purpose of a performance management system		2				3		1	2	
			2	Identifying different types of reward systems, performance appraisals, analyzing performance through various measuring tools.										
			3	Outline the process of designing and implementing a performance management system										
			4	Developing and implementing performance consultation										
62	19MB52H6	Human Resource Planning	1	Understand basic concepts of human resource planning and job analysis	1	1						1	2	
			2	Apply different models of human resource forecasting models					2					
			3	Apply different models of human resource supply and understand succession management					2					
			4	Learn contemporary topics in human resource planning			1	1						
63	19MB61H12	Compensation Management	1	Recognize how pay decisions help the organization achieve a competitive advantage.	2							1	2	
			2	Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.	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.				3						
			4	Design rational and contemporary compensation systems in modern organizations.				3						
64	19MB61H13	Training & Development	1	Understand basic concepts associated with learning process, learning theories, training and development;				2	3			1	2	
			2	Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;					3					
			3	Emerging trends in training and development; and				2						

			4	Relevance and usefulness of training expertise in the organizational work environment.					2					
65	19MB61H14	Conflict Management & Negotiation	1	Understand basic concepts of Conflict Management	1							1	2	
			2	Learning and applying conflict management design and resolution methods.			1							
			3	Apply concepts and process of Negotiations.					2					
			4	Learning and Understand International and Cross-Cultural Negotiation					2					
66	19MB52L1	Materials Management	1	Analyze different concepts of Materials management		2								
			2	Formulate various purchasing strategies				2		1	2			
			3	Assess the different levels of inventory required in an organization				2		1				
			4	Understanding Materials Requirement Planning	1	2								
67	19MB52L2	Fundamentals of Supply Chain Management	1	Understanding the concepts of Supply chain	2							1	2	
			2	Illustrate networks in different sectors			1							
			3	Analyze using forecasting methods							1			
			4	Understanding sourcing in SCM	2									
68	19MB52L3	Operations Strategy	1	Understand various elements of manufacturing operations	2							1	2	
			2	Examining various elements and decision categories in an operations strategy	2	1								
			3	Understand different integrated strategic approaches			1							
			4	Resolving issues in outsourcing and globalization				2		1				
69	19MB52L4	Total Quality Management	1	Understand the basic concepts of quality management	1							1	2	
			2	Understand the contributions of Quality gurus towards quality deployment				3		2				
			3	Understand the process of QFD				3	2					



			4	To understand the importance of redesign and reengineering for quality improvement.				3		2			
70	19MB61L5	Lean Management	1	Understand the basic concept of production systems	3							1	2
			2	Applying the concept of lean principles	3	2							
			3	Applying waste reduction processes to increase efficiency	3	2	1						
			4	Designing training methods for lean implementation					1	1			
71	19MB61L6	Warehouse Management	1	To understand various warehouse operations	1					2		1	2
			2	To understand warehouse management system					2				
			3	Illustrate various costs involved					2				
			4	Understand warehouse waste management concepts				2					
72	19MB61L7	Supply Chain Analytics	1	Understand Basic analytical methods	2					3	3	1	2
			2	Perform Predictive Analytics in Supply Chain					3	3			
			3	Perform Prescriptive Analytics in Supply Chain					3	3			
			4	Perform Advanced Analytics in Supply Chain					3	3			
73	19MB61L8	International Logistics Management	1	understand the various components of International Logistics management	1							1	2
			2	apply the knowledge in designing suitable and modes of transportation in international trade			2		2				
			3	Application of Containerization and Chartering in the present scenario			2						
			4	Understand the importance of Packaging and Packing in Logistics					1	2			
74	20MB52U1 ce	I/R/Tableau	1	Able to Understand and apply the Data Visualization using Excel and the associated concepts.	3							3	2
			2	Able to Understand and apply the Data Visualization using R and the associated concepts.	3							3	
			3	Able to Understand and apply the Data Visualization using Tableau and the associated concepts.	3							3	
			4	Able to apply the Data Visualization for various management situations	3							3	
75			1	Understand EconometricMendology		1	1						2

	19MB52U2	Econometrics with Business Applications	2	Model Business Problems with Econometrics				1		2		
			3	Apply Econometric Models to Business					2	2		
			4	Draw Conclusions and Decision Making					2		3	
76	19MB52U3	Data analysis using SPSS	1	Understand the basic concepts of SPSS and able to input, edit and manage the data.	3					1		2
			2	Able to apply the various statistical tests to analyze the Nominal and Ordinal data	1					3		
			3	Able to apply the various statistical tests to analyze the Interval and Ratio Data	1					3		
			4	Application of levels of Measurement	1					3		
77	19MB52U4	Data Warehousing & Data Mining	1	Able to Understand the Data Warehouse Architecture, Data Warehouse Components.	3						3	2
			2	Able to Understand the Data Mining and their associated concepts	3						1	
			3	Able to apply the statistical concepts associated with Data Warehousing and Mining	2						3	
			4	Able to Understand Clustering and their associated concepts	3						1	
78	19MB61U5	Advanced Business Analytics with R	1	Ability to clean, shape and structure data		2	3					2
			2	Extract Information from data					2	2	3	
			3	Build Models and Implement them on data					2		3	
			4	Apply supervised learning algorithms						2	3	
79	19MB61H8	People Analytics	1	Understand the transformation of Business Analytics to People Analytics.	3	1						1 2
			2	Application of Analytics in Talent acquisition and engagement.	3	2						
			3	Assess Performance management using analytics.	3	2						
			4	Understand the application of big data in people analytics.	3	2						
80			1	To Understand the application of R for Marketing Data	3						3	2

	19MB61U6	Business Analytics in Marketing	2	To examine the Product and Sales Performance of a firm	3					3	
			3	To Analyze the effectiveness of pricing Strategies adopted by retailers	3					3	
			4	To Analyze the impact of location, promotion strategies and Other areas of Marketing.	3					3	
81	19MB61U7	Business Analytics in Finance	1	To analyse the time series data using R			3			3	2
			2	To predict the stock market movements using Technical Analysis in R			3			3	
			3	To analyse portfolio optimization models and the pricing of fixed income securities using R			3			3	
			4	To analyse credit Risk Modelling using Logistic Regression in R			3			3	
82	19MB61U8	Business Forecasting with R	1	Acquaint with the statistical concepts needed to analyze time series data.		2	1			3	2
			2	Understand the basic time series models used in business forecasting.		2			2	3	
			3	Use R Program to generate forecasts by implementing both classical and modern models	1					2	
			4	Familiar with accuracy estimation and interpretation of forecasting models.					2	3	
83	19MB61U9	Advanced Excel	1	Understand the basic concepts of EXCEL and able to apply various functions.	3					3	2
			2	Able to apply the various advanced functions of EXCEL using Data Analysis Tool Pack	3					3	
			3	Able to apply the financial functions for analyzing the financial performance.	3					3	
			4	Application of EXCEL Functions in Project Analysis	3					3	
86	19MB61U10	Big Data Analysis with R and Hadoop	1	Able to Understand R in association with Hadoop.	3					3	2
			2	Able to Understand and apply Hadoop and the associated concepts.	3					3	
			3	Able to Understand and apply the data analytics and the associated concepts.	3					3	

			4	Application of Hadoop for various management situations	3						3	
87	19MB52B0	Overview of Banking	1	Understand the Indian financial Services	2					3		1
			2	Understand the role of central Bank and commercial banks	2							
			3	Analyse credit appraisal mechanism and regulatory system of Indian banking					2			
			4	Analyse the functioning of various banks					2			
88	19MB61B1	Banking Service Operations	1	Understand nature of Banking service operations and role of technology in banking	2							3
			2	Analyse e-banking mechanism	2							
			3	Ascertain Service Quality Metrics and CRM Practices					2			
			4	Evaluate risk management strategies					2			
89	19MB52R0	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	2					3		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					2			
			4	Understand measures of financial performance including strategic profit model					3			
90	19MB61R1	Management of Retail Operations	1	Understand the factors influencing store location and location strategies including store layout and space planning.	3	2						3
			2	Understand store environment, the roles and responsibilities of a store manager and build strategies to enhance the store loyalty.	3							
			3	Source, plan and procure merchandise for a retail organization and also able to analyze		2						



	19MB52S0	Life Insurance	3	Understand various Life insurance products	3								
			4	Understand the process of Life insurance claims management	3				2				
96	19MB61S1	General Insurance	1	Understand the concepts of Risk and General Insurance .	2				2				3
			2	Understand Principles of General Insurance	2								
			3	Understand various Insurance Forms for different functions	2								
			4	Understand the process of making claims	2				2				
97	19MB52P0	Pharmaceutical Marketing Management	1	Apply key marketing concepts, theories and techniques for analysing a variety of marketing situations in pharmaceutical Industry.	3				1				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.					2				
			4	Impart the implications for marketing strategy determination and implementation of promotion strategies					2				
98	19MB61P1	Advanced Pharmaceutical Marketing Management	1	Apply advanced marketing practices to physicians in pharmaceutical industry.	2				2				3
			2	Apply advanced marketing practices to Patients in pharmaceutical industry.	2								
			3	Identify the demand for pharmaceutical products based on marketing research					2				
			4	UnderstandEthical considerations in the marketing of pharmaceutical Products.					2				
99	19MB52G0	Overview of Agriculture & Rural Sectors in india	1	Understand and explain the concepts of agriculture and rural sectors	2								1
			2	Evaluate the contribution of Agriculture and Rural sectors for the development of Indian economy	2								
			3	Apply the knowledge of developmental theories to discuss the degree of development					2				
			4	Identify the determinants of rural development in India					2				

100	19MB61G1	Management of Agricultural & Rural Development in India	1	Understand and explain the important areas of management for the development of Agricultural sector in India		2							3
			2	Understand and explain the important areas of management for the development of Rural sector in India		2							
			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							