

MBA-Y21 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	20HS114	Soft Skills for Managers	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							
2	21MB51K7	Business Communication Skills	1	Able to understand the significance of effective communication	1	1			3					
			2	Able to be an effective public speaker			2							
			3	Be professional in business writing skills			2							
			4	Be prepared to face job interviews			2							
3	21MB51C0	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									
			4	Calculate and interpret numerous statistical values and appreciate their value to the business Manager.						2				
4	21MB52C1	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			
			1	Understand and independently apply the research process to business problems.							2			

5	21MB52C2	Business Research Methodology	2	Evaluate different statistical methods that are applicable to specific research problems.							2			
			3	Take data driven business decisions.			1							
			4	Analyze organizational data using software packages			2							
6	21MB51C1	POM & Organization behaviour	1	The student will be able to apply the concepts, principles and functions of management and planning process to develop plans and improve organizational performance	3									
			2	The student will be able to apply the principles and techniques of organizing and controlling an organization, to design organizational structures and control systems		3								
			3	The student will be able to apply the knowledge of Personality, Perceptions, Learning, Motivation,						3				
			4	Attitudes and Values to manage the individuals in the organizations										
7	21MB51C2	Business Economics	1	Apply the intuition for analyzing economic problems from a Managerial perspective in an organizational & business context. use the basic tools that structure the microeconomic problems for optimal decision making.			2	2						
			2	Analyze the theory of demand, forecast and estimation of demand for managerial decision-making.			2							
			3	Analyze different types of competition that exist in external Environment.				2						
			4	Analyze the Macro Economic Environment of the Organization				1						
			1	To understand the accounting process in business.	2									

8	21MB51C3	Financial and Management Accounting	2	To gain a knowledge on application of concepts and principles in preparing						2			
			3	To evaluate the tactical decisions of middle level managers relating to cost and management accounting	3								
			4	To analyze the financial statements and evaluate the decisions for better investment.						1			
9	21MB51C4	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				
10	21MB51C5	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						
			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			

11	21MB51C6	Business Legislation	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			
14	21MB52C3	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				
15	21MB52C4	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				
16	21MB52C5	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						
17	21MB52C6	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								
18	21MB61C0	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 Understand the business.						2			
19	21MB61C2	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					
20	21MB62C1	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						
21	21MB61M1	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			
22	21MB61M2	Promotion & Distribution Management	1	To study logistics supply chain networks and strategies.	2							1		
			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							
23	21MB61M3	Global Marketing Management	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					1					
24	21MB61M4	Advt & Sales	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						

		Promotion	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					
25	21MB61M5	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					
26	21MB61M6	Digital Marketing	1	Outline the key concepts of digital marketing	2								2
			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								
27	21MB62M7	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						
			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					

28	21MB62M8	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								
29	21MB62M9	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	2	1									
			3	environment and the emerging challenges in the globalization of the economies											
			4	To adapt the students with the appropriate concepts and techniques in of Rural marketing mix.	2										
				Be able to understand the role and importance of communication in Rural and agricultural marketing	2										
30	21MB62M10	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					
31	21MB62M11	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				
32	21MB62M12	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			
33	21MB61E1	Wealth	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						

36	21MB61F4	Behavioral finance	3	To explore the possibility to improve investment performance and corporate performance by recognizing the cognitive biases and applying appropriate 'debasing' techniques.		2							
			4	To investigate the implications of behavioral finance for the construction of good corporate governance mechanism				2					
37	21MB61F5	Indian Financial System	1	Understand the role and function of the financial system in reference to the macro economy.	1							1	
			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				
38	21MB61F6	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				
39	21MB62F7	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				

40	21MB62F8	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						
41	21MB62F9	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						
42	21MB62F10	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						
43	21MB62F11	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					
44	21MB62F12	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				
45	21MB62F13	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						
46	21MB61H1	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					
47	21MB61H2	Dynamicsof 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							
48	21MB61H3	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			
49	21MB61H4	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						
50	21MB61H5	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.	2								
			3	Outline the process of designing and implementing a performance management system			2						

			4	Developing and implementing performance consultation					2				
51	21MB61H6	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					
52	21MB62H7	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						
53	21MB62H8	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							
54	21MB62H9	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					

55	21MB62H10	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										
56	21MB62H11	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								
57	21MB62H12	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							
58	21MB62H13	Conflict Management	1	Understand basic concepts of Conflict Management	1								1	2		
			2	Learning and applying conflict management design and resolution methods.			1									

58	21MB62H13	Management Negotiation	3	Apply concepts and process of Negotiations.					2					
			4	Learning and Understand International and Cross-Cultural Negotiation						2				
59	21MB561L1	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								
60	21MB61L2	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									
61	21MB61L3	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				
62	21MB61L4	Total Quality Management	1	Understand the basic concepts of quality management	1							1	2	
			2	Understand the contributions of Quality gurus towards				3		2				
			3	quality deployment										
			4	Understand the process of QFD				3	2					
				To understand the importance of redesign and reengineering for quality improvement.				3	2					
			1	Understand the basic concept of production systems	3							1	2	
			2	Applying the concept of lean principles	3		2							

68	21MB61U2	Data Visualization using Tableau	2	Able to Understand and apply the Data Visualization for Sorting, filtering by importing from different data sources.	3						3		
			3	Able to Understand and apply the Data Visualization for different types of data	3						3		
			4	Able to apply the Data Visualization for various management situations.	3						3		
69	21MB61U3	Econometrics with Business Applications	1	Understand Econometric Mendology		1	1						2
			2	Model Business Problems with Econometrics				1		2			
			3	Apply Econometric Models to Business					2	2			
			4	Draw Conclusions and Decision Making					2		3		
70	21MB61U4	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		
71	21MB61U5	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		
			1	Understand the basic concepts of EXCEL and able to apply various functions.	3						3		2

72	21MB61U6	Advanced Excel	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		
73	21MB61H8	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							
74	21MB62U7	Business Analytics in Marketing	1	To Understand the application of R for Marketing Data	3						3		2
			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		
75	21MB62U9	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		
			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		

76	21MB61U10	Business Forecasting with R	3	Use R Program to generate forecasts by implementing	1						2			
			4	both classical and modern models										
				Familiar with accuracy estimation and interpretation of forecasting models.				2		3				
77	21MB62U11	Big Data Analysis and Its Application	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			
78	21MB62U12	Machine Learning with Business Applications (with R and Python)	1	To acquire basic ideas and intuitions behind modern machine learning methods	2	3								
			2	Developing Machine Learning Algorithms	2	3								
			3	Executing the ML algorithms using R and Python	2	3								
			4	A formal understanding of how, when and why machine learning methods can be applied to solve business problems	2	3								
79	21MB62U13	Data Visualization using R/Excel/Python	1	Able to Understand and apply the Data Visualization using Excel and the associated concepts.	2						3			
			2	Able to Understand and apply the Data Visualization using R and the associated concepts.	2						3			
			3	Able to Understand and apply the Data Visualization using Python and the associated concepts.	2						3			
			4	Able to apply the Data Visualization for various management situations	2						3			

80	21MB61B0	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 Industry					2					
			4	Analyse the functioning of various banks					2					
81	21MB62B1	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				
82	21MB61R0	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					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.		2								
			3	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										
			4	Apply HR programs and identify initiatives to improve operations and Employee retentions						2				
				Understand measures of financial performance including strategic profit model							3			

83	21MB62R1	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								
			4	Implement trends and practices of supply chain management in retail.	3									
84	21MB61D0	Overview of Healthcare Management	1	Understand basics of Healthcare Sector	2									1
			2	Analyze the role of clinical and diagnostic services	2									
			3	Evaluate the impact of hospital operations management						2				
			4	Evaluate the components and process of maintaining medical record						2				
85	21MB62D1	Management of Healthcare Operations	1	Implement the best practices of the health care Services						3				3
			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						3				
86	21MB61I0	IT Enabled Services	1	Understand the basic concepts of IT enabled services in India	1					3				1
			2	Understand the networking communication systems		1								
			3	Understand the other Emerging verticals in outsourcing						3				

			4	Understand Disaster Recovery Strategies and HR and Quality Issues in IT Enabled Services						3			
87	21MB6211	Marketing of Software Solutions (Pre-requisite: Project Management)	1	Understand Product and Services based Software Solutions.	1					3			3
			2	Understand Key Concepts of IT solutions.		1							
			3	Understand Strategies for planning and management of software related issues						3			
			4	Understand Management of investment, budget, quality and performance issues						3			
88	21MB61P0	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	1. Implement marketing planning for STP, product related strategies for Pharmaceutical products		2							
			3	2. Impart the implications for marketing strategy determination and implementation of price, distribution and promotion.						2			
			4	3. Impart the implications for marketing strategy determination and implementation of promotion strategies						2			
86	21MB62P1	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	Understand Ethical considerations in the marketing of pharmaceutical Products.						2			

