

			4	To analyze the financial statements and evaluate the decisions for better investment.								1		
9	22MB51C4	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	22MB51C5	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								
11	22MB51C6	Business Legislation	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			

12	22MB52C3	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					
13	22MB52C4	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					
15	22MB52C5	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					
			1	Understand Foundational concepts of Information Systems & ERP				3						

20	22MB61M1	Product & Brand Management	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				
21	22MB61M2	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							
22	22MB61M3	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 global marketing					1					
23	22MB61M4	Advt& Sales Promotion	1	Understand the basic concepts of Advertising and analyze the stre	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						
24	22MB61M5	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				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						
25	22MB61M6	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									
26	22MB62M7	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						
27	22MB62M8	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	Get the ability to analyze customer relationship management strategies by understanding customers' Preferences for the		1								
28	22MB62M9	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	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									
29	22MB62M10	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						

32	22MB61F1	Wealth Management	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					
33	22MB61F2	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 behavioural economics has had on the		2							
34	22MB61F3	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		
35	22MB61F4	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		2							

			4	To investigate the implications of behavioral finance for the construction of good corporate governance mechanism				2					
36	22MB61F5	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				
37	22MB61F6	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				
38	22MB62F7	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				
			1	Students will be able to analyze the risks in different financial markets.		3	2					1	

42	22MB01H1	Management	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						
43	22MB61H2	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							
44	22MB61H3	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				
45	22MB61H4	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						
			1	Identifying the elements and describe the purpose of a performance management system		2				3	1	2	

46	22MB61H5	Performance Management	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							
47	22MB61H6	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							
48	22MB62H7	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								
49	22MB62H8	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							
50	22MB62H19	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								

		Management	4	Rational ability to manage performance strategically and Competency to implement global HR practices		2								
51	22MB62H10	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					3					
			4	Design rational and contemporary compensation systems in modern organizations.					3					
52	22MB62H11	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					3					
			3	Emerging trends in training and development; and					2					
			4	Relevance and usefulness of training expertise in the organizational work environment.					2					
53	22MB62H12	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					
54	22MB561L1	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								

55	22MB61L2	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									
56	22MB61L3	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					
57	22MB61L4	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											
			4	To understand the importance of redesign and reengineering for quality improvement.				3	2					
58	22MB62L5	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				
59	22MB62L6	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						
60	22MB62L7	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				

61	22MB62L8	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				
62	22MB61U1	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	
63	22MB61U2	Data Visualization using Tableau	1	Able to Understand and apply the Data Visualization for simple calculations.	3						3	2		
			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	
64	22MB61U3	Econometrics with Business Applications	1	Understand EconometricMendology		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			

65	22MB61U4	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	
66	22MB61U5	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	
67	22MB61U6	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	
68	22MB61U7	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					
69	22MB62U8	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	
70	22MB62U9	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	
71	22MB62U10	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	
72	22MB62U11	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	
73	22MB62U12	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	Understand Disaster Recovery Strategies and HR and Quality Issues in IT Enabled Services						3			
82	22MB62I1	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		
83	22MB61P0	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			
84	22MB62P1	Advanced Pharmaceutical Marketing Management	1	Impart the implications for marketing strategy determination and implementation of promotion strategies						2			
			2	Apply advanced marketing practices to physicians in pharmaceutical industry.		2				2			3
			3	Apply advanced marketing practices to Patients in pharmaceutical industry.		2							

			4	Identify the demand for pharmaceutical products based on marketing research						2			
85	22MB61G0	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					
86	22MB62G1	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						