MBA Y - 22 MAPPING OF COURSE OUTCOMES WITH PROGRAM OUTCOMES (POs) and PROGRAM SPECIFIC OUTCOMES (PSOs)

CNO	C C-1-	C T'41-	CO N-	Description of the Comme Onterna	Pro	gra	am(Out	coi	mes	F	PSO
SNO	Course Code	Course little	CO No	Description of the Course Outcome	1	2	3	4	5	6 7	/ 1	2
			1	Apply the concepts of mathematical principles besides logic and basic mathematical formulae to solve word based situational challenges.		3						
1	22UC2109	Logical Thinking Skills for	2	Formulate the particulars of commercial math with logical tricks.			2					
1	220C2109	Managers	3	Estimate inductive reasoning, to categorize the rules-set from a given list of observations and relate them to predict the conclusions according to the given conditions.			2					
			4	Differentiate assumptions and arguments in critical reasoning.		2						
			1	Updating grammar concepts and receptive skills to demonstrate in placement tests					3			
2	22UC2107	Professional Skills for Managers	2	Demonstrate intrapersonal in the process of setting the Goal.					2			
			3	Distinguishing different styles and forms of writing skills and using them while documenting					2			
			4	Able to present and communicate themselves effectively during discussions.					3			
			1		2							

			1	Identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.	J							
3	22MB51C0	Quantitative Methods	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.					4	2		
4	22MB52C1	Introduction to Business	1	Ability to make data driven decisions Using R to input and output data		1		1	3 2	2		
		Analytics & R Programming	2	Generating Descriptive Statistical Reports				(3 2	2		
			3	Data Visualization and story telling		┙			2		1	$oldsymbol{ol}}}}}}}}}}}}}}}}}}$
			1	Understand and independently apply the research process to business problems.						2	2	
5	22MB52C2	Business Research Methodology	2	Evaluate different statistical methods that are applicable to specific research problems.						Ź	2	
			3	Take data driven business decisions.			1					
			4	Analyze organizational data using software packages			2					
				The student will be able to apply the concepts. principles and								

			1	functions of management and planning process to develop plans and improve organizational performance	3						
6	22MB51C1	POM &Organization behaviour	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, Attitudes and Values to manage the individuals in the organizations					3	3	
			4	The student will be able to apply the knowledge of group/organizational behavior of the people to manage the teams in the organization				,	3		
			1	Apply the intuition for analyzingeconomic 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			
7	22MB51C2	Business Economics	2	Analyze the theory of demand, forecast and estimation of demand for managerial decision-making.		,	2				П
			3	Analyze different types of competition that existing external Environment.				2			
			4	Analyze the Macro Economic Environment of the Organization				1			
			1	To understand the accounting process in business.	2						
0	22MD51G2	Financial and Management	2	To gain a knowledge on application of concepts and principles in preparing					2	2	
8	22MB51C3	Accounting	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	
			1	Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment							
			2	Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing	3	2					
9	22MB51C4	Marketing Management	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		
			1	Outline various components of Business Environment.		2		П			
			2	Recognize, distinguish, paraphrase and explain the impact of business environment on business activities.		3					
10	22MB51C5	Business Environment	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			Ш			
			2	The student will be able to interpret the main statutory provisions relevant to the business organization.					3		
11	22MB51C6	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 forthose legal issues.					3		

			1	Integrated perspective on role of HRM in modern business			2			\perp		Ш
			2	Competency to recruit, train, and appraise the performance of employees				2	2			
12	22MB52C3	Human Resource Management	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	$oldsymbol{oldsymbol{oldsymbol{oldsymbol{\Box}}}$	$oldsymbol{\mathbb{L}}$	
			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			
13	22MB52C4	Financial Management	3	To Evaluate the financing decisions by using different techniques of valuation.				2	3			
			4	To evaluate the dividend Decisions in relation to wealth maximization.					3			
			1	Illustrate the general concepts of overall plant and production management using appropriate analysis tools	2					Ī	Ī	
15	22MB52C5	Operations Management	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			2					
			1	Understand Foundational concepts of Information Systems & ERP	3							

16	22MB52C6	Information Systems & ERP	2	Analyze the role of IS & ERP in organizations.		2						
10	ZZNIB5ZC0	information systems & ERF	3	Evaluate the IS structures, Business Models		2						
			4	Evaluate the ERP Implementation Processes and Methodologies	3							
			1	Understand basic concepts Strategic Management	3						2	
17	22MB61C0	Strategic Management	2	Learning and developing competitive strategies.			2					
1 /	22WID01C0	Strategie Management	3	Apply corporate restructuring.				2	2			
			4	Learning and Understand the business.					2	,		
			1	Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development and Construct a well-structured business plan					1			
18	22MB61C1	Entrepreneurship & Family	2	Understand and explain the concept of family business and managerial implications of family business and family myths								
10	22WIBOTCI	Business	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				
			1	Gain knowledge about differences between ethics and morals, various ethical theories.	3							
19	22MB62C1	Business Ethics & Corporate	2	Have proficiency about the definition, objectives, natures and sources of ethics.		2						
1)	ZZWIDUZCI	Governance	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				
			1	Understand the components of Product Management.	3						1	

20	22MB61M1	Product & Brand Management	2	Design, implement and evaluate Product Iteration		2					
			3	Evaluate Branding Strategies, Brand Portfolio		Ц		Ц	4	 Ц	\bot
			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	
21	223407/1342	Promotion & Distribution	2	To understanding of logistics operating areas and their interrelationship	2						
21	22MB61M2	Management	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				
			1	Understand the concepts relating to the global market.	1					1	
			2	Learning and applying marketing strategies for global markets			3				
22	22MB61M3	Global Marketing Management	3	Understand and Applying global marketing decisions.				2			
			4	Infer various management concepts for betterment of global marketing					1		
			1	Understand the basic concepts of Advertising and analyze the stre	2			3		1	
			2	Analyze the design and execution of advertising campaigns				3			
23	22MB61M4	Advt& Sales 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				
			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	1	
24	22MB61M5	Consumer Behaviour	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				
			1	Outline the key concepts of digital marketing	2						2
			2	Apply the SEO to a website	2				3		
25	22MB61M6	Digital Marketing	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						
			1	Implement the best practices of the Services Marketing	3		2			1	
26	22MB62M7	Services Marketing	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					1	1		
			4	Analyze, interpret and solve problems in service Recovery	2			2		\perp	L	$oxed{oxed}$
			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	
27	22MB62M8	Customer relationship Management	2	Analyze CRM practices for competitive advantage of organization	Ш	3						
		g	3	Implement data mining tools and techniques in the organization		2						
			4	strategies by understanding customers' Preferences for the			1				Ť	\prod
			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	
28	22MB62M9	Rural & Agricultural	2	Understand the challenges and opportunities in the field of rural marketing for the budding managers and also expose	2	1						
		Marketing	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							
			1	To understand the concept & significance of event tourism and event management	2						1	
20		Event & Entertainment	2	To understand the various dimensions of event and entertainment services & their impact	2	2						
29	22MB62M10	Management	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	Understand basic concepts of sales management	2							
30	22MB62M11	Sales & Promotion Management	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	1	П	
			1	The Student gains knowledge on key concepts applied in logistics and supply chain management.	• / •							
		I agistica P Comply Chain	2	supply chain related activities and understand certain concepts such as inbound and outbound logistics, offshore	2							
31	22MB62M12	Logistics & Supply Chain Management	3	The students can develop analytical skills and critical understanding for planning, designing the operational facilities of supply chain.		2	2					
			4	The students are equipped with effective application capabilities in understanding the conceptual framework of real business situations around the world.						3		
			1	Understand an overview of various aspects related to wealth management	3							2

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					
			1	Understand the role and function of the financial system in reference to the macro economy.						2	1		
33	22MB61F2	Financial Markets and Services	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	beschoe the impact that inhalicial inhovation, advances in		2						\perp	
			1	Explore different avenues of investment.		3	\Box		1	Ц	1		╛
34	22MB61F3	Security Analysis and	2	Demonstrate with the knowledge of security analysis.		3				1			
34	22WID0IF3	Portfolio Management	3	Apply the concept of portfolio management for the better investment.			1						
			4	Analysethe Invest in less risk and more return securities.							ı		
			1	To Examine how the insights of behavioral finance theories shed light on the behavior of individual investors	1						1		$oxed{J}$
			2	To examine finance professionals in investment decision- making and corporate financial decision-making.		2							
35	22MB61F4	Behavioural finance	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				
			1	Understand the role and function of the financial system in reference to the macro economy.	1						1	
36	22MB61F5	Indian Financial System	2	Demonstrate an awareness of the current structure and regulation of the Indian financial system.		2						
	22//12/01/10		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			
			1	Understand the need for effective financial planning		1					1	
37	22MB61F6	Managing Personal Finance	2	Understand various financial tax saving schemes to save money to get tax benefits				2				
37	ZZWIDUIFU	Wanaging Tersonal Finance	3	Understand the basic concepts of money management, tax planning, consumer credit, housing and other consumer decisions, insurance, investments, retirement planning etc.					2			
			1	Acquaint the students with concepts of Financial management from strategic perspective	2					3	1	
38	22MB62F7	Strategic Financial Management	2	Understand various Techniques and Models of Strategic Financial Management.	2							
		- Intumugement	3	Apply the Concepts of Strategic Financial Management to measure the value of firm					2			
			4	Evaluate various cost concepts for business				Ц	2	\perp		$oldsymbol{ol}}}}}}}}}}}}}}}}}}}}$
			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					
39	22MB62F8	Financial Derivatives	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			
			1	Understand tools and considerations used in assessing and selecting suitable projects.	1						1	
40	22MB62F9	Project Management	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			
			1	To understand e basic concepts and technology used for blockchain		2					1	
41	22MB62F10	Blockchain Technology	2	To understand concepts of Bitcoin and their usage			2			\Box		
			3	Apply security features in blockchain technologies		L	上	3		ightharpoonup		
			4	Implement Ethereum block chain contract.	_	L	⊢	3	Ц	\dashv	_	$\downarrow \downarrow \downarrow$
			1	Understanding the importance of Talent Management in any organization and be ably facing the challenges that may crop up.							1	2
40		Talent and Competency	2	Explain various Talent Management strategies that can be successfully implemented for effective accomplishment of set objectives.		2	3			\dagger		

4 2	22111001111	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			
			1	Understand the employee relations and its complexities	3	3		Ш		1	2
			2	Make use of knowledge to strengthen relations	3	3					
43	22MB61H2	Dynamicsof Employee Relations	3	Utilize the knowledge for team building	3	3					
			4	Develop competencies to become effective Relation officer	3	3					
			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					
44	22MB61H3	Performance Management & Reward Systems	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		
			1	Understand the changing Labor legislation in India	2					1	2
45	22MB61H4	Lahaum Lagislatian	2	Interpret legal aspects of Employee Compensation.		2	3				
43	22NIB01H4	Labour Legislation	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.								
			3	Outline the process of designing and implementing a performance management system			2					
			4	Developing and implementing performance consultation					2			
			1	Understand basic concepts of human resource planning and job analysis	1	1					1	2
47	22MB61H6	Human Resource Planning	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				
			1	Understanding internationalization of HRM and its future	3						1	2
		International Human	2	Understanding Global HR Practices	3							
48	22MB62H7	Resource Management	3	Analyzing the policy and practice aspects of International Human Resources						1		
			4	Ability to train and develop global leaders and expatriates			1					
			1	Understand and explain the concept of organization change.	1	2					1	2
49	22MB62H8	Organizational Change &	2	Understanding and explaining the change management process.		2		2				
		Change Management	3	Analyzing the role of change agents			2	3				
			4	Analyzing the key considerations and issues in a changing future			2	2				
			1	Ability to integrate HR with the business strategy	1						1	2
		Strategic Human Resource	2	Scientific training of HR Planning practices		2						
50	22MB62H19	Management	3	Competency to enhance employee development		2						

		Management	4	Rational ability to manage performance strategically and	Ī					1		1
			4	Competency to implement global HR practices		2					┸	
			1	Recognize how pay decisions help the organization achieve a	2						1	2
				competitive advantage.	<u> </u>	┦	Ш	Н	4	+	+	╀
			2	Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.	2					1		
51	22MB62H10	Compensation Management		Demonstrate comprehension by constructing a compensation	\vdash	Н	$\vdash\vdash$	H	┪	+	十	+
			3	system encompassing; 1) internal consistency, 2) external				3				
			4	Design rational and contemporary compensation systems in		П	П	3	Ī	T	1	
			4	modern organizations.		Ш		3			┸	
			1	Understand basic concepts associated with learning process,					2	3	1	2
				learning theories, training and development;	_	Ш	Ш			4	#	╀
52	22MD(2H11	Tuaining P Davidonment	2	Understand training needs, identification of training needs, training processes, training methods, and evaluation of						3		
52	22MB62H11	Training & Development	3	Emerging trends in training and development; and	\vdash	H	$\vdash\vdash$	\dashv	2	+	十	╁
				Relevance and usefulness of training expertise in the	H	H	\vdash	Ħ	_	\dagger	十	十一
			4	organizational work environment.					2			
			1	Understand basic concepts of Conflict Management	1						1	2
			2	Learning and applying conflict management design and resolution methods.			1					
53	22MB62H12	Conflict Management & Negotiation	3	Apply concepts and process of Negotiations.					2		T	
			4	Learning and Understand International and Cross-Cultural Negotiation						2		
			1	Analyze different concepts of Materials management		2					$oldsymbol{\perp}$	
54	22MD5(11.1	Matariala Managar	2	Formulate various purchasing strategies				2		1 2	2	
34	22MB561L1	Materials Management	3	Assess the different levels of inventory required in an organization				2		1		
			4	Understanding Materials Requirement Planning	1	2					$oxed{\mathbb{I}}$	

			1	Understanding the concepts of Supply chain	2						1	2
55	22MB61L2	Fundamentals of Supply Chain Management	2	Illustrate networks in different sectors			1					
		Chain Management	3	Analyze using forecasting methods						1		
			4	Understanding sourcing in SCM	2							
			1	Understand various elements of manufacturing operations	2						1	2
56	22MB61L3	Operations Strategy	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		
			1	Understand the basic concepts of quality management	1						1	2
57	22MB61L4	Total Quality Management	2	Understand the contributions of Quality gurus towards quality deployment				3	2	2		
37	22NID01L4	Total Quanty Management	3									
			4	To understand the importance of redesign and reengineering for quality improvement.				3	2	2		\prod
			1	Understand the basic concept of production systems	3						1	2
58	22MB62L5	Lean Management	2	Applying the concept of lean principles	3		2					
30	ZZWID0ZLS	Lean Management	3	Applying waste reduction processes to increase efficiency	3		2	1				
			4	Designing training methods for lean implementation					1	1		
			1	To understand various warehouse operations	1				2	2	1	2
59	22MB62L6	Warehouse Management	2	To understand warehouse management system					2	2		
			3	Illustrate various costs involved					2	2		
			4	Understand warehouse waste management concepts				2				
			1	Understand Basic analytical methods	2				3	3 3	1	2
60	22MB62L7	Supply Chain Analytics	2	Perform Predictive Analytics in Supply Chain					3	3 3	3	
00		Supply Chain Analytics	3	Perform Prescriptive Analytics in Supply Chain					3	3 3	3	
			4	Perform Advanced Analytics in Supply Chain						3 3	3	

			1	understand the various components of International Logistics management	1						1	2
61	22MB62L8	International Logistics	2	apply the knowledge in designing suitable and modes of transportation in international trade			2		,	2		
01	ZZWIBUZLO	Management	3	Application of Containerization and Chartering in the present scenario			2					
			4	Understand the importance of Packaging and Packing in Logistics					1	2		
			1	Able to Understand and apply the DBMS and the associated concepts.	3						3	2
62	22MB61U1	Introduction to Advanced	2	Able to Understand and apply SQL and the associated concepts.	3						3	
02	221111101101	Technologies	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	
			1	Able to Understand and apply the Data Visualization for simple calculations.	3						3	2
63	22MB61U2	Data Visualization using	2	Able to Understand and apply the Data Visualization for Sorting, filtering by importing from different data sources.	3						3	
03	221111101102	Tableau	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	
		Econometrics with Business	1	Understand EconometricMendology		1	1					2
64	22MB61U3	Applications	2	Model Business Problems with Econometrics				1	_	2		Щ
		- i i privido de la companya de la c	3	Apply Econometric Models to Business	_	Щ		Н	2	2	+	+
			4	Draw Conclusions and Decision Making				Ш	2		3	$oldsymbol{ol}}}}}}}}}}}}}}}}}}$

			1	Able to Understand the Data Warehouse Architecture, Data Warehouse Components.	3						3	2
65	22MB61U4	Data Warehousing &Data	2	Able to Understand the Data Mining and their associated concepts	3						1	
03	22WIB01U4	Mining	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	
		Al ID :	1	Ability to clean, shape and structure data			2	3				2
66	22MB61U5	Analyticswith D	2	Extract Information from data					2	2	3	
		Analyticswith R	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
67	22MB61U6	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	
			1	Understand the transformation of Business Analytics to People Analytics.	3		1				1	2
68	22MB61U7	People Analytics	2	Application of Analytics in Talent acquisition and engagement.	3	2						\prod
			3	Assess Performance management using analytics.	3	2						\prod
			4	Understand the application of big data in people analytics.	3	2						
			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	
69	22MB62U8	Business Analytics in Marketing	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		
			1	To analyse the time series data using R			3			3	Ĺ	2
			2	To predict the stock market movements using Technical Analysis in R			3			3		
70	22MB62U9	Business Analytics in Finance	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	į	2
71	22MD(21)10	Duainasa Fausasatina mith D	2	Understand the basic time series models used in business forecasting.		2		2	,	3		
/1	22MB62U10	Business Forecasting with R	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		
			1	Able to Understand R in association with Hadoop.	3					3		2
72	22MB62U11	Big Data Analysis and Its	2	Able to Understand and apply Hadoop and the associated concepts.	3					3		
		Application	3	Able to Understand and apply the data analytics and the associated concepts.	3					3		
			4	Application of Hadoop for various management situations	3			I	I	3		
			1	To acquire basic ideas and intuitions behind modern machine learning methods	2	3						
72	22MD(21)12	Machine Learning with	2	Developing Machine Learning Algorithms	2	3						
73	22WIB62U12	Business Applications (with R	3	Executing the ML algorithms using R and Python	2	3						

		and 1 ython)	4	A formal understanding of how, when and why machine learning methods can be applied to solve business problems	2	3			
			1	Able to Understand and apply the Data Visualization using Excel and the associated concepts.	2		\dagger	3	+
74	22MD(21)12	Data Visualization using	2	Able to Understand and apply the Data Visualization using R and the associated concepts.	2			3	
74	22MB62U13	R/Excel/Phython	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	T
			1	Understand the Indian financial Services	2			3	1
75	22MB61B0	Overview of Banking	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		
			1	Understand nature of Banking service operations and role of technology in banking		2			3
76	22MB62B1	Banking Service Operations	2	Analyse e-banking mechanism		2			
			3	Ascertain Service Quality Metrics and CRM Practices				2	
			4	Evaluate risk management strategies				2	
			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
77	22MB61R0	Overview of Retailing	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 retailconsumer 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	
			1	Understand the factors influencing store location and location strategies including store layout and space planning.	3	2			3
78	22MB62R1	Management of Retail Operations	2	Understand store environment, the roles and responsibilities of a store manager and build strategies to enhance the store loyalty.					
			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				
							I		

			1	Understand basics of Healthcare Sector	2					1
79	22MB61D0	Overview of Healthcare	2	Analyze the role of clinical and diagnostic services	2	団		土		世
19	22WID01D0	Management	3	Evaluate the impact of hospital operations management					2	
			4	Evaluate the components and process of maintaining medical record					2	\prod
			1	Implement the best practices of the health care Services					3	3
80	22MB62D1	Management of Healthcare Operations	2	Apply knowledge of financial management techniques in the corporate hospitals					3	\prod
			3	Analyze, interpret and solve HR related issues in the hospitals					3	\prod
			4	Perform lifelong learning and professional development to enrich the professionalism by learning production functions and store					3	
81	22MB61I0	IT Enabled Services	1	Understand the basic concepts of IT enabled services in India	1				3	1
			2	Understand the networking communication systems		1	$oldsymbol{oldsymbol{oldsymbol{\square}}}$	$oldsymbol{\perp}$	П	
			3	Understand the other Emerging verticals in outsourcing					3	

			4	Understand Disaster Recovery Strategiesand HR and Quality Issues in IT Enabled Services				3	
			1	Understand Product and Services based Software Solutions.	1			3	3
		Marketing of Software	2	Understand Key Concepts of IT solutions.		1	T	П	\Box
82	22MB62I1	Solutions (Pre-requisite: Project Management)	3	Understand Strategies for planning and management of software related isssues				3	
			4	Understand Management of investment, budget, quality and performance issues				3	
		Pharmaceutical Marketing	1	Apply key marketing concepts, theories and techniques for analysing a variety of marketing situations in pharmaceutical Industry.		3		1	1
83	22MB61P0	Management	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	
			1	Impart the implications for marketing strategy determination and implementation of promotion strategies				2	
84	22MB62P1	Advanced Pharmaceutical	2	Apply advanced marketing practices to physicians in pharmaceutical industry.		2		2	3
		Marketing Management	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				L	
			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				