Programme Outcomes (POs) & Programme Specific Outcomes (PSOs) – DRAFT for IQAC/BoS review	
MBA – Programme Outcomes (POs)	
PO1	Apply the knowledge of management theories and practices to solve business problems in local, national and global contexts.
PO2	Foster analytical and critical thinking abilities for data-based and technology-enabled decision making.
PO3	Develop effective oral and written communication and interpersonal skills for professional settings.
PO4	Demonstrate leadership, teamwork and people-management capabilities.
PO5	Exhibit an entrepreneurial and innovative mindset for value creation in new and existing ventures.
PO6	Practise ethical, socially responsible and environmentally sustainable decision making.
MBA – Programme Specific Outcomes (PSOs)	
PSO1	Demonstrate domain expertise in the chosen functional specialization (Marketing / Finance / HRM / Operations & SCM / AI & Business Analytics / Entrepreneurship & Family Enterprise Management).
PSO2	Apply analytics, AI and digital tools to functional and strategic business decisions.
PSO3	Solve real business and community problems through experiential learning — immersions (BIP/SIP), MRSL, MOOCs and skill-enhancement courses.
PGDBA – Programme Outcomes (POs)	
PO1	Apply business and analytical knowledge to structured and unstructured business problems.
PO2	Build, evaluate and deploy analytics and AI models for decision making.
PO3	Communicate insights effectively through data visualization and storytelling.
PO4	Demonstrate innovation and entrepreneurial orientation in technology-led business contexts.
PO5	Undertake independent applied projects demonstrating professional and lifelong-learning skills.
PGDBA – Programme Specific Outcomes (PSOs)	
PSO1	Develop predictive, prescriptive and AI/ML models using R, Python and modern platforms.
PSO2	Manage, query and visualize business data using MySQL, Tableau and related tools.
PSO3	Apply analytics to functional domains (Finance, HR, Marketing & Retail, SCM) and real-world capstone projects.

1.1.1 – Curricula relevance to Local, National, Regional and Global developmental needs									
Course Code	**Title of the Course**	**Local**	**National**	**Regional**	**Global**	**POs Mapped**	**PSOs Mapped**	**CO Alignment**	**Rationale**
MBA									
26MBA111	Marketing Management	✓	✓	✓	✓	PO1, PO2	PSO1	COs of Marketing Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA211	Application of Statistics in Business	✓	✓		✓	PO1, PO2	PSO2	COs of Application of Statistics in Business (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Statistical and quantitative tools are taught using business data sets drawn from Indian and global contexts for evidence-based decision making.
26MBA212	Economics for Decision Making	✓	✓	✓	✓	PO1	PSO1	COs of Economics for Decision Making (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Economics is taught from micro and macro perspectives, comparing and contrasting developing and developed economies.
26MBA213	Business Research Methods	✓	✓	✓	✓	PO1, PO2	PSO2	COs of Business Research Methods (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course builds research design, data collection and analysis skills applied to local, national and global business problems.
26MBA311	Managerial Accounting	✓	✓	✓	✓	PO1, PO2	PSO1	COs of Managerial Accounting (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about accounting standards and reporting practices followed by Indian and global firms.
26MBA611	Management and Organizational Behavior	✓	✓	✓	✓	PO1, PO4	PSO1	COs of Management and Organizational Behavior (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The subject is taught using global, national, regional and local perspectives on people and organizations.
26MBA811	Open Elective I (MOOC)	✓	✓		✓	PO1	PSO3	COs of Open Elective I (MOOC) (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	MOOC-based self-learning (Coursera) exposing students to globally benchmarked content of their choice.
26MBA812	Creative Expression & Visual Thinking	✓	✓	✓	✓	PO1, PO3, PO5	PSO3	COs of Creative Expression & Visual Thinking (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Workshop-based course building creativity, innovation and problem-solving skills for business contexts.
26MBA711	IT Skills for Managers	✓	✓		✓	PO1	PSO2	COs of IT Skills for Managers (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Hands-on training on IT tools and databases used by industry locally and globally.
26MBA712	Communication and Soft Skills	✓	✓	✓	✓	PO1, PO3	PSO3	COs of Communication and Soft Skills (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops communication, interpersonal and employability skills relevant to local, national and global recruiters.
26MBA121	Digital Marketing	✓	✓		✓	PO1, PO2	PSO1, PSO2	COs of Digital Marketing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA221	New Age Entrepreneurship	✓	✓	✓	✓	PO1, PO5	PSO1	COs of New Age Entrepreneurship (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA321	Financial Management	✓	✓	✓	✓	PO1	PSO1	COs of Financial Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA421	Application of Operations Research and Project Management	✓	✓	✓	✓	PO1, PO2	PSO1, PSO2, PSO3	COs of Application of Operations Research and Project Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course builds research design, data collection and analysis skills applied to local, national and global business problems.
26MBA621	Human Resource Management	✓	✓	✓	✓	PO1, PO4	PSO1	COs of Human Resource Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about HR concepts and employment practices used in local, national and global organizations.
26MBA422	Supply Chain Management	✓	✓		✓	PO1, PO2	PSO1, PSO2	COs of Supply Chain Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach operations and supply chain practices for overall understanding of application.
26MBA825	Creativity Design & Thinking for Business	✓	✓	✓	✓	PO1, PO2, PO5	PSO3	COs of Creativity Design & Thinking for Business (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Workshop-based course building creativity, innovation and problem-solving skills for business contexts.
26MBA721	Business Analytics Skills	✓	✓		✓	PO1, PO2	PSO2	COs of Business Analytics Skills (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA722	Employability Skills	✓	✓	✓	✓	PO1, PO3	PSO3	COs of Employability Skills (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops communication, interpersonal and employability skills relevant to local, national and global recruiters.
26MBA821	Business Immersion	✓	✓	✓	✓	PO1, PO2, PO6	PSO3	COs of Business Immersion (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Field-based immersion connecting students with industry/community at local and regional levels with national relevance.
26MBA822	Open Elective II (MOOC)	✓	✓		✓	PO1	PSO3	COs of Open Elective II (MOOC) (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	MOOC-based self-learning (Coursera) exposing students to globally benchmarked content of their choice.
26MBA823	Open Elective III (MOOC)	✓	✓		✓	PO1	PSO3	COs of Open Elective III (MOOC) (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	MOOC-based self-learning (Coursera) exposing students to globally benchmarked content of their choice.

26MBA824	Health & Wellness	✓	✓	✓	✓	PO1, PO6	PSO3	COs of Health & Wellness (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Practice-based course building life skills, wellbeing and holistic development of students.
26MBA231	Strategic Management & Corporate Governance	✓	✓	✓	✓	PO1, PO2, PO6	PSO1	COs of Strategic Management & Corporate Governance (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach strategy and governance for overall understanding of application.
26MBA531	Generative AI for Business	✓	✓		✓	PO1, PO2	PSO2	COs of Generative AI for Business (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA831	Social Immersion Programme	✓	✓	✓		PO1, PO6	PSO3	COs of Social Immersion Programme (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Field-based immersion connecting students with industry/community at local and regional levels with national relevance.
26MBA832	Open Elective IV (MOOC)	✓	✓		✓	PO1	PSO3	COs of Open Elective IV (MOOC) (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	MOOC-based self-learning (Coursera) exposing students to globally benchmarked content of their choice.
26MBA131	Sales and Distribution Management	✓	✓	✓	✓	PO1	PSO1	COs of Sales and Distribution Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about the different ways the discipline is practised in local, national and global scenarios.
26MBA132	Business and Social Marketing	✓	✓	✓	✓	PO1, PO2, PO6	PSO1	COs of Business and Social Marketing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA133	Service and Retail Marketing	✓	✓		✓	PO1, PO2	PSO1, PSO2	COs of Service and Retail Marketing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA134	Business Analytics for Marketing	✓	✓		✓	PO1, PO2	PSO1, PSO2	COs of Business Analytics for Marketing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA135	Consumer Behaviour and Neuro Marketing	✓	✓	✓	✓	PO1, PO2, PO4	PSO1	COs of Consumer Behaviour and Neuro Marketing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA136	International Marketing	✓	✓		✓	PO1, PO2	PSO1	COs of International Marketing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA137	E-commerce and Digital Supply Chain Marketing	✓	✓		✓	PO1, PO2	PSO1, PSO2	COs of E-commerce and Digital Supply Chain Marketing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA232	Social Entrepreneurship and Innovation	✓	✓	✓	✓	PO1, PO5, PO6	PSO1	COs of Social Entrepreneurship and Innovation (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA233	Business Model Canvas and Business Plan Development	✓	✓	✓	✓	PO1, PO2, PO5	PSO1	COs of Business Model Canvas and Business Plan Development (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA234	Entrepreneurship in Action – I	✓	✓	✓	✓	PO1, PO5	PSO1	COs of Entrepreneurship in Action – I (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA235	Green & Agri-tech Entrepreneurship	✓	✓	✓		PO1, PO5, PO6	PSO1	COs of Green & Agri-tech Entrepreneurship (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA236	Entrepreneurial Leadership	✓	✓	✓	✓	PO1, PO4, PO5	PSO1	COs of Entrepreneurial Leadership (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The subject is taught using global, national, regional and local perspectives on people and organizations.
26MBA237	Technology for Start-ups and Family Businesses	✓	✓		✓	PO1, PO2, PO5	PSO1	COs of Technology for Start-ups and Family Businesses (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA238	Corporate Entrepreneurship	✓	✓	✓	✓	PO1, PO5	PSO1	COs of Corporate Entrepreneurship (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA331	Investment Analysis and Portfolio Management	✓	✓	✓	✓	PO1	PSO1	COs of Investment Analysis and Portfolio Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA332	Business Valuation & Mergers & Acquisitions	✓	✓	✓	✓	PO1, PO2	PSO1	COs of Business Valuation & Mergers & Acquisitions (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA333	Tax Management	✓	✓	✓		PO1	PSO1	COs of Tax Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.

26MBA334	Fintech & Financial Analytics	✓	✓		✓	PO1, PO2	PSO2	COs of Fintech & Financial Analytics (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA335	Investment Banking and Financial Services	✓	✓	✓		PO1	PSO1	COs of Investment Banking and Financial Services (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA336	Cost Management	✓	✓	✓	✓	PO1	PSO1	COs of Cost Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about accounting standards and reporting practices followed by Indian and global firms.
26MBA337	Forensic Accounting & Audit	✓	✓	✓	✓	PO1, PO2	PSO1	COs of Forensic Accounting & Audit (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about accounting standards and reporting practices followed by Indian and global firms.
26MBA431	World Class Manufacturing	✓	✓	✓	✓	PO1	PSO1	COs of World Class Manufacturing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach operations and supply chain practices for overall understanding of application.
26MBA432	Demand and Supply Management	✓	✓	✓	✓	PO1	PSO1	COs of Demand and Supply Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course content and activities have a direct bearing on local, national and global business practice.
26MBA433	Logistics Design and Management	✓	✓	✓	✓	PO1	PSO1	COs of Logistics Design and Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach operations and supply chain practices for overall understanding of application.
26MBA434	SCM Technology and Analytics	✓	✓		✓	PO1, PO2	PSO2	COs of SCM Technology and Analytics (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA435	Service Operations Management	✓	✓	✓	✓	PO1, PO2	PSO1	COs of Service Operations Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach operations and supply chain practices for overall understanding of application.
26MBA436	Project Management for Operations Excellence	✓	✓	✓	✓	PO1, PO2	PSO1, PSO3	COs of Project Management for Operations Excellence (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach operations and supply chain practices for overall understanding of application.
26MBA437	Operations Strategy and Supply Chain Network Design	✓	✓		✓	PO1, PO2	PSO1, PSO2	COs of Operations Strategy and Supply Chain Network Design (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach operations and supply chain practices for overall understanding of application.
26MBA532	Predictive Analytics using R	✓	✓		✓	PO1, PO2	PSO2	COs of Predictive Analytics using R (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA533	Data Visualization and Story Telling Using Tableau	✓	✓		✓	PO1, PO2, PO3	PSO2	COs of Data Visualization and Story Telling Using Tableau (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA534	Database Management Using MySQL	✓	✓		✓	PO1, PO2	PSO2	COs of Database Management Using MySQL (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Hands-on training on IT tools and databases used by industry locally and globally.
26MBA535	Analytics Applications in Functional Areas	✓	✓		✓	PO1, PO2	PSO2	COs of Analytics Applications in Functional Areas (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA536	Data Warehousing and Data Mining	✓	✓		✓	PO1, PO2	PSO2	COs of Data Warehousing and Data Mining (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA537	Big Data Analytics	✓	✓		✓	PO1, PO2	PSO2	COs of Big Data Analytics (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA538	Applications of Generative AI	✓	✓		✓	PO1, PO2	PSO2	COs of Applications of Generative AI (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA631	International HRM	✓	✓		✓	PO1, PO2, PO4	PSO1	COs of International HRM (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about HR concepts and employment practices used in local, national and global organizations.
26MBA632	Performance Management and Competency Mapping	✓	✓	✓	✓	PO1, PO4	PSO1	COs of Performance Management and Competency Mapping (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about HR concepts and employment practices used in local, national and global organizations.
26MBA633	Industrial Relations and Employment Laws	✓	✓	✓		PO1, PO4, PO6	PSO1	COs of Industrial Relations and Employment Laws (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about HR concepts and employment practices used in local, national and global organizations.
26MBA634	AI and HR Analytics	✓	✓		✓	PO1, PO2	PSO2	COs of AI and HR Analytics (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.

26MBA635	Compensation and Reward Management	✓	✓	✓	✓	PO1, PO4	PSO1	COs of Compensation and Reward Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about HR concepts and employment practices used in local, national and global organizations.
26MBA636	Talent Management and Employee Engagement	✓	✓	✓	✓	PO1, PO4	PSO1	COs of Talent Management and Employee Engagement (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about HR concepts and employment practices used in local, national and global organizations.
26MBA637	Strategic Human Resource Management	✓	✓	✓	✓	PO1, PO2, PO4	PSO1	COs of Strategic Human Resource Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about HR concepts and employment practices used in local, national and global organizations.
26MBA241	International Business	✓	✓		✓	PO1, PO2	PSO1	COs of International Business (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates students to compare, contrast and analyze business environments across countries.
26MBA242	Values-Ethics-ESG	✓	✓	✓	✓	PO1, PO6	PSO1	COs of Values-Ethics-ESG (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about values, ethics and ESG concepts in different scenarios — local, national and global.
26MBA841	Managerial Research Skills Lab (MRSL)	✓	✓	✓	✓	PO1, PO2	PSO2, PSO3	COs of Managerial Research Skills Lab (MRSL) (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course builds research design, data collection and analysis skills applied to local, national and global business problems.
26MBA141	Integrated Marketing Communication	✓	✓	✓	✓	PO1, PO2, PO3	PSO1, PSO3	COs of Integrated Marketing Communication (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA142	Rural and Green Marketing	✓	✓	✓		PO1, PO2, PO6	PSO1	COs of Rural and Green Marketing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26MBA143	Product and Brand Management	✓	✓	✓	✓	PO1	PSO1	COs of Product and Brand Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about the different ways the discipline is practised in local, national and global scenarios.
26MBA144	Customer Experience Management	✓	✓	✓	✓	PO1	PSO1	COs of Customer Experience Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about the different ways the discipline is practised in local, national and global scenarios.
26MBA243	Entrepreneurship Ecosystem in India	✓	✓	✓		PO1, PO5	PSO1	COs of Entrepreneurship Ecosystem in India (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA244	Entrepreneurship in Action – II	✓	✓	✓	✓	PO1, PO5	PSO1	COs of Entrepreneurship in Action – II (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA245	Managing and Growing Family Enterprises	✓	✓	✓	✓	PO1, PO5	PSO1	COs of Managing and Growing Family Enterprises (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA246	Financial Management for Entrepreneurs	✓	✓	✓	✓	PO1, PO5	PSO1	COs of Financial Management for Entrepreneurs (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26MBA341	Risk Management and Derivatives	✓	✓	✓	✓	PO1	PSO1	COs of Risk Management and Derivatives (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA342	International Financial Management	✓	✓		✓	PO1, PO2	PSO1	COs of International Financial Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA343	Banking and Insurance	✓	✓	✓		PO1	PSO1	COs of Banking and Insurance (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA344	Behavioral Finance	✓	✓	✓	✓	PO1, PO2, PO4	PSO1	COs of Behavioral Finance (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA441	Strategic Sourcing and SRM	✓	✓	✓	✓	PO1, PO2	PSO1	COs of Strategic Sourcing and SRM (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach operations and supply chain practices for overall understanding of application.
26MBA442	E-Commerce and Digital Supply Chain Management	✓	✓		✓	PO1, PO2	PSO1, PSO2	COs of E-Commerce and Digital Supply Chain Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach operations and supply chain practices for overall understanding of application.
26MBA443	Quality Management and Lean Six Sigma	✓	✓	✓	✓	PO1	PSO1	COs of Quality Management and Lean Six Sigma (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Global and national case studies are used to teach operations and supply chain practices for overall understanding of application.
26MBA444	Cross-Functional Integration for SCM	✓	✓	✓	✓	PO1	PSO1	COs of Cross-Functional Integration for SCM (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course content and activities have a direct bearing on local, national and global business practice.
26MBA541	Machine Learning using Python	✓	✓		✓	PO1, PO2, PO4	PSO2	COs of Machine Learning using Python (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.

26MBA542	Emerging Technologies	✓	✓		✓	PO1, PO2	PSO2	COs of Emerging Technologies (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA543	Cybersecurity Fundamentals: Risk, Governance & Privacy	✓	✓		✓	PO1, PO2, PO6	PSO1, PSO2	COs of Cybersecurity Fundamentals: Risk, Governance & Privacy (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26MBA544	Analytics for E-Commerce and Retail	✓	✓		✓	PO1, PO2	PSO1, PSO2	COs of Analytics for E-Commerce and Retail (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26MBA641	Leadership and Change Management	✓	✓	✓	✓	PO1, PO4	PSO1	COs of Leadership and Change Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The subject is taught using global, national, regional and local perspectives on people and organizations.
26MBA642	Learning Organizations and Knowledge Management	✓	✓	✓	✓	PO1, PO4	PSO1	COs of Learning Organizations and Knowledge Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about HR concepts and employment practices used in local, national and global organizations.
26MBA643	Managing Teams	✓	✓	✓	✓	PO1, PO4	PSO1	COs of Managing Teams (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The subject is taught using global, national, regional and local perspectives on people and organizations.
26MBA644	Learning and Development	✓	✓	✓	✓	PO1, PO4	PSO1	COs of Learning and Development (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about HR concepts and employment practices used in local, national and global organizations.

1.1.1 – Curricula relevance to Local, National, Regional and Global developmental needs (2026 Scheme)									
Course Code	**Title of the Course**	**Local**	**National**	**Regional**	**Global**	**POs Mapped**	**PSOs Mapped**	**CO Alignment**	**Rationale**
PGDBA									
26PGB111	Advanced IT Skills	✓	✓		✓	PO1, PO2	PSO2	COs of Advanced IT Skills (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Hands-on training on IT tools and databases used by industry locally and globally.
26PGB112	Quantitative Techniques for Decision Making	✓	✓		✓	PO1, PO2	PSO1	COs of Quantitative Techniques for Decision Making (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Statistical and quantitative tools are taught using business data sets drawn from Indian and global contexts for evidence-based decision making.
26PGB113	Introduction to Business Analytics, Data Warehousing and Data Mining	✓	✓		✓	PO1, PO2	PSO2, PSO3	COs of Introduction to Business Analytics, Data Warehousing and Data Mining (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26PGB114	Database Management Using MySQL	✓	✓		✓	PO1, PO2	PSO2	COs of Database Management Using MySQL (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Hands-on training on IT tools and databases used by industry locally and globally.
26PGB115	Predictive Analytics Using R	✓	✓		✓	PO1, PO2	PSO1	COs of Predictive Analytics Using R (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26PGB116	Generative AI and Prompt Engineering	✓	✓		✓	PO1, PO2	PSO1	COs of Generative AI and Prompt Engineering (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26PGB117	Creativity & Design Thinking for Business	✓	✓	✓	✓	PO1, PO4	PSO3	COs of Creativity & Design Thinking for Business (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Workshop-based course building creativity, innovation and problem-solving skills for business contexts.
26PGB118	Professional Communication and Employability Skills	✓	✓	✓	✓	PO1, PO3	PSO2	COs of Professional Communication and Employability Skills (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops communication, interpersonal and employability skills relevant to local, national and global recruiters.
26PGB311	Open Elective I (MOOC)	✓	✓		✓	PO1, PO5	PSO2	COs of Open Elective I (MOOC) (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	MOOC-based self-learning (Coursera) exposing students to globally benchmarked content of their choice.
26PGB312	Open Elective II (MOOC)	✓	✓		✓	PO1, PO5	PSO2	COs of Open Elective II (MOOC) (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	MOOC-based self-learning (Coursera) exposing students to globally benchmarked content of their choice.
26PGB121	Entrepreneurship and Start Up Management	✓	✓	✓	✓	PO1, PO4	PSO3	COs of Entrepreneurship and Start Up Management (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about starting and growing enterprises in local, national and global scenarios, abiding by the law of the land.
26PGB122	Machine Learning Using Python	✓	✓		✓	PO1, PO2	PSO1	COs of Machine Learning Using Python (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26PGB123	Econometrics for Decision Making	✓	✓		✓	PO1, PO2	PSO1	COs of Econometrics for Decision Making (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Economics is taught from micro and macro perspectives, comparing and contrasting developing and developed economies.
26PGB124	Emerging Technologies	✓	✓		✓	PO1, PO2	PSO2	COs of Emerging Technologies (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26PGB125	Deep Learning and Natural Language Processing	✓	✓		✓	PO1, PO2	PSO1	COs of Deep Learning and Natural Language Processing (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26PGB126	Big Data Analytics	✓	✓		✓	PO1, PO2	PSO2	COs of Big Data Analytics (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26PGB127	Data Visualization and Story Telling Using Tableau	✓	✓		✓	PO1, PO2, PO3	PSO2	COs of Data Visualization and Story Telling Using Tableau (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26PGB323	Open Elective III (MOOC)	✓	✓		✓	PO1, PO5	PSO2	COs of Open Elective III (MOOC) (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	MOOC-based self-learning (Coursera) exposing students to globally benchmarked content of their choice.
26PGB324	Open Elective IV (MOOC)	✓	✓		✓	PO1, PO5	PSO2	COs of Open Elective IV (MOOC) (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	MOOC-based self-learning (Coursera) exposing students to globally benchmarked content of their choice.
26PGB221	AI and Financial Analytics	✓	✓		✓	PO1, PO2	PSO1, PSO3	COs of AI and Financial Analytics (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course deals with financial concepts, markets and regulatory frameworks in Indian and global contexts.
26PGB222	AI and HR Analytics	✓	✓		✓	PO1, PO2	PSO1, PSO3	COs of AI and HR Analytics (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.

26PGB223	Marketing & Retail Analytics	✓	✓		✓	PO1, PO2	PSO1, PSO3	COs of Marketing & Retail Analytics (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	The course educates about marketing concepts and practices applied to local, national and global markets using live cases and field assignments.
26PGB224	SCM Technology & Analytics	✓	✓		✓	PO1, PO2	PSO3	COs of SCM Technology & Analytics (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Develops analytics and technology skills on tools and platforms used by industry worldwide, applied to Indian business data.
26PGB421	Real World Capstone Project	✓	✓	✓	✓	PO1, PO5	PSO3	COs of Real World Capstone Project (per course docket Part C) map to the above POs/PSOs; CO attainment assessed through IA & SEE.	Real-world project applying classroom learning to live business problems of local and national organizations.

