

COURSE MATRIX OF THIRD SEMESTER

Sl.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	21MBA431	Operations and Supply Chain Management	3	36	50	50
2	21MBA231	Business, Government & Society	2	24	50	50
3	21MBA232	Values, Ethics and Social Responsibility in Business	2	24	50	50
SE 5	21MBA731	Domain Specific Skills	AC	-	-	-
IP 2	21MBA831	Social Immersion [Rural / Urban / NGO / Government] Two Weeks after II Semester or	1	-	50	50
IP 3	21MBA832	International Immersion [Socio- Cultural Context] (Two Weeks after II Semester)				
EC 2	21MBA833	Design Thinking and Creativity for Business	2	24	50	50
OE 2	21MBA834	Open Elective II [MOOC] 6-12 weeks	2	-	50	50
		Specialisation subjects (3 Major & 2 Minor) <ul style="list-style-type: none"> • Marketing • Entrepreneurship and Family Enterprise Management • Finance • Operations and Supply Chain Management • Business Analytics • Human Resource Management 	15	180	250	250
		TOTAL	27 + 1 AC	288	550	550

SPECILISATION WISE SUBJECTS

MARKETING		
SL NO	SUBJECT CODE	SUBJECT NAME
1	21MBA131	Applications of Digital Marketing
2	21MBA132	Sales and Distribution Management
3	21MBA133	Service and Retail Marketing
4	21MBA134	Neuromarketing and Consumer Behaviour
5	21MBA135	Product and Brand Management
6	21MBA136	Customer Experience Management
ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT		
1	21MBA235	Business Model Canvas and Business Plan development
2	21MBA233	Social Entrepreneurship and Innovation
3	21MBA236	Entrepreneurship in Action – I (Practice based course)
4	21MBA234	Entrepreneurial Leadership
5	21MBA237	Technology for Startups and Family Businesses
6	21MBA238	Corporate Entrepreneurship
FINANCE		
1	21MBA332	Investment Analysis and Portfolio Management
2	21MBA333	Business Valuation & Financial Modeling
3	21MBA331	Direct Tax
4	21MBA334	Indirect Tax
5	21MBA335	Banking Financial Services and Insurance
6	21MBA336	Behavioural Finance
OPERATIONS AND SUPPLY CHAIN MANAGEMENT		
1	21MBA432	Supply chain designing, Sourcing and Optimization
2	21MBA433	Logistics Management
3	21MBA435	Business Process Modeling and ERP

4	21MBA434	Lean Management
5	21MBA437	SCM for E-Commerce
6	21MBA436	Business Dynamics Modeling and Simulation
BUSINESS ANALYTICS		
1	21MBA531	Predictive Analytics using R
2	21MBA532	Big Data Analytics
3	21MBA533	Descriptive Analytics and Data Visualization
4	21MBA534	Analytics Applications in Functional Areas
5	21MBA536	Data Warehousing and Data Mining
6	21MBA535	Business Intelligence
HUMAN RESORCE MANAGEMENT		
1	21MBA632	Performance Management and Competency Mapping
2	21MBA631	Talent Management and Employee Engagement
3	21MBA633	Industrial Relations and Employment Laws
4	21MBA634	Learning and Development
5	21MBA636	Compensation and Reward Management
6	21MBA635	Leadership and Change Management

Course Title	OPERATIONS AND SUPPLY CHAIN MANAGEMENT
Term/Semester	III
Course ID	21MBA431
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Understand the concept and scope of operations management in a business context

CO2: Distinguish the role of location planning and capacity planning for enhancing operations capability

CO3: Demonstrate knowledge of the functions of logistics and supply chain management

CO4: Design and Develop the supply chain network

CO5: Understand and apply the quality management tools in business context

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	1	-	--	2	3	-	3	-	--
CO2	-	3	1	-	1		3	3	3	1	2
CO3	2	3	1	-	-		3	1	3	1	2
CO4		3	-	-	-	3	3	1	3	1	1
CO5	1	3	2	-	-	1	3	1	3	-	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	BUSINESS, GOVERNMENT AND SOCIETY
Term/Semester	III
Course ID	21MBA214
Credits	2

Course Outcomes (COs):

After successful completion of this course, the student will be able to

CO1: Understand and appreciate the Indian Constitution, composition of Indian Constitution.

CO2: Describe the legal aspects of business and regulations for organizations

CO3: Develop the basic conceptual understanding of disasters and its different contextual aspects, impacts and public health consequences

CO4: Evaluate sustainability and inclusion issues and solutions using a holistic approach

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	3	2	3	3	3	-	-	-
CO2	3	3	3	3	2	2	2	3	2	2	2
CO3	2	2	3	3	1	2	1	3	2	2	2
CO4	2	2	3	3	1	1	2	2	2	2	2

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	VALUES, ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS
Term/Semester	III
Course ID	21MBA247
Credits	2

Course Outcomes (COs):

After completion of this course, students will be able to;

CO1: Understand and appreciate the importance of ethics in business

CO2: Demonstrate ethical practices for effective management

CO3: Evaluate the success of a Social responsibility initiative and its impact on organization.

CO4: Demonstrate the relevance of Corporate Governance in the context of present-day management

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	1	1	2	2	3	1	2
CO2	2	2	1	-	1	-	2	2	2	1	1
CO3	2	1	1	2	1	1	1	3	3	2	2
CO4	2	2	1	1	1	1	2	1	2	1	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	DOMAIN SPECIFIC SKILL
Term/Semester	III
Course ID	21MBA731 (SE)
Credits	AC

Course outcomes:

Post Completion of this course students should be able to:

CO1: Develop Domain specific skills and competencies in the area of Interest

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	1	1	2	1	2	2	2	1	3
LEVEL	3-Substantial		2-Moderate		1-Slight		- No Co-relation				

Course Title	SOCIAL IMMERSION PROGRAMME
Term/Semester	III
Course ID	21MBA831
Credits	1

Course Outcomes:

After successful completion of this course, the student will be able to

CO1: Develop better citizenship by knowing, understanding and finding creative and sustainable solutions for pressing problems and issues faced by NGOs/Community/Society

CO2: Build interpersonal development, particularly the ability to work well with others, and build leadership and communication skills.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	-	1	2	1	3	-	2	2	3	2
CO2	3	-	3	1	-	3	-	-	2	3	2
LEVEL	3-Substantial		2-Moderate		1-Slight		- No Co-relation				

Course Title	INTERNATIONAL IMMERSION
Term/Semester	III Semester
Course ID	21MBA832
Credits	1

Course Outcomes:

On completion of the international immersion program, students will be able to-

CO1 Understand and appreciate the working culture of different countries/ universities.

CO2 Gain proficiency in the chosen area of certification

CO3 Understand and appreciate international travel etiquettes, food and behavioural etiquettes.

CO4 Contribute to collaborative research, Making the students industry-ready, brand building, international projects & placement opportunities.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	3	1	3	1	-	1	1	1	3
CO2	2	1	3	1	3	2	2	1	1	1	3
CO3	2	1	3	1	3	2	2	1	1	2	3
CO4	2	1	3	1	3	2	1	1	1	2	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	DESIGN THINKING AND CREATIVITY FOR BUSINESS
Term/Semester	III
Course ID	21MBA833
Credits	2

Introduction:

COURSE OUTCOMES (CO):

On completion of the course students will be able to:

CO1 Understand and appreciate the design thinking frame work and develop an empathy map

CO2 Understand and appreciate the importance of problem defining – in the design thinking frame work.

CO3 Demonstrate ability to identify an idea based on design thinking process.

CO4 Demonstrate the ability to develop prototype which offers real world solutions

CO5 Apply these new strategies to create new innovative solutions

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	1	2	3	3	3	3	2	3	3
CO2	3	3	-	2	3	3	3	3	1	3	3
CO3	3	3	-	2	3	3	3	3	1	3	3
CO4	3	3	1	2	3	3	3	3	1	3	3
CO5	3	3	1	2	3	3	3	3	1	3	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	OPEN ELECTIVE II
Term/Semester	III
Course ID	21MBA834
Credits	2

Course Outcome:

After the successful completion of the course, students will be able to:

CO1: Understand and articulate the nuances in the selected course

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	3	1	3	1	-	1	1	1	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

MARKETING SPECILISATION SUBJECTS

Course Title	APPLICATION OF DIGITAL MARKETING
Term/Semester	III
Course ID	21MBA131
Credits	3

Course Outcomes (COs):

After the completion of the course, the students will be able to:

CO1: To plan and create a website.

CO2: To be able to apply e-mail marketing tools.

CO3: To understand and apply mobile marketing.

CO4: To create and develop social media identity using social media tools.

CO5: To provide an understanding about content marketing.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	2	-	1	-	-	1	1	2	-	-
CO2	2	3	-	2	-	-	3	3	1	-	-
CO3	2	3	-	2	-	-	3	3	1	-	-
CO4	2	3	-	2	-	-	3	3	1	-	-
CO5	1	3	-	2	-	-	3	3	1	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	SALES AND DISTRIBUTION MANAGEMENT
Term/Semester	III
Course ID	21MBA132
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Understand and appreciate the importance of Sales & Distribution as integral part of marketing function in a business firm.

CO2: Apply techniques and approaches required for effective decision making in the areas of Sales and Distribution.

CO3: Develop understanding of the various aspects encompassing sales management; logistics and distribution management.

CO4: Analyze the problems involved in distribution management and suggest measures to overcome these problems.

CO5: To develop skills critical for generating; evaluating and selecting sales and distribution strategies.

-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	1	1	3	-	2	-	-	2	-	-
CO2	-	-	1	-	1	-	-	3	-	1	-
CO3	3	-	-	-	-	-	-	1	-	1	-
CO4	-	1	-	1	-	3	2	1	1	3	1
CO5	1	1	-	1	-	1	3	1	-	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	SERVICE AND RETAIL MARKETING
Term/Semester	III
Course ID	21MBA133
Credits	3

Course Outcomes:

Having successfully completed this course; student will be able to:

CO1: Understand and appreciate the opportunities and challenges in Management of retail business and Services in the Indian context

CO2: Sharpen their problem solving skills and enhance their sales practice in Services and retail markets.

CO3: Understand and appreciate the services domain from a marketing perspective.

CO4: Explore retailing as a business and have a comprehensive view of store management functions.

CO5: Learn the essential components of a service and retailing business

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	1	1	3	-	2	-	-	2	-	-
CO2	-	-	1	-	1	-	-	3	-	1	-
CO3	3	-	-	-	-	-	-	1	-	1	-

CO4	-	1	-	1	-	3	2	1	1	3	1
CO5	1	1	-	1	-	1	3	1	-	-	-
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	NEUROMARKETING & CONSUMER BEHAVIOUR
Term/Semester	III
Course ID	21MBA134
Credits	3

Course Outcomes (COs)

Having successfully completed this course; student will be able to:

CO1: To demonstrate an understanding of consumer behavior study and its application.

CO2: To analyze the individual factors such as need, motivation, goals influencing Consumer behavior.

CO3: To analyze social and cultural factors that affect consumer behaviour and its decision making.

CO4: To understand & appreciate about neuromarketing study.

CO5: To understand and appreciate what neuromarketing measures & ethics in neuromarketing.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	2	-	1	-	-	1	1	2	-	-
CO2	2	3	-	2	-	-	3	3	1	-	-
CO3	2	3	-	2	-	-	3	3	1	-	-
CO4	2	3	-	2	-	-	3	3	1	-	-
CO5	1	3	-	2	-	-	3	3	1	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	PRODUCT AND BRAND MANAGEMENT
Term/Semester	III
Course ID	21MBA135
Credits	3

Course Outcomes (COs):

On completion of the students will be able to:

CO1: To understand and appreciate the importance of developing new product for every type of business.

CO2: Develop the ideation process and marketing strategies to ensure product delivery.

CO3: Apply branding strategies while assessing the customer experience.

CO4: Analyze and propose Brand equity building models and measurement tools.

CO5: Integrate product and branding know-how to effectively manage a successful brand.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	3	2	2	3	2	3	3	1	1
CO2	3	2	3	3	2	3	2	3	2	2	2
CO3	3	3	3	3	1	3	2	3	2	1	1
CO4	3	3	3	3	1	3	3	3	1	1	-
CO5	3	3	1	3	1	3	3	3	1	1	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Title	CUSTOMER EXPERIENCE MANAGEMENT
Term/Semester	III
Course ID	21MBA136
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Understand the concepts of experiential marketing, value creation and challenges of creating memorable customer experiences

CO2: Apply skills in designing and building excellent customer experiences through rigorous research into customer needs and creating a customer journey map.

CO3: Create an experiential platform with Customer inter-face design and manage total customer Experience (TCE)

CO4: Build Customer Experience Management framework contributing towards sustainable business development.

CO5: Design CEM for different customer segments and analyze best practices in CEM across the sectors.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	1	1	1	1	2	3	2	1	1
CO2	3	3	2	2	1	1	2	3	2	1	2
CO3	3	2	3	1	3	2	2	3	2	1	2
CO4	3	2	2	1	3	2	2	3	2	1	3
CO5	3	3	2	1	3	2	2	3	2	1	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT

Course Title	BUSINESS MODEL CANVAS & BUSINESS PLAN DEVELOPMENT
Term / Semester	III
Course ID	21MBA235
Credits	3

Course Outcomes:

After the successful completion of this course, the students should be able to

CO1: Understand and appreciate the basics of business model and apply BMC in creating a Business Model.

CO2: Understand and deploy the business planning process and its scope and pitfalls.

CO3: Create a comprehensive business plan

CO4: Relate to different business plans and ideas.

CO5: Identify the changing trends and processes in contemporary Business planning.

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	1	3	1	3	2	1	2
CO2	2	3	1	1	1	3	1	3	2	1	2
CO3	2	3	3	1	3	3	3	3	3	3	2
CO4	3	3	3	1	1	3	1	3	2	3	3
CO5	3	1	3	1	1	3	1	3	3	3	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	SOCIAL ENTREPRENEURSHIP AND INNOVATION
Term / Semester	III
Course ID	21MBA233
Credits	3

Course Outcomes:

After the successful completion of this course, the students should be able to

CO1: Examine the concepts underpinning social entrepreneurship to gain a comprehensive understanding of the opportunities

CO2: Investigate the best practices, successes and failures, of social entrepreneurship.

CO3: Critically assess the range of strategic and operational issues faced by those who create and manage social enterprises.

CO4: Investigate and evaluate the role, requirements and challenges facing a “Social Entrepreneur”.

CO5: Create a sustainable business model for a social enterprise.

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	1	3	1	3	2	1	2
CO2	2	3	1	1	1	3	1	3	2	1	2
CO3	2	3	3	1	3	3	3	3	3	3	2
CO4	3	3	3	1	1	3	1	3	2	3	3
CO5	3	1	3	1	1	3	1	3	3	3	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	ENTREPRENEURSHIP IN ACTION PART I
Term / Semester	III
Course ID	21MBA236
Credits	3

Course Outcomes:

After the successful completion of this course, the students should be able to

CO1: Identify and assess their personal Interests, attitude and aptitude towards Entrepreneurship, and Business Ideas.

CO2: Develop and implement a market research plan to consolidate their business idea.

CO3: Understand and utilize the Business Model Canvas to develop their real time business.

CO4: Test and evaluate their business model with the potential customers.

CO5: Measure the desirability and demand for their business outputs through comprehensive feasibility analysis.

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	1	3	1	3	2	1	2
CO2	2	3	1	1	1	3	1	3	2	1	2
CO3	2	3	3	1	3	3	3	3	3	3	2
CO4	3	3	3	1	1	3	1	3	2	3	3
CO5	3	1	3	1	1	3	1	3	3	3	3

LEVEL: 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	ENTREPRENEURIAL LEADERSHIP
Term / Semester	III
Course ID	21MBA234
Credits	3

Course Outcomes:

After the successful completion of this course, the students should be able to

CO1: Develop their own approach to entrepreneurial leadership and industrial management.

CO2: Critically examine different entrepreneurial leadership approaches and practices, focusing on ventures with technological and business model innovations

CO3: Develop judgment for when and how to use hard versus soft leadership approaches

CO4: Understand how to build a culture of empowered leaders in the venture

CO5: Relate to the role of entrepreneurial leadership and scientific innovation in today's economy

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	1	3	1	3	2	1	2
CO2	2	3	1	1	1	3	1	3	2	1	2
CO3	2	3	3	1	3	3	3	3	3	3	2
CO4	3	3	3	1	1	3	1	3	2	3	3
CO5	3	1	3	1	1	3	1	3	3	3	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	TECHNOLOGY FOR STARTUPS AND FAMILY BUSINESSES
Term / Semester	III
Course ID	21MBA237
Credits	3

Course Outcomes:

After successful completion of this course, the students should be able to:

CO1: Recognise the importance and role of technology in entrepreneurship.

CO2: Understand and appreciate the various uses, abuses, and opportunities through usage of technology available for entrepreneurs in present scenario.

CO3: Acquire hands on knowledge of different technological tools for starting up their venture.

CO4: Apply strategies for business competition with technological techniques.

CO5: Build a sustainable business venture through the effective usage of technology.

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	1	3	1	3	2	3	1
CO2	2	3	1	1	1	3	1	3	2	3	1
CO3	2	3	3	1	3	3	3	3	3	2	1
CO4	3	3	3	1	1	3	1	3	2	3	1
CO5	3	1	3	1	1	3	1	3	3	3	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	CORPORATE ENTREPRENEURSHIP
Term / Semester	III
Course ID	21MBA238
Credits	3

Course Outcomes:

After the successful completion of this course, the students should be able to

CO1: Understand & appreciate Corporate Entrepreneurship, its origin and growth in modern times

CO2: Apply the entrepreneurial process to the operations of a department or functional area within an established organisation

CO3: Formulate corporate objectives and strategies that support entrepreneurial behaviour.

CO4: Evaluate the ethical dimensions of corporate entrepreneurial behaviour.

CO5: Implement and build viable and sustainable business models within an established organisation.

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	1	3	1	3	2	1	2
CO2	2	3	1	1	1	3	1	3	2	1	2
CO3	2	3	3	1	3	3	3	3	3	3	2
CO4	3	3	3	1	1	3	1	3	2	3	3
CO5	3	1	3	1	1	3	1	3	3	3	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

FINANCE SPECILISATION SUBJECTS

Course Title	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
Term/Semester	III
Course ID	21MBA332
Credits	3

Course Outcomes (COs):

After completion of this course, students will be able to;

CO1: Understand and appreciates the framework of the securities market and its functions

CO2: Understand and appreciates the framework of Risk and Return and calculate Risks and Returns of selected securities.

CO3: Understand and evaluate securities such as Bond and Equity to check whether they are underpriced or Overpriced

CO4: Evaluate financial statements for fundamental analysis (valuation of companies) and Technical Analysis (Charts)

CO5: Create optimum portfolios of different securities and evaluate the portfolio.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	1	1	2	2	3	1	2
CO2	3	2	2	-	1	-	2	2	2	1	1
CO3	2	2	-	2	1	1	1	3	3	2	2
CO4	2	2	1	1	-	1	2	1	2	1	-
CO5	3	3	1	2	-	1	2	2	2	2	2

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	BUSINESS VALUATION & FINANCIAL MODELING
Term/Semester	III
Course ID	21MBA333
Credits	3

Course Outcomes (COs):

After completion of this course, students will be able to;

CO1: Develop the analytical skills to compute different business valuation techniques

CO2: Understand and appreciate the business restructure methods and their importance

CO3: Compute and evaluate the value of the business for M&A decision

CO4: Develop the analytical skills to apply to compute valuation methods as financial modelling

CO5: Understand the types of takeovers / acquisitions

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	1	1	2	2	3	1	2
CO2	3	2	2	-	1	-	2	2	2	1	1
CO3	2	2	-	2	1	1	1	3	3	2	2
CO4	2	2	1	1	-	1	2	1	2	1	-
CO5	2	2	-	2	1	1	1	3	3	2	2

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	DIRECT TAX
Term/Semester	III
Course ID	21MBA331
Credits	3

Course Outcomes (COs):

After completion of this course, students will be able to;

CO1: Understand corporate taxation system in India

CO2: Understand the basic concepts of Income tax and apply the same on real world situation

CO3: Understand and Computation of taxable Income under different heads

CO4: Understand and apply the deductions available while computing Income Tax

CO5: Evaluate Indian Company and Foreign company tax liability in Indian context

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	1	1	1	2	2	3	1	1
CO2	3	2	1	-	1	-	2	2	2	1	-
CO3	2	2	-	1	1	1	1	3	3	2	1
CO4	2	2	1	1	-	1	2	1	2	1	-
CO5	3	3	-	1	-	1	2	2	2	2	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	INDIRECT TAXES
Term/Semester	III
Course ID	21MBA334
Credits	3

Course Outcomes:

After the Course completion, Students will be able to:

CO1: Understand and appreciate the basic concepts related to GST.

CO2: Associate levy and collection of GST in India and apply the same.

CO3: Evaluate the concepts related to Supply under GST

CO4: Assess regulations and computation of Input Tax Credit under GST.

CO5: Compute the Customs Duty on various applicable transactions.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	1	1	1	2	2	3	1	1
CO2	3	2	1	-	1	-	2	2	2	1	-
CO3	2	2	-	1	1	1	1	3	3	2	1
CO4	2	2	1	1	-	1	2	1	2	1	-
CO5	3	3	-	1	-	1	2	2	2	2	1
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	BANKING FINANCIAL SERVICES AND INSURANCE
Term/Semester	III
Course ID	21MBA335
Credits	3

Course Outcomes

After the Course completion, Students will be able to:

CO1: Understand and Appreciate the Indian Financial System.

CO2: Exemplify the Principles and Practice of Banking.

CO3: Infer the Principles and Practice of Insurance in Business and Management.

CO4: Associate with various financial services for decision making.

CO5: Analyze the current and changing scenario of Indian Banking, Insurance and financial service sector.

CO-PO Mapping:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11
CO1	-	-	-	2	-	-	-	-	-	-	-
CO2	3	2	-	3	2	2	2	3	1	1	-
CO3	3	2	1	3	2	2	2	3	1	1	-
CO4	3	2	1	3	2	2	2	3	1	1	2
CO5	3	3	2	3	3	1	3	2	2	2	1
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	BEHAVIORAL FINANCE
Term/Semester	III
Course ID	21MBA336
Credits	3

Course Outcomes (COs):

At the successful completion of this course the students should be able to;

CO1: Define “Normal Investors” and understand “what Investors really want”

CO2: Examine and Analyze “Efficient Market Hypothesis”

CO3: Apply “Prospect theory and asset pricing models in different situations”

CO4: Evaluate “Heuristics and Behavioral Biases of Investors with empirical evidence”.

CO5: Applying Behavioral Finance theories and overcoming Investor Biases

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	1	2	1	1	2	-	3	1	-	-
CO2	3	2	-	1	-	-	-	3	1	2	2
CO3	2	2	-	2	-	-	2	3	2	-	-
CO4	3	3	2	-	2	-	3	3	3	1	3
CO5	3	3	3	1	1	-	3	3	3	2	-
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Course Title	SUPPLY CHAIN DESIGNING, SOURCING AND OPTIMIZATION
Term/Semester	III
Course ID	21MBA432
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1 –Understand and appreciate the need for advanced supply chain network design

CO2 - Apply the appropriate tools and techniques to source the suppliers

CO3 – Formulate various strategies to achieve Continuous Service Improvement

CO4 - Apply appropriate techniques to evaluate the project efficiency

CO5 – Develop and deploy the Business contingency plan for the organisation

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	2	-	--	2	3	-	3	-	--
CO2	-	3	2	-	1	-	3	3	3	1	2
CO3	2	3	2	-	-	-	3	1	3	1	2
CO4	-	3	2	-	1	-	3	3	3	1	2
CO5	-	3	2	-	1	-	3	3	3	1	2
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	LOGISTICS MANAGEMENT
Term/Semester	III
Course ID	21MBA433
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.

CO2: Compare and contrast the various types of information management systems in Logistics and SCM

CO3: Deploy appropriate strategies for order management and customer service

CO4: Understand the importance of Inventory management system in SCM and Logistics

CO5: Analyze the strengths and weaknesses of various transportation modes and perform cost analysis.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	1	-	--	2	3	-	3	-	--
CO2	-	3	1	-	1	-	3	3	3	1	2
CO3	2	3	1	-	-	-	3	1	3	1	2
CO4	-	3	-	-	-	3	3	1	3	1	1
CO5	1	3	2	-	-	1	3	1	3	-	1
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	BUSINESS PROCESS MODELING (BPM) AND ENTERPRISE RESOURCE PLANNING (ERP)
Semester	III
Course ID	21MBA435
Credits	3

Course Outcomes (COs):

After successfully completing the course the students will be able to:

CO1: Understand and appreciate the concepts of Business Process Modeling.

CO2: Apply different methods for business process modeling in all stages of organization.

CO3: Compare and contrast various models of ERP and its role in integrating business functions

CO4: Analyze the strategic options for ERP identification and adoption.

CO5: Apply and evaluate the ERP implementation strategies in E-Commerce industry.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	3	3	3	3	1	3	1	-	2
CO2	3	2	3	3	3	3	1	3	1	-	2
CO3	2	3	1	2	2	3	3	2	1	-	2
CO4	2	3	1	2	2	3	3	2	1	-	2
CO5	3	3	2	2	2	3	3	3	1	-	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	LEAN MANAGEMENT
Term/Semester	III
Course ID	21MBA434
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1 – Compare and contrast the various elements of Lean Management

CO2 – Apply Lean Tools and Techniques to eliminate waste in the production Process

CO3 – Develop and deploy Lean system for better productivity

CO4 – Apply Appropriate Lean tools for project selection and management

CO5 – Implement and review the Lean projects

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	2	-	-	2	3	-	3	-	-
CO2	-	3	2	-	1	-	3	3	3	1	2

CO3	2	3	2	-	-	-	3	1	3	1	2
CO4	1	3	2	-	-	2	3	-	3	-	-
CO5	-	3	2	-	1	-	3	3	3	1	2
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	SCM FOR E -COMMERCE
Term/Semester	III
Course ID	21MBA437
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Understand and appreciate the opportunities and challenges that E-commerce brings to supply chain management

CO2: Develop and deploy e business models in SCM

CO3: Analyse the role that the Internet and information plays in supply chain synchronization and in the development of relationships with suppliers and customers.

CO4: Apply supply chain management concepts to the design, analysis, and improvement of e-business.

CO5: Compare and contrast the e-SCM Technology architecture

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	1	-	--	2	3	-	3	-	2
CO2	-	3	1	-	1	-	3	3	3	1	2
CO3	2	3	1	-	-	-	3	1	3	1	2
CO4	-	3	1	-	1	-	3	3	3	1	2
CO5	1	3	1	-	--	2	3	-	3	-	2
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	BUSINESS DYNAMICS MODELING AND SIMULATION
Term/Semester	III
Course ID	21MBA436
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO 1 – Understand and appreciate the concept of systems thinking and its applications in Business dynamics

CO2 – Compare and contrast the various types of system models and its applications in problem solving

CO3 - Develop and deploy the simulation models to address the problems in Industries

CO4 – Understand and appreciate the dynamics of Model building

CO5 - Apply the techniques involved in validating the simulation models

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	2	-	--	2	3	-	3	-	-
CO2	-	3	2	-	1	-	3	3	3	1	2
CO3	2	3	2	-	-	-	3	1	3	1	2
CO4	1	3	2	-	--	2	3	-	3	-	-
CO5	-	3	2	-	1	-	3	3	3	1	2

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

BUSINESS ANALYTICS

Course Title	PREDICTIVE ANALYTICS USING R
Term/Semester	III
Course ID	21MBA531
Credits	3

Course Outcomes (COs):

At the successful completion of this course the students should be able to;

CO1: Understand the predictive analytics in present scenario and R Software

CO2: Examine the data for model fitness, ETL and discover the data visualization

CO3: Understand and evaluate the prediction by using time series analysis

CO4: Apply predictive analytics techniques in decision making process

CO5: Understand the concept of neural network using R programming

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	2	2	1	2	3	3	2	1	2
CO2	2	3	1	2	1	1	2	3	2	1	2
CO3	2	2	1	1	-	1	2	3	2	1	2
CO4	2	3	1	2	1	1	2	3	2	1	2
CO5	2	3	1	2	1	1	2	3	2	1	2
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	BIG DATA ANALYTICS
Term/Semester	III
Course ID	21MBA532
Credits	3

Course Outcomes (COs):

Post Completion of this course students should be able to:

CO1: Interpret and analyze the Big Data Platform

CO2: Understand and apply concepts of database management systems

CO3: Illustrate and apply the architectural concepts of Hadoop and HDFS

CO4: Understand and analyze Hadoop Ecosystem and Map reduce

CO5: Understand the contemporary developments in the field of Big Data Analytics.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	2	1	1	-	1	2	2	2	1	-
CO2	-	2	1	1	1	2	2	2	2	-	1
CO3	-	2	-	-	-	2	2	1	1	-	-
CO4	-	2	-	-	-	1	2	1	1	-	-
CO5	-	2	-	-	-	1	2	2	2	-	-
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	DESCRIPTIVE ANALYTICS AND DATA VISUALIZATION
Term/Semester	III
Course ID	21MBA533
Credits	3

Course Outcomes (COs):

CO1: Understand the fundamental concepts and features of tableau.

- CO2:** Create data visualizations using tableau.
- CO3:** Analyse various features of modeling using tableau.
- CO4:** Create dashboards in tableau.
- CO5:** Construct stories in tableau.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	1	3	1	-	3	3	1	-	-
CO2	-	2	-	2	1	-	3	3	1	-	-
CO3	-	3	-	1	1	-	3	3	1	-	-
CO4	-	3	1	3	2	1	3	3	2	-	2
CO5	-	2	-	1	1	2	3	3	1	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight "-" No Correlation

Course Title	ANALYTICS APPLICATIONS IN FUNCTIONAL AREAS
Term/Semester	III
Course ID	21MBA534
Credits	3

Course Outcomes (COs):

At the successful completion of this course the students should be able to:

- CO1:** Ability to apply analytics (tools and algorithms) to solve problems in functional areas
- CO2:** Articulate the usage of business analytics in a variety of functional areas
- CO3:** Create a used case for analytics to solve business problems
- CO4:** Understand the importance of analytics in taking effective business decision
- CO5:** Analyse the used cases of Analytics in various functional areas

CO PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	1	3	1	2	3	3	3	1	1
CO2	2	2	1	2	1	2	3	3	3	1	1
CO3	3	3	1	2	1	2	3	3	3	1	1

CO4	3	3	1	2	1	2	3	3	3	1	1
CO5	3	3	1	2	1	2	3	3	3	1	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	DATA WAREHOUSING AND DATA MINING
Term/Semester	III
Course ID	21MBA536
Credits	3

Course Outcomes (COs):

Upon completion of this course, the students will be able to:

CO1: Design a Data warehouse system and perform business analysis with OLAP tools

CO2: Understand Architecture of a Data Mining System.

CO3: Apply frequent pattern and association rule mining techniques for data analysis

CO4: Apply appropriate classification and clustering techniques for data analysis

CO5: Understand the latest trends in Data warehousing and data mining

Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	1	2	1	2	3	2	3	1	1
CO2	1	2	1	2	1	1	2	2	2	1	1
CO3	2	3	1	2	1	2	3	2	2	1	1
CO4	2	3	1	3	1	3	3	3	3	1	1
CO5	2	3	1	2	1	2	3	2	2	1	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	BUSINESS INTELLIGENCE
Term/Semester	III
Course ID	21MBA535
Credits	3

Course Outcomes (COs):

CO1: Understand and describe the fundamentals of business intelligence

CO2: Implement the process of business intelligence to make better business decisions.

CO3: Explain the issues and challenges associated with business intelligence

CO4: Understand the nuances in implementing the Business Intelligence tools
CO5: Analyze the emerging trends in Business Intelligence

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	1	1	2	1	2	2	1	1	1	1
CO2	2	3	1	2	1	2	3	2	2	1	1
CO3	3	3	1	2	1	2	3	2	2	1	1
CO4	2	2	1	2	1	2	3	2	2	1	1
CO5	3	3	1	2	1	2	3	2	2	1	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

HUMAN RESOURCE MANAGEMENT

Course Title	PERFORMANCE MANAGEMENT AND COMPETENCY MAPPING
Term/Semester	III
Course ID	21MBA632
Credits	3

Course Outcomes (COs):

After the completion of the course, students will be able to:

- CO1:** To analyze various determinants of Job Performance
- CO2:** To apply Competency Based Performance Management System in an organization
- CO3:** To apply Past Oriented and Future Oriented Methods of Performance Appraisal in an organization based on the needs of an organization
- CO4:** To analyze relationship between Competency Mapping and its linkage to Performance Planning and to effectively manage High Performance Teams in the organizational environment
- CO5:** To understand contemporary trends in Performance Management and to apply those contemporary trends on need basis in an organization

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11

CO1	3	3	1	2	2	1	2	3	2	1	2
CO2	3	3	2	1	3	3	2	3	2	1	3
CO3	3	3	2	2	3	3	1	2	2	1	3
CO4	3	2	3	2	2	1	2	3	1	2	3
CO5	3	2	2	1	2	1	3	3	2	2	2
LEVEL	3-Substantial			2-Moderate			1-Slight		"-" No relation		

Course Title	TALENT MANAGEMENT AND EMPLOYEE ENGAGEMENT
Term/Semester	III
Course ID	21MBA631
Credits	3

Course Outcomes (COs):

At the end of the course, students will be able to-

CO1: Understand and appreciate the focus on attraction, acquisition, and retention of talent in organizations.

CO2: Identify and analyse the alignment of talent management process with business strategy, with culture, and with people.

CO3: Comprehend how organizations are using employee engagement surveys to understand the drivers of their employees' satisfiers and dissatisfiers and apply

CO4: Identify and develop strategies for improving employee engagement at the team and enterprise level.

CO5: Formulate a link between employee engagement, customer value and financial performance

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	2	1	3	2	-	1	2	1	3
CO2	3	3	-	-	2	2	-	3	1	-	1
CO3	3	3	-	3	-	-	2	-	1	1	2
CO4	2	3	-	2	2	3	-	-	1	-	2
CO5	2	3	-	2	3	3	-	-	1	-	3

LEVEL **3-Substantial** **2-Moderate** **1-Slight** **"-" No relation**

Course Title	INDUSTRIAL RELATIONS AND EMPLOYMENT LAWS
Term/Semester	III
Course ID	21MBA633
Credits	3

Course Outcomes (COs):

At the end of the course, students will be able to-

CO1: Understand and appreciate the concept of Industrial Relations.

CO2: Illustrate the role of trade union in the industrial setup.

CO3: Outline the important causes & impact of industrial disputes.

CO4: Elaborate and apply Industrial Dispute settlement procedures.

CO5: Summarize the important provisions of Wage Legislations, welfare legislations and social security legislations

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	2	1	3	2	-	1	2	1	3
CO2	3	3	-	-	2	2	-	3	1	-	1
CO3	3	3	-	3	-	-	2	-	1	1	2
CO4	2	3	-	2	2	3	-	-	1	-	2
CO5	2	3	-	2	3	3	-	-	1	-	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Mid - Term Test	Individual	20	After completion of 2-3 modules
3	Attendance and Class participation	Individual	5	At the end of the semester
4	Remaining assignments (Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc.)	Individual	25	Full Semester

Course Title	LEARNING AND DEVELOPMENT
Term/Semester	III
Course ID	21MBA634
Credits	3

Course Outcomes (COs):

After the completion of the course, students will be able to:

CO1: Distinguish between training, learning and development and to apply the process of training and development in an organization

CO2: Analyze the training needs of employees in an organization and to effectively organize various training programmes in an organization

CO3: Implement different methods of training based on the needs of the organization

CO4: Understand the purpose of training evaluation and to evaluate various training programmes implemented in the organization

CO5: To discuss contemporary trends in learning and development and to apply those contemporary trends in an organization on need basis

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	1	1	1	2	3	1	1	2
CO2	3	3	2	1	2	1	2	3	3	1	3
CO3	3	2	3	1	3	2	3	3	1	2	3
CO4	3	3	1	1	-	-	1	3	1	1	1
CO5	3	3	1	2	2	1	2	2	1	2	2

LEVEL 3-Substantial 2-Moderate 1-Slight "-" No relation

Course Title	COMPENSATION AND REWARD MANAGEMENT
Term/Semester	III
Course ID	21MBA636
Credits	3

Course Outcomes (COs):

After successful completion of this course, the student will be able to

CO1: Appreciate the basic compensation concepts and the context of compensation practices

CO2: Design a compensation system to meet the requirements of individuals (in terms of internal equity and external equity), the organization (in terms of meeting strategic goals and containing labor costs), and society (in terms of fairness and justice).

CO3: Recognize the variables of cost to the Company and statutory provisions of taxation.

CO4: Develop reward strategy and implement recognition decisions that help the organization achieve a competitive advantage

CO5: Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	1	2	-	3	-	3	1	-	2
CO2	3	3	3	2	-	3	-	3	2	3	2
CO3	3	3	3	2	2	2	2	3	2	2	2
CO4	2	2	2	2	2	2	2	3	2	1	1
CO5	3	3	1	3	2	2	2	3	2	1	2
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	LEADERSHIP AND CHANGE MANAGEMENT
Term/Semester	III
Course ID	21MBA635
Credits	3

Course Outcomes (COs):

At the end of the course, students will be able to-

CO1: Describe the organizational development process.

CO2: Understand and appreciate the process of Change Management.

CO3: Understand and apply the change management models.

CO4: Demonstrate skills needed to develop an action plan for the organizational development process.

CO5: Analyse the causes for change resistance and develop the ability to handle the resistance.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	2	1	3	2	-	1	2	1	3
CO2	3	3	-	-	2	2	-	3	1	-	1
CO3	3	3	-	3	-	-	2	-	1	1	2
CO4	2	3	-	2	2	3	-	-	1	-	2
CO5	2	3	-	2	3	3	-	-	1	-	3
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

COURSE MATRIX OF FOURTH SEMESTER

Sl.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	21MBA241	International Business	3	36	50	50
2	21MBA242	Strategic Management & Corporate Governance	3	36	50	50
IP 4	21MBA841	Managerial Research Skills Lab (MRSL)	2	-	50	50
IP 5	21MBA842	Internship Project	3	-	50	50
		Specialization subjects (2 Major & 1 Minor)	9	108	150	150
		TOTAL	20	180	350	350

SPECILISATION WISE SUBJECTS

MARKETING		
SL NO	SUBJECT CODE	SUBJECT NAME
1	21MBA141	Integrated Marketing Communication
2	21MBA142	Business and Social Marketing
3	21MBA143	Business Analytics for Marketing
4	21MBA144	Rural and Green Marketing
ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT		
1	21MBA243	Entrepreneurship Ecosystem in India
2	21MBA244	Entrepreneurship in Action - II (Practice based course)
3	21MBA245	Managing and Growing Family Enterprises
4	21MBA246	Financial Management for Entrepreneurs
FINANCE		
1	21MBA341	Financial Risk Management and Derivatives

2	21MBA342	International Finance
3	21MBA344	Cost Management
4	21MBA343	Financial Analytics
OPERATIONS AND SUPPLY CHAIN MANAGEMENT		
1	21MBA442	Business Process Improvement
2	21MBA444	Strategic Quality Management
3	21MBA441	World Class Manufacturing
4	21MBA443	Business Analytics for SCM
BUSINESS ANALYTICS		
1	21MBA541	Emerging technologies
2	21MBA542	Machine Learning using Python
3	21MBA544	Analytics for E-Commerce and Retail
4	21MBA543	IT Risk Management and Data Security
HUMAN RESORCE MANAGEMENT		
1	21MBA642	Managing Teams
2	21MBA644	Learning Organisations and Knowledge Management
3	21MBA641	International HRM
4	21MBA643	HR Analytics

Course Title	INTERNATIONAL BUSINESS
Term/Semester	IV
Course ID	21MBA241
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Describe the relationships between international business and the political; economic; legal and social policies of countries; regions and international institutions.

CO2: Comprehends the complexities of international business both home country and host country.

CO3: Understand and appreciate the impact of functioning of international organizations and trading blocks in the global economy

CO4: Analyze the role and impact of international theories on International Business

CO5: Explore the various contemporary developments in the field of international Business.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	1	1	3	-	2	-	-	2	-	-
CO2	-	-	1	-	1	-	-	3	-	1	-
CO3	3	-	-	-	-	-	-	1	-	1	-
CO4	-	1	-	1	-	3	2	1	1	3	1
CO5	1	1	-	1	-	1	3	1	-	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE
Term/Semester	IV
Course ID	21MBA242
Credits	3

COURSE OUTCOMES (CO):

CO1 To understand the importance of strategy, appropriate to business situation build and develop the business strategy,

CO2 Describe the practical and integrative model of strategic management process

CO3 Analyse the competitive situation and strategic dilemma in dealing with dynamic business factors both in domestic and global markets.

CO4 Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences

CO5 Application of the skills, tools and techniques to new business models- evaluate and plan new control systems that are outcome oriented to the new business.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	3	3	2	1	3	3	2	3	3
CO2	3	3	2	2	2	1	3	3	1	2	2
CO3	3	3	3	3	2	1	3	3	2	3	3
CO4	3	3	3	3	2	1	3	3	2	3	3
CO5	3	3	3	3	3	3	2	2	1	3	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	MANAGERIAL RESEARCH SKILLS LAB
Term/Semester	IV
Course ID	21MBA841
Credits	3

Course outcomes:

After successful completion of Immersion, the student will be able to

CO1: Identify the research area of phenomena to study; define a research problem and develop research methodology based on systematic approach; tabulate and analyze the data using scientific method and share their research work in conference and publish research paper in reputed Journals

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	3	1	3	1	-	1	1	1	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	INTERNSHIP PROJECT
Term/Semester	IV

Course ID	21MBA842
Credits	3

Course outcomes:

Upon successful completion of this course, students will be able to:

CO1: Able to articulate and apply principles learned in and outside of the classroom to a specific internship site experience.

CO2: Develop work competencies for a specific profession or occupation

CO3: Gain self-understanding, self-confidence, and interpersonal skills.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	3	1	3	1	2	1	1	1	3
CO2	2	1	3	-	3	2	-	1	2	1	3
CO3	2	1	3	2	3	2	2	1	2	1	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

MARKETING

Course Title	INTEGRATED MARKETING COMMUNICATION
Term/Semester	IV
Course ID	21MBA141
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: To understand & appreciate the key concepts used in integrated marketing communications.

CO2: To design creative strategy and media planning.

CO3: To develop objectives and budgeting for IMC.

CO4: To measure and evaluate an IMC performance.

CO5: To discuss the legal and ethical considerations in IMC.

CO-PO Mapping:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	1	2	2	-	3	3	2	2	1
CO2	3	3	1	3	2	-	3	3	3	3	1
CO3	3	3	-	3	3	-	3	3	2	2	2
CO4	3	3	-	3	1	1	3	3	3	2	1
CO5	3	3	-	3	2	1	3	3	3	1	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	BUSINESS AND SOCIAL MARKETING
Term/Semester	IV
Course ID	21MBA142
Credits	3

Course Outcomes (COs):

Upon successful completion of this course, students will be able to:

CO1- Understand and appreciate the environment of B2B Marketing & managing relationships in Business Marketing

CO2 -Build business marketing strategy & analyse Customer Relationship Management practices to build B2B brand

CO3 - Demonstrate skills to formulate implementable marketing strategies in the area of pricing and Promotion of B2B products and services.

CO4 - Analyze the Social Marketing environment and evaluate various social marketing strategies approved by the Business firms

CO5 - Understand and appreciate the various Social Marketing Projects in India

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	2	3	3	2	1	2	2	3	2
CO2	3	2	3	2	3	2	1	3	3	2	2
CO3	2	2	1	3	2	2	1	2	1	1	3
CO4	2	2	2	3	2	1	-	3	2	3	1
CO5	2	-	-	2	2	2	-	1	1	3	2

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	RURAL AND GREEN MARKETING
Term/Semester	IV
Course ID	21MBA144
Credits	3

Course Outcomes (COs):

Having successfully completed this course; student will be able to:

CO1: Explore the opportunities and challenges in rural and green marketing in Indian context

CO2: Identify and assess rural market potential for products and services

CO3: Evaluate different marketing strategies used in rural and green marketing

CO4: Develop interest towards rural and green marketing

CO5: Learn the concept of sustainability in Marketing

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	1	1	3	-	2	-	3	2	-	-
CO2	-	-	1	-	1	-	-	3	2	1	-
CO3	3	-	3	-	-	-	-	1	-	1	3
CO4	-	1	-	1	3	3	2	1	1	3	1
CO5	1	1	-	2	3	1	3	2	-	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	BUSINESS ANALYTICS FOR MARKETING
Term/Semester	IV
Course ID	21MBA143
Credits	3

Course Outcomes (COs):

Having successfully completed this course, the student will be able to:

CO1: Understand and appreciate the concepts and application of Business analytics in managing Marketing functions

CO2: Apply quantitative and qualitative analysis to understand trends and indicators in Marketing data

CO3: Understand and appreciate Applications of Big Data Analytics in Marketing

CO4: Apply web based analytical tools to various Marketing functions

CO5: Demonstrate how to connect Marketing results to business results by Dashboards

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	3	1	3	2	3	3	3	1	-	-

CO2	3	3	-	2	1	2	3	2	1	-	-
CO3	1	3	-	2	3	3	3	2	-	-	-
CO4	3	3	-	2	1	2	3	2	1	-	-
CO5	2	3	1	3	2	3	3	3	1	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT

Course Title	ENTREPRENEURSHIP ECOSYSTEM IN INDIA
Term / Semester	IV
Course ID	21MBA243
Credits	3

Course Outcomes:

After the successful completion of this course, the students should be able to

CO1: Understand & appreciate the importance of ecosystem for entrepreneurship growth and support

CO2: Identify the Key players in the ecosystem who foster and support the growth of entrepreneurship in a particular country.

CO3: Understand and appreciate the Indian ecosystem for entrepreneurship growth and development

CO4: Understand the support system that facilitates the start-ups in India

CO5: Understand the various institutions of India that supports Entrepreneurship

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	1	3	1	3	2	1	2
CO2	2	3	1	1	1	3	1	3	2	1	2
CO3	2	3	3	1	3	3	3	3	3	3	2
CO4	2	3	1	1	1	3	1	3	2	1	2
CO5	2	3	3	1	3	3	3	3	3	3	2

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	ENTREPRENEURSHIP IN ACTION PART- II
Term / Semester	IV
Course ID	21MBA244
Credits	3

Course Outcomes:

After the successful completion of this course, the students should be able to

CO1: Develop the Business Plan and Business Pitches for their business.

CO2: Build a core team and develop an organisation charter for the organisation. Identify and align the requirement for registration, licensing, IPR process and other incorporation requirements.

CO3: Structure and source the Preliminary Funding options and raise the funds.

CO4: Marshalling the required resources and running the business.

CO5: Develop the growth and expansion plan.

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	1	3	1	3	2	1	2
CO2	2	3	1	1	1	3	1	3	2	1	2
CO3	2	3	3	1	3	3	3	3	3	3	2
CO4	3	3	3	1	1	3	1	3	2	3	3
CO5	3	1	3	1	1	3	1	3	3	3	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	MANAGING AND GROWING FAMILY BUSINESS
Term/Semester	IV
Course ID	21MBA245
Credits	3

Course Outcomes (COs):

On completion of the course students of the course will be able to:

CO1: Understand and appreciate the concept and dynamics of family enterprises, its importance and contribution.

CO2: Analyse and propose a relevant business idea, functional process that can be adopted for a family enterprise idea.

CO3: Appraise and suggest implementable business model, functional strategies, that allows scaling up of the family business operations.

CO4: Analyze and propose future plans and succession plan

CO5: Integrate and implement new advances in the family business.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	3	2	2	3	2	3	3	3	2
CO2	3	2	3	3	2	3	2	3	2	2	2
CO3	3	3	3	3	3	3	2	3	2	1	3
CO4	3	3	3	3	3	3	3	3	3	2	3
CO5	3	2	3	3	3	3	3	3	3	3	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	FINANCIAL MANAGEMENT FOR ENTREPRENEURS
Term / Semester	IV
Course ID	21MBA246
Credits	3

Course Outcomes:

After the successful completion of this course, the students should be able to

- CO1:** Analyse the financial statements and interpret the financial ratios.
- CO2:** Decipher the financial health of the business with the help financial Analysis.
- CO3:** Evaluate and describe the financial status of the Startups.
- CO4:** Develop proforma statements and predict the future financial status.
- CO5:** Formulate decisions, both as entrepreneurs and venture capitalists.

CO PO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	1	1	1	3	1	3	2	1	2
CO2	2	3	1	1	1	3	1	3	2	1	2
CO3	2	3	3	1	3	3	3	3	3	3	2
CO4	3	3	3	1	1	3	1	3	2	3	3
CO5	3	1	3	1	1	3	1	3	3	3	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

FINANCE

Course Title	RISK MANAGEMENT AND DERIVATIVES
Term/Semester	IV
Course ID	21MBA341
Credits	3

Course Outcomes (COs):

At the successful completion of this course the students should be able to;

- CO1:** Understand and appreciate the basics of derivative markets.
- CO2:** Examine trading and creating effective hedging strategies using futures contracts
- CO3:** Examine trading and creating effective hedging strategies using options
- CO4:** Evaluate Risks involved and create risk control systems.
- CO5:** Analyze how derivative exposures can lead to next world financial crisis as part of contemporary issues in derivatives. (Contemporary issues)

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	1	-	-	-	-	-	3	1	-	-
CO2	3	2	-	-	-	-	-	3	1	-	-
CO3	2	2	-	-	-	-	2	3	2	-	-
CO4	3	3	-	-	-	-	3	3	3	-	-
CO5	3	3	-	-	-	-	3	3	3	-	-
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	INTERNATIONAL FINANCIAL MANAGEMENT
Term/Semester	IV
Course ID	21MBA342
Credits	3

Course Outcomes (COs):

At the successful completion of this course the students should be able to;

CO1: Understand and appreciate the fundamental theories of international finance and BOP

CO2: Examine exchange rate mechanisms

CO3: Evaluate the sources of risks in FOREX and sources of Arbitrage

CO4: Apply effective risk management strategies using currency derivatives.

CO5: Applying Swaps to real world problems for effective Hedging

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	1	-	-	-	-	-	3	1	-	-
CO2	3	2	-	-	-	-	-	3	1	-	-
CO3	2	2	-	-	-	-	2	3	2	-	-
CO4	3	3	-	-	-	-	3	3	3	-	-
CO5	3	3	-	-	-	-	3	3	3	-	-
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	COST MANAGEMENT
Term/Semester	IV
Course ID	21MBA344
Credits	3

Course Outcomes (COs):

After completion of this course, students will be able to;

CO1: Understand and appreciate cost systems in modern business organizations and the process of arriving at the cost of a product or service.

CO2: Understand the concept of overheads and its implications on cost management

CO3: Apply the utility of the CVP model in managerial decision making

CO4: Critically evaluate various costing methods such as marginal costing, budgetary control, standard costing, etc.

CO5: Understand and appreciate the development in cost management in the present era

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	1	1	2	2	3	1	2
CO2	2	2	1	-	1	-	2	2	2	1	1
CO3	2	1	1	2	1	1	1	3	3	2	2
CO4	2	2	1	1	1	1	2	1	2	1	-
CO5	2	2	1	-	1	-	2	2	2	1	1
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

Course Title	FINANCIAL ANALYTICS
Term/Semester	IV
Course ID	21MBA343
Credits	3

COURSE OUTCOMES (CO):

On successful completion of this course, the students should be able to;

CO1: Understand and appreciate applied analytics for problems in domain finance

CO2: Differentiate between models with robustness criteria in domain finance

CO3: Determine the tool to be chosen for a practical business problem in domain finance

CO4: Interpret the outcome for the same

CO5: Take a complete business decision

CO PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	2	-	-	-	2	2	2	2	-	-
CO2	2	2	-	-	-	2	2	2	2	-	-

CO3	2	2	-	-	-	2	2	2	2	-	-
CO4	-	-	2	2	2	-	-	-	-	2	2
CO5	-	-	2	2	2	-	-	-	-	2	2

LEVEL 3-Substantial 2-Moderate 1-Slight "-" No Co-relation

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Course Title	BUSINESS PROCESS IMPROVEMENT
Term/Semester	IV
Course ID	21MBA442
Credits	3

Course Outcomes (CO)

Having successfully completed this course student will be able to:

- CO1** Define the key terms associated with Business Process Improvement.
- CO2** Explain the various supporting and opposing forces to Business Process Improvement in simple business situations.
- CO3** Understand and appreciate the enablers of BPI
- CO4** Formulate a working plan to establish a Business Process Improvement
- CO5** Evaluate the success of a BPR initiative in relation to the impact on organizational key performance indicators (KPIs.)

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	2	2	1	1	2	2	2	3	2	2
CO2	2	1	2	-	1	-	2	1	2	1	1
CO3	3	1	1	-	2	-	1	3	1	2	3
CO4	2	2	1	1	2	1	2	1	2	1	-
CO5	1	-	1	2	-	1	-	-	2	2	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	STRATEGIC QUALITY MANAGEMENT
Term/Semester	IV
Course ID	21MBA444
Credits	3

Course Outcomes (COs):

After completion of this course, students will be able to;

- CO1** Understand and appreciate various Principles and Practices of TQM
- CO2** Classify the Quality Control and Improvement Tools
- CO3** Understand and appreciate the Philosophies of Quality Management
- CO4** Illustrate the Implementation of Total Quality Management
- CO5** Critically evaluate the Quality Standards adopted in industry

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	1	1	1	2	2	3	1	2
CO2	2	2	1	-	1	-	2	2	2	1	1
CO3	2	1	1	2	1	1	1	3	3	2	2
CO4	2	2	1	1	1	1	2	1	2	1	-
CO5	2	2	1	-	1	-	2	2	2	1	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	BUSINESS ANALYTICS FOR SCM
Term/Semester	IV
Course ID	21MBA443
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

- CO1** –Understand and appreciate the Applications of Analytics in SCM
- CO2** - Apply the appropriate ICT tools for enhancing the Supply Chain capabilities
- CO3** – Analyse the applications of Big Data Analytics in Supply Chain Framework
- CO4** – Compare and Contrast the various AI tools used in SCM
- CO5** –Deploy the Robotic Process Automation for Supply Chain functions

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	2	-	-	2	3	-	3	-	-
CO2	-	3	2	-	1	-	3	3	3	1	2
CO3	2	3	2	-	-	-	3	1	3	1	2
CO4	-	3	2	-	1	-	3	3	3	1	2

CO5	-	3	2	-	1	-	3	3	3	1	2
LEVEL	3-Substantial			2-Moderate			1-Slight			- No Co-relation	

BUSINESS ANALYTICS

Course Title	EMERGING TECHNOLOGIES
Term/Semester	IV
Course ID	21MBA541
Credits	3

Course Outcomes (COs):

After successfully completing the course the students will be able to:

CO1: Remember and understand various emerging technologies.

CO2: Understand and analyze various technologies in communication and virtual reality.

CO3: Understand the impact of emerging technologies in a global context.

CO4: Understand the impact of emerging technologies on society as a whole.

CO5: Understand and appreciate cutting edge technologies

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	-	-	3	-	2	2	-	3	1	-
CO2	-	1	2	3	-	2	2	1	3	1	-
CO3	-	-	2	3	-	2	2	1	3	3	-
CO4	-	-	-	3	-	1	2	-	3	3	-
CO5	-	1	2	3	-	1	2	1	3	3	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	MACHINE LEARNING USING PYTHON
Term/Semester	IV
Course ID	21MBA542
Credits	3

Course Outcomes (COs):

Post Completion of this course students should be able to:

CO1: understand and illustrate machine learning theories

CO2: design and implement supervised learning algorithms

CO3: design and implement unsupervised learning algorithms

CO4: design and implement deep learning algorithms

CO5: understand the contemporary developments in the field of machine learning.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	2	1	1	-	1	2	2	2	-	-
CO2	-	2	2	1	1	2	2	2	2	-	1
CO3	-	2	2	-	-	2	2	1	2	-	-
CO4	-	2	1	-	-	1	1	1	1	-	-
CO5	-	1	-	-	-	1	1	2	1	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	ANALYTICS FOR E-COMMERCE AND RETAIL
Term/Semester	IV
Course ID	21MBA544
Credits	3

Course Outcomes (COs):

CO1: Understand basics of E-Commerce analytics

CO2: Apply different techniques in Google analytics.

CO3: Analyze E-Commerce Reports in Google Analytics.

CO4: Understand and appreciate application of analytics in retailing.

CO5: Apply various application tools and algorithms in retail analytics.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	1	-	1	-	1	1	1	-	-	-
CO2	-	3	-	1	-	1	3	3	1	-	-
CO3	1	3	-	2	1	2	3	3	1	-	-
CO4	2	2	1	3	1	2	3	2	1	-	1
CO5	3	2	1	3	2	2	3	3	-	-	2

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	IT RISK MANAGEMENT AND DATA SECURITY
Term/Semester	IV
Course ID	21MBA543
Credits	3

Course Outcomes (COs):

After successfully completing the course the students will be able to:

CO1: Understand the basics of cyber security and IT risk.

CO2: Analyse and asses the risk in the organization.

CO3: Apply the risk management tools and techniques.

CO4: Analyze and evaluate the risk mitigation techniques and frameworks within organization.

CO5: Analyze and assess management, data protection, security operations, etc.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	1	-	1	-	1	1	1	-	-	-
CO2	-	3	-	1	-	1	3	3	1	-	-
CO3	1	3	-	2	1	2	3	3	1	-	-
CO4	2	2	1	3	1	2	3	2	1	-	1
CO5	3	2	1	3	2	2	3	3	-	-	2

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

HUMAN RESOURCE MANAGEMENT

Course Title	INTERNATIONAL HUMAN RESOURCE MANAGEMENT
Term/Semester	IV
Course ID	21MBA641
Credits	3

Course Outcomes (COs):

After the completion of the course, students will be able to:

CO1: Understand difference between Domestic HRM and International HRM and effectively apply these differences with regard to management of Human Resources in a Multinational Organization

CO2: To implement different approaches of International Staffing in the Multinational Organization

CO3: To apply appropriate strategies for expatriate and repatriate management based on the needs of a Multinational Organization

CO4: To Design and Implement appropriate performance management systems and compensation management for Expatriates in a Multinational Organization

CO5: To discuss contemporary trends in IHRM and to apply those contemporary trends in a Multinational Organization on need basis

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	1	2	2	3	2	3	1	2	3
CO2	3	2	1	1	2	1	2	3	1	2	3

CO3	3	3	2	2	3	2	2	3	1	2	3
CO4	3	3	2	2	2	2	2	3	2	1	3
CO5	3	2	1	2	2	3	3	2	1	2	2
	LEVEL		3-Substantial		2-Moderate		1-Slight		"-" No relation		

Course Title	LEARNING ORGANISATIONS AND KNOWLEDGE MANAGEMENT
Term	IV
Course ID	21MBA644
Credits	3

Course Outcomes (COs):

Upon successful completion of this course, students will be able to:

CO1: Understand and appreciate the various facets of Learning Organisation

CO2: Formulate strategies to create and manage learning Organisations

CO3: Understand and appreciate the concept of Knowledge and align knowledge management with business strategies.

CO4: Capture and Codify the knowledge for better decision making in the organization.

CO5: Ability to share/ transfer the meaningful knowledge with the stakeholders of the organization.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	1	1	1	1	-	-	2	3	1	-
CO2	1	2	1	1	2	1	1	2	3	1	-
CO3	2	1	-	1	1	1	-	2	3	-	-
CO4	2	3	-	1	-	-	2	2	3	1	2
CO5	1	-	-	2	2	-	-	2	3	2	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	MANAGING TEAMS
Term/Semester	IV
Course ID	21MBA642
Credits	3

Course Outcomes (COs):

Upon successful completion of this course, students will be able to:

CO1: Understand and appreciate the various facets of team management

CO2: Understand and appreciate how teams are formed and managed within the organization

CO3: Understand the effects of conflict and formulate strategies for conflict resolution.

CO4: Develop negotiation skills.

CO5: Managing High performance teams.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	2	1	3	-	-	2	1	1	3
CO2	2	1	2	1	3	-	-	2	1	1	3
CO3	3	3	1	1	3	-	-	1	1	1	3
CO4	2	1	1	1	3	-	-	-	-	1	3
CO5	2	2	2	1	3	-	-	1	1	-	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Title	HR ANALYTICS
Term/Semester	IV
Course ID	21MBA643
Credits	3

Course Outcomes (COs):

After completion of this course, students will be able to;

CO1: Understand and appreciate the concepts and business application of human resources perspective

CO2: Apply quantitative and qualitative analysis to understand trends and indicators in human resource data

CO3: Demonstrate how to connect HR results to business results by Dashboards

CO4: Apply the different HR metrics to conduct research and statistical analyses related to Human Resource Management

CO5: Understand the latest developments in the field of HR analytics

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	2	3	2	1	1	2	2	1	1
CO2	3	2	2	2	1	1	1	2	2	3	1
CO3	2	2	2	2	1	-	2	1	2	1	1
CO4	2	3	1	1	1	-	1	2	1	2	1
CO5	2	2	2	2	1	-	2	1	2	1	1

LEVEL

3-Substantial

2-Moderate

1-Slight

- No Co-relation