COURSE MATRIX – THIRD SEMESTER

Sl.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	23MBA231	Strategic Management & Corporate Governance	3	36	50	50
2	23MBA431	Operations and Supply Chain Management	3	36	50	50
SE5	23MBA731	Domain Specific Skills	2	24	50	50
IP2	23MBA831	Business Immersion	4	-	50	50
EC1	23MBA832	Design Thinking and Creativity for Business	2	24	50	50
OE2	23MBA833	Open Elective II [MOOC] 6-12 weeks	1	-	-	100
1		**Specialization subjects (3 Major & 2 Minor)** • Marketing • Entrepreneurship and Family Enterprise Management • Finance • Operations and Supply Chain Management • Business Analytics • Human Resource Management	15	180	250	250
		TOTAL	**30**	**300**	**500**	**600**

SPECILISATION WISE SUBJECTS

MARKETING		
SL NO	**SUBJECT CODE**	**SUBJECT NAME**
1	23MBA131	Sales and Distribution Management
2	23MBA132	Consumer Behavior and Neuro marketing
3	23MBA133	Service and Retail Marketing
4	23MBA134	Business Analytics for Marketing
5	23MBA135	Business and Social Marketing
6	23MBA136	Applications of Digital Marketing
ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT		
1	23MBA232	Social Entrepreneurship and Innovation
2	23MBA233	Business Model Canvas and Business Plan development
3	23MBA234	Entrepreneurship in Action – I (Practice based course)
4	23MBA235	Entrepreneurial Leadership
5	23MBA236	Technology for Start-ups and Family Businesses
6	23MBA237	Corporate Entrepreneurship

FINANCE		
1	23MBA331	Investment Analysis and Portfolio Management
2	23MBA332	Business Valuation & Financial Modeling
3	23MBA333	Tax Management
4	23MBA334	Merchant Banking and Financial Services
5	23MBA335	Financial Analytics
6	23MBA336	Cost Management
OPERATIONS AND SUPPLY CHAIN MANAGEMENT		
1	23MBA432	Supply chain designing, Sourcing and Optimization
2	23MBA433	SCM for E-Commerce
3	23MBA434	Logistics Management
4	23MBA435	Business Process Modeling and ERP
5	23MBA436	Business Dynamics Modeling and Simulation
6	23MBA437	Lean Management
BUSINESS ANALYTICS		
1	23MBA531	Predictive Analytics using R
2	23MBA532	Descriptive Analytics and Data Visualization and Story telling

3	23MBA533	Big Data Analytics
4	23MBA534	Data Warehousing and Data Mining
5	23MBA535	Analytics Applications in Functional Areas
6	23MBA536	Business Intelligence
HUMAN RESORCE MANAGEMENT		
1	23MBA631	Talent Management and Employee Engagement
2	23MBA632	Performance Management and Competency Mapping
3	23MBA633	Industrial Relations and Employment Laws
4	23MBA634	HR Analytics
5	23MBA635	Compensation and Reward Management
6	23MBA636	International HRM

Course Title	STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE
Term/Semester	III
Course ID	21MBA231
Credits	3

COURSE OUTCOMES (CO):

CO1: Explain the importance of strategy, appropriate to the business situation build and develop the business strategy

CO2: Examine the practical and integrative model of the strategic management process

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

CO4: Compare the challenges faced by managers in implementing, evaluating, and controlling strategies based on the industry

CO5: Examine the various models, committees, and regulatory frameworks of corporate governance

CO-PO Mapping:

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

LEVEL 3-Substantial 2-Moderate 1-Slight 0- No Co-relation

Course Title	OPERATIONS AND SUPPLY CHAIN MANAGEMENT
Term/Semester	III
Course ID	23MBA431
Credits	3

Course Outcomes (COs):

Having successfully completed this course, students will be able to:

CO1: Explain 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: Apply the quality management tools in a business context.

CO-PO Mapping:

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

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

Course Title	**BUSINESS IMMERSION**
Term/Semester	**III**
Course ID	**23MBA831**
Credits	**4**

Certification Course Outcomes (CCOs):

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

CO1: Students should be able to work on any data from various sources, and preprocess this data to ensure data quality and usability for analytics and apply statistical techniques using R, Python and IBM SPSS to analyze data effectively and draw some meaningful insights.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	1	3	1	2	1	3

LEVEL: 3-Substantial2-Moderate 1-Slight - No Co-relation

Course Title	**DESIGN THINKING AND CREATIVITY FOR BUSINESS**
Term/Semester	**III**
Course ID	**23MBA832**
Credits	**2**

COURSE OUTCOME (CO):

On completion of the course students will be able to:

CO1: Appreciate and understand the design thinking framework and develop an empathy map.

CO2: Demonstrate the ability to define a problem by considering the user pain points

CO3: Judging and choosing the best idea that meet the needs of the users

CO4: Build a prototype based on insights from all stakeholders

CO5: Validate, test and refine proof of concept

CO-PO Mapping:

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

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

Course Title	**OPEN ELECTIVE II**
Term/Semester	**III**
Course ID	**23MBA833**
Credits	**1**

Course Outcome:

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

CO1: To be able to explain the concepts of selected course.

CO-PO Mapping:

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

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

MARKETING SPECIALIZATION

Course Title	**SALES AND DISTRIBUTION MANAGEMENT**
Term/Semester	**III**
Course ID	**23MBA131**
Credits	**3**

Course Outcomes (COs):

Having successfully completed this course student will be able to:

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

CO2: Develop Selling skills among students

CO3: Apply techniques and approaches required for effective decision making in the areas of Sales and Distribution.

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

CO5: Develop skills critical for generating; evaluating and selecting sales and distribution strategies based on emerging trends in the industry

CO-PO Mapping:

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

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

Course Title	**CONSUMER BEHAVIOUR AND NEURO MARKETING**
Term/Semester	**III**
Course ID	**23MBA132**
Credits	**3**

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: To be able to explain consumer behavior and consumer research.

CO2: To be able to analyze the individual factors of consumers influencing their behavior.

CO3: To be able to analyze social and cultural factors that affect consumer behavior and their decision making process.

CO4: To be able to explain neuromarketing and its techniques.

CO5: To be able to explain ethics in neuromarketing.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	1	-	3	2	1
CO2	3	3	-	2	-	3	3	2
CO3	1	2	-	2	-	3	3	2
CO4	-	-	-	-	-	2	2	1
C05	1	1	-	-	-	2	2	1

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

Course Title	SERVICE AND RETAIL MARKETING
Term/Semester	III
Course ID	23MBA133
Credits	3

Course Outcomes:

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

CO1: Explain 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: Explore the services domain from a marketing perspective.

CO4: Visualize the various aspects related to managing of retail store

CO5: Learn about the trends in retail technology in the present scenario

CO-PO Mapping:

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

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

Course Title	BUSINESS ANALYTICS FOR MARKETING
Term/Semester	III
Course ID	23MBA134
Credits	3

Course Outcomes (COs):

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

CO1: Identify the scope for application of Business analytics in managing Marketing functions

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

CO3: Select appropriate tools 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
CO1	2	3	1	3	2	3	3	3
CO2	3	3	-	2	1	2	3	-
CO3	1	3	-	2	3	3	3	-
CO4	3	3	-	2	1	2	3	-
CO5	2	3	1	3	2	3	3	-

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

Course Title	**BUSINESS AND SOCIAL MARKETING**
Term/Semester	**III**
Course ID	**23MBA135**
Credits	**3**

Course Outcomes (COs):

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

CO1- Distinguish between Business and Consumer markets

CO2 -Build business-marketing strategy for b2b brands

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 –Identify the key elements of existing social marketing programs and Develop social marketing campaigns

CO – PO MAPPING

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

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

Course Title	**APPLICATION OF DIGITAL MARKETING**
Term/Semester	**III**
Course ID	**23MBA136**
Credits	**3**

Course Outcomes (COs):

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

CO1: Plan and create a website.

CO2: Apply e-mail marketing tools.

CO3: Explain about mobile marketing.

CO4: Create and develop social media identity using social media tools.

CO5: Explain about content marketing.

CO-PO Mapping:

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

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

ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT SPECIALIZATION

Course Title	SOCIAL ENTREPRENEURSHIP AND INNOVATION
Term / Semester	**III**
Course ID	**23MBA232**
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: 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
CO1	2	-	-	2	-	2	-	2
CO2	2	-	1	1	1	-	1	3
CO3	2	2	-	1	1	1	1	1
CO4	1	1	1	3	1	-	1	3
CO5	1	-	1	2	-	1	1	3

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

Course Title	**BUSINESS MODEL CANVAS & BUSINESS PLAN DEVELOPMENT**
Term / Semester	**III**
Course ID	**23MBA233**
Credits	**3**

Course Outcomes:

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

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

CO2: Recognise 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
CO1	3	1	-	3	-	3	-	-
CO2	3	1	1	3	-	-	1	-
CO3	-	1	-	3	1	3	-	-
CO4	-	-	-	2	-	3	1	-
CO5	2	-	1	2	1	-	1	1

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

Course Title	**ENTREPRENEURSHIP IN ACTION PART I (PRACTICE BASED COURSE)**
Term / Semester	**III**
Course ID	**23MBA234**
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: Utilize the Business Model Canvas to develop their real time business.

CO4: 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
CO1	-	1	-	3	1	-	2	-
CO2	-	3	-	2	1	1	3	-
CO3	1	1	2	-	-	2	-	-
CO4	-	2	-	1	1	-	3	-
CO5	1	3	-	1	1	1	3	-

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

Course Title	**ENTREPRENEURIAL LEADERSHIP**
Term / Semester	**III**
Course ID	**23MBA235**
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: 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: Recognise 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
CO1	2	-	3	1	-	1	1	-
CO2	2	2	2	1	1	1	2	-
CO3	2	-	3	-	-	-	2	1

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

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

Course Title	**TECHNOLOGY FOR START-UPS AND FAMILY BUSINESSES**
Term / Semester	**III**
Course ID	**23MBA236**
Credits	**3**

Course Outcomes:

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

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

CO2: Evaluate 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**
CO1	2	2	-	1	3	3	2	1
CO2	-	-	1	-	3	1	2	2
CO3	1	1	-	1	3	3	-	-
CO4	2	2	-	1	2	-	1	-
CO5	-	-	1	-	1	-	2	3

LEVEL 3-Substantial2-Moderate 1-Slight - No Co-relation

Course Title	**CORPORATE ENTREPRENEURSHIP**
Term / Semester	**III**
Course ID	**23MBA237**
Credits	**3**

Course Outcomes:

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

CO1: Recognize 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 organization

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 organization.

CO PO Mapping

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

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

FINANCE SPECIALIZATION

Course Title	**INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**
Term/Semester	**III**
Course ID	**23MBA331**
Credits	**3**

Course Outcomes (COs):

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

CO1: Demonstrate the fundamental concepts of capital market and its instruments

CO2: Evaluate and analyse the Risk and Return characteristics of selected securities.

CO3: Assess the value of Bond and Equity for better investment decision

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

CO5: Demonstrate portfolio theory to construct an optimum portfolio and evaluate the performance of portfolio.

CO-PO Mapping:

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

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

Course Title	BUSINESS VALUATION AND FINANCIAL MODELING
Term/Semester	III
Course ID	23MBA332
Credits	3

Course Outcomes (COs):

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

CO1: Recognize the significance of business valuation in facilitating in decision-making.

CO2: Utilize a variety of valuation methods for comprehensive business valuation of the company

CO3: Analyze various types and theories in M&A, conduct due diligence in M&A and employing strategic tools such as BCG matrix and SWOT analysis

CO4: Analyze DCF and APV approaches to evaluate M&A as capital budgeting decisions

CO5: Analyze anti-takeover amendments, and the legal aspects of M&A

CO-PO Mapping:

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

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

Course Title	TAX MANAGEMENT
Term/Semester	III
Course ID	23MBA333
Credits	3

Course Outcomes (COs):

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

CO1: Apply fundamental concepts on Incidence of Tax

CO2: Calculation of taxable Income under different heads of income

CO3: Evaluate Indian Company and Foreign company tax liability in Indian context

CO4: Evaluate the concepts related to Supply under GST

CO5: Compute the Customs Duty on various applicable transactions

CO-PO Mapping:

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

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

Course Title	**MERCHANT BANKING AND FINANCIAL SERVICES**
Term/Semester	**III**
Course ID	**23MBA334**
Credits	**3**

Course outcomes:

After the Course completion, Students will be able to:

CO1: Explain various Merchant banking services

CO2: Analyse the **NBFCs; Micro-finance; Leasing & Hire Purchase Banking.**

CO3: Examine Credit Rating; Venture Capital; Depository System & Securitization of Debt

CO4: Apply factoring and forfeiting in merchant banking and financial services

CO5: Compare different types of mutual funds and schemes.

CO-PO Mapping:

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

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

Course Title	**FINANCIAL ANALYTICS**
Term/Semester	**III**
Course ID	**23MBA335**
Credits	**3**

COURSE OUTCOMES (CO):

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

CO1: Analyze the practical applications of analytics in the finance domain

CO2: Assess the real-time application of predictive analytics in estimating financial risk

CO3: Apply financial analytic techniques to identify patterns and trends in finance

CO4: Analyze real-time financial data using AI and ML algorithms to draw insights

CO5: Explain recent advances in financial analytics

CO PO Mapping:

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

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

Course Title	**COST MANAGEMENT**
Term/Semester	**III**
Course ID	**23MBA336**
Credits	**3**

Course Outcomes (COs):

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

CO1: Create cost sheets and evaluate cost units to support business decision-making.

CO2: Proficient in evaluating the overhead absorption method for distributing overhead costs.

CO3: Apply the marginal costing techniques for decision-making

CO4: Calculate variance analysis, budgets for better business decisions

CO5: Compare the contemporary issues in cost management

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	-	-	1	-	-	-
CO2	1	2	-	-	1	-	-	-
CO3	-	1	-	-	-	-	-	-
CO4	1	1	-	-	-	-	-	-

CO5	1	-	-	-	2	1	-	-

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

OPERATIONS AND SUPPLY CHAIN MANAGEMENT SPECIALIZATION

Course Title	**SUPPLY CHAIN DESIGNING, SOURCING AND OPTIMIZATION**
Term/Semester	**III**
Course ID	**23MBA432**
Credits	**3**

Course Outcomes (COs):

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

CO1: Recognize the importance of advanced supply chain network design.

CO2: Apply appropriate tools and techniques for supplier sourcing.

CO3: Formulate strategies for achieving continuous service improvement.

CO4: Evaluate project efficiency using relevant techniques.

CO5: Develop and implement business contingency plans.

CO-PO Mapping:

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

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

Course Title	**SCM FOR E -COMMERCE**
Term/Semester	**III**
Course ID	**23MBA433**
Credits	**3**

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Identify 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: Comprehend the e-SCM Technology architecture

CO-PO Mapping:

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

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

Course Title	**LOGISTICS MANAGEMENT**
Term/Semester	**III**
Course ID	**23MBA434**
Credits	**3**

Course Outcomes (COs):
Upon successful completion of this course, students will be able to:
CO1: Analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm and the entire supply chain.
CO2: Compare and contrast different types of information management systems in logistics and supply chain management.
CO3: Deploy appropriate strategies for order management and customer service.
CO4: Explain the importance of inventory management systems in supply chain management 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
CO1	-	3	-	1	1	2	3	-
CO2	-	3	-	1	2	-	3	3
CO3	-	3	-	2	2	-	3	1
CO4	-	3	-	2	2	3	3	1
CO5	-	3	2	1	1	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	**23MBA435**
Credits	**3**

Course Outcomes (COs):

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

CO1: Evaluate the concepts of Business Process Modeling.

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

CO3: Comprehend 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
CO1	3	2	-	3	3	3	1	-
CO2	3	2	-	3	3	3	1	-
CO3	2	3	-	2	2	3	3	-
CO4	2	3	-	2	2	3	3	-
CO5	3	3	-	2	2	3	3	-

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

Course Title	BUSINESS DYNAMICS MODELING AND SIMULATION
Term/Semester	III
Course ID	23MBA436
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

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

CO2 – Comprehend 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 –Demonstrate the dynamics of Model building

CO5 –Select appropriate techniques involved in validating the simulation models

CO-PO Mapping:

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

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

Course Title	LEAN MANAGEMENT
Term/Semester	III
Course ID	23MBA437
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
CO1	-	3	2	-	-	1	3	-
CO2	-	3	2	-	-	-	3	3
CO3	-	3	2	-	-	-	3	1
CO4	-	3	2	-	-	1	3	-
CO5	-	3	2	-	-	-	3	3

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

BUSINESS ANALYTICS SPECIALISATION

Course Title	PREDICTIVE ANALYTICS USING R
Term/Semester	III
Course ID	23MBA531
Credits	3

Course Outcomes (COs):

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

CO1: Prepare and visualize data effectively using R and also enables them to gain meaningful insights and communicate their findings

CO2: Perform a range of descriptive and inferential statistics analysis using R and make informed decisions

CO3: Develop predictive and classification models for various applications using supervised machine learning

CO4: Explore various patterns and structures in data and gain valuable insights for various applications using unsupervised machine learning

CO5: Design, and Develop neural networks models for various complex tasks in modern machine learning and deep learning contexts

CO-PO Mapping:

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

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

Course Title	DESCRIPTIVE ANALYTICS AND DATA VISUALIZATION & STORY TELLING
Term/Semester	III
Course ID	23MBA532
Credits	3

Course Outcomes (COs):

CO1: Understand the fundamental concepts and features of the tableau.

CO2: Create data visualizations using tableau.

CO3: Analyze various features of modeling using tableau.

CO4: Design dashboards in tableau.

CO5: Construct stories in tableau

CO-PO Mapping:

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

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

Course Title	BIG DATA ANALYTICS
Term/Semester	III
Course ID	23MBA533
Credits	3

Course Outcomes (COs):

Post Completion of this course students should be able to:

CO1: Identify fundamentals of Big Data

CO2: Apply concepts of database management systems using SQL in real time applications

CO3: Identify the architecture of Hadoop Ecosystem

CO4: Apply NOSQL in the context of Big Data

CO5: Apply big data concepts to solve in real time business problem

CO-PO Mapping:

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

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

Course Title	DATA WAREHOUSING AND DATA MINING
Term/Semester	III
Course ID	23MBA534
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: Assess & Appraise the architecture and framework 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: Outline the latest trends in Data warehousing and data mining

Mapping of Course Outcomes to Program Outcomes:

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

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

Course Title	ANALYTICS APPLICATIONS IN FUNCTIONAL AREAS
Term/Semester	III
Course ID	23MBA535
Credits	3

Course Outcomes (COs):

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

CO1: Apply advanced analytics tools and methods to solve complex problems within functional areas

CO2: Demonstrate their ability to apply analytics techniques in Finance

CO3: Apply the analytics techniques to Human Resource Management

CO4: Apply analytics techniques in supply chain and operations

CO5: Analyze real-world analytics cases in various functional areas for insights and trends.

CO PO Mapping:

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

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

Course Title	**BUSINESS INTELLIGENCE**
Term/Semester	**III**
Course ID	**23MBA536**
Credits	**3**

Course Outcomes (COs):

CO1: Define and explain the basic architecture of business intelligence systems

CO2: Implement business intelligence systems using Power BI

CO3: Analyze and compare different business intelligence issues and challenges

CO4: Design business intelligent systems

CO5: Analyze and compare the emerging trends in Business Intelligence

CO-PO Mapping:

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

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

HUMAN RESOURCE MANAGEMENT SPECIALIZATION

Course Title	**TALENT MANAGEMENT AND EMPLOYEE ENGAGEMENT**
Term/Semester	**III**
Course ID	**23MBA631**
Credits	**3**

Course Outcomes (COs):

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

CO1: Examine the various facets of talent management in organisations.

CO2: Apply the function of talent planning and development for the effective talent management within the organisation.

CO3: Develop strategies to retain employees within the organization.

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

CO5: Demonstrate and apply the role of information technology in effective talent management systems.

CO-PO Mapping:

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

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

Course Title	**PERFORMANCE MANAGEMENT AND COMPETENCY MAPPING**
Term/Semester	**III**
Course ID	**23MBA632**
Credits	**3**

Course Outcomes (COs):

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

CO1: Examine various facets of Performance Management

CO2: Apply Performance Management System in an organization

CO3: Analyse various methods of Performance Appraisal in an organization based on their needs

CO4: Explain the Competency Mapping framework practiced in the organisation

CO5: Apply the contemporary trends in Performance Management on need basis in an organization

CO-PO Mapping:

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

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

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

Course Title	**INDUSTRIAL RELATIONS AND EMPLOYMENT LAWS**
Term/Semester	**III**
Course ID	**23MBA633**
Credits	**3**

Course Outcomes (COs):

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

CO1: Explain the concept of Industrial Relations.

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

CO3: Outline the importance and relevance of employment laws and also the Labour Codes.

CO4: Apply Industrial Dispute settlement procedures and Grievance handling mechanism.

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**
CO1	-	1	3	1	-	2	-	3
CO2	-	1	2	-	1	3	-	3
CO3	3	3	-	3	-	-	2	2
CO4	2	3	-	2	2	3	-	3
CO5	1	3	-	2	3	3	-	2

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

Course Title	**HR ANALYTICS**
Term/Semester	**III**
Course ID	**23MBA634**
Credits	**3**

Course Outcomes (COs):

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

CO1: Explain the concepts and business application of HR Analytics

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: Discuss the latest developments in the field of HR analytics

CO-PO Mapping:

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

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

Course Title	**COMPENSATION AND REWARD MANAGEMENT**
Term/Semester	**III**
Course ID	**23MBA635**
Credits	**3**

Course Outcomes (COs):

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

CO1: Explain the various facets of compensation

CO2: Design a compensation system to meet the requirements of individuals, the organization and society.

CO3: Analyse 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
CO1	-	1	-	-	1	1	-	-
CO2	3	2	2	2	1	2	3	3
CO3	2	2	1	2	2	2	3	1
CO4	1	2	1	3	2	3	3	2

CO5	2	3	1	3	2	3	3	2

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

Course Title	**INTERNATIONAL HUMAN RESOURCE MANAGEMENT**
Term/Semester	**III**
Course ID	**23MBA636**
Credits	**3**

Course Outcomes (COs):

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

CO1: Distinguish between Domestic HRM and International HRM and effectively apply these differences with regard to management of Human Resources in Multinational Organizations

CO2: Implement different approaches of International Staffing in Multinational Organizations

CO3: Apply appropriate strategies for expatriate and repatriate management based on the needs of Multinational Organizations

CO4: Design and Implement appropriate performance management systems and compensation management for Expatriates in Multinational Organizations

CO5: Discuss and apply contemporary trends in IHRM

CO-PO Mapping:

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

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

COURSE MATRIX – FOURTH SEMESTER

Sl.NO	Subject Code	NAME OF THE SUBJECT	CREDITS	CONTACT HOURS	IA MARKS	SEE MARKS
1	23MBA241	Internationalal Business	3	36	50	50
2	23MBA242	Values-Ethics-ESG	3	36	50	50
EC2	23MBA841	Managerial Research Skills Lab (MRSL)	4	-	50	50
3		**Specialization subjects (2 Major & 1 Minor)** • Marketing • Entrepreneurship and Family Enterprise Management • Finance • Operations and Supply Chain Management • Business Analytics • Human Resource Management	9	108	150	150
		TOTAL	**19**	**180**	**300**	**300**

SPECILISATION WISE SUBJECTS

MARKETING		
SL NO	**SUBJECT CODE**	**SUBJECT NAME**
1	23MBA141	Integrated Marketing Communication
2	23MBA142	Product and Brand Management
3	23MBA143	Rural and Green Marketing
4	23MBA144	Customer Experience Management
ENTREPRENEURSHIP AND FAMILY ENTERPRISE MANAGEMENT		
1	23MBA243	Entrepreneurship Ecosystem in India
2	23MBA244	Entrepreneurship in Action - II (Practice based course)
3	23MBA245	Managing and Growing Family Enterprises
4	23MBA246	Financial Management for Entrepreneurs
FINANCE		
1	23MBA341	Risk Management and Derivatives
2	23MBA342	International Financial Management
3	23MBA343	Behavioral Finance

4	23MBA344	Banking and Insurance
OPERATIONS AND SUPPLY CHAIN MANAGEMENT		
1	23MBA441	World Class Manufacturing
2	23MBA442	Business Process Improvement
3	23MBA443	Business Analytics for SCM
4	23MBA444	Strategic Quality Management
BUSINESS ANALYTICS		
1	23MBA541	Machine Learning using Python
2	23MBA542	Emerging technologies
3	23MBA543	IT Risk Management and Data Security
4	23MBA544	Analytics for E-Commerce and Retail

HUMAN RESORCE MANAGEMENT		
1	23MBA641	Managing Teams
2	23MBA642	Learning Organizations and Knowledge Management
3	23MBA643	Leadership and Change Management
4	23MBA644	Learning and Development

Course Title	**INTERNATIONAL BUSINESS**
Term/Semester	**IV**
Course ID	**23MBA241**
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: Assess the complexities of international business both home country and host country.

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

CO4: Apply international trade theories to solve International Business issues.

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

CO-PO Mapping:

	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**
CO1	3	1	1	3	-	2	-	-
CO2	3	-	1	-	1	-	-	3
CO3	3	-	-	-	-	-	-	1

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

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

Course Title	**VALUES –ETHICS –ESG**
Term/Semester	**IV**
Course ID	**23MBA242**
Credits	**3**

Course Outcomes (COs):

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

CO1 - Examine the functioning of the three-tier Government of India.

CO2 - Accept the nature of Universal Human values and Harmony in society.

CO3 - Assess the importance of ethics in various disciplines of management.

CO4 - Describe the legal aspects of business and regulations for organizations.

CO5 - Evaluate Environmental, Social, and Governance risks handled in the world.

CO-PO Mapping:

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**
CO1	3	1	1	-	1	-	-	2
CO2	2	1	1	-	-	-	-	3
CO3	2	1	1	-	1	1	1	3
CO4	2	1	1	-	1	-	1	3
CO5	3	-	1	-	-	-	1	3

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

Course Title	**MANAGERIAL RESEARCH SKILLS LAB**
Term/Semester	**IV**
Course ID	**23MBA841**
Credits	**4**

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
CO1	3	3	-	-	3	3	3	2

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

MARKETING SPECIALISATION

Course Title	INTEGRATED MARKETING COMMUNICATION
Term/Semester	IV
Course ID	23MBA141
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Explain IMC tools to develop IMC plan and distinguish between different types of Ad agencies.

CO2: Design creative strategy and develop a media plan.

CO3: Develop objectives and examine various budgeting methods for IMC campaign.

CO4: Classify various methods of measuring IMC performance and advertising law.

CO5: Explain emerging trends in advertising.

CO-PO Mapping:

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

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

Course Title	PRODUCT AND BRAND MANAGEMENT
Term/Semester	IV
Course ID	23MBA142
Credits	3

Course Outcomes (COs):

On completion of the course students of the course will be able to deliver on the following proposed course outcome:

CO1: Determine the importance of developing new product for any type of business.

CO2: Devise a suitable ideation process and marketing strategies to ensure product delivery to the market.

CO3: Apply branding strategies based on the assessment of customer experience.

CO4: Categories 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**
CO1	3	3	3	2	2	3	2	3
CO2	3	2	3	3	2	3	2	3
CO3	3	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	3	3
C05	3	3	1	3	3	3	3	3

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

Course Title	**RURAL AND GREEN MARKETING**
Term/Semester	**IV**
Course ID	**23MBA143**
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: Assess rural market potential for products and services

CO3: Examine the different marketing strategies used in rural and green marketing

CO4: Develop interest towards rural and green marketing strategies

CO5: Learn the concept of sustainability in Marketing

CO-PO Mapping:

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

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

Course Title	CUSTOMER EXPERIENCE MANAGEMENT
Term/Semester	IV
Course ID	23MBA144
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Recognize the concepts of experiential marketing and 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 customer segments and analyzes best practices in CEM in various sectors.

CO-PO Mapping:

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

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	23MBA243
Credits	3

Course Outcomes:

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

CO1: Comprehend & appreciate the importance of the 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: Recognise and appreciate the Indian ecosystem for entrepreneurship growth and development

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

CO5: Aware of the various institutions of India that support Entrepreneurship

CO PO Mapping

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

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

Course Title	**ENTREPRENEURSHIP IN ACTION PART- II (PRACTICE BASED COURSE)**
Term / Semester	**IV**
Course ID	**23MBA244**
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
CO1	3	1	-	2	2	3	-	1
CO2	3	2	1	2	2	3	2	-

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

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

Course Title	**MANAGING AND GROWING FAMILY BUSINESS**
Term/Semester	**IV**
Course ID	**23MBA245**
Credits	**3**

Course Outcomes (COs):

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

CO1: Perceive 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 implementable business model, functional strategies, that allows scaling up of the family business operations.

CO4: Analyze and propose future plans and succession plan

CO5: Implement new advances in the family business.

CO-PO Mapping:

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

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

Course Title	**FINANCIAL MANAGEMENT FOR ENTREPRENEURS**
Term / Semester	**IV**
Course ID	**23MBA246**
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: Decode 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
CO1	2	3	1	1	1	3	2	-
CO2	2	3	1	1	2	3	2	-
CO3	2	3	2	1	-	3	3	-
CO4	3	3	2	1	2	3	-	-
CO5	3	3	3	1	-	3	-	-

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

FINANCE SPECIALISATION

Course Title	RISK MANAGEMENT AND DERIVATIVES
Term/Semester	IV
Course ID	23MBA341
Credits	3

Course Outcomes (COs):

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

CO1: Demonstrate risk identification and showcase comprehensive knowledge about the types and functions of the derivatives market

CO2: Analyse the trading and settlement of forward and future contracts and apply valuation techniques of futures

CO3: Develop and construct an option trading strategies for real life in different market conditions

CO4: Estimate the option pricing using different models and analyze the factors affecting option pricing

CO5: Examine the various credit risk derivatives for managing liquidity and credit risk.

CO-PO Mapping:

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

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

Course Title	INTERNATIONAL FINANCIAL MANAGEMENT
Term/Semester	IV
Course ID	23MBA342
Credits	3

Course Outcomes (COs):

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

CO1: Determine the fundamental theories of international finance and calculate Balance of payment of the country.

CO2: Analyze and predict foreign exchange market movements by applying effective forecasting techniques.

CO3: Examine and Implement effective currency risk mitigation hedging strategies using derivative contracts

CO4: Assess various parity theories, arbitrage concepts, and exchange rate exposure management techniques to manage the risk.

CO5: Analyze current financial challenges by assessing the implications of Tax heavens, Offshore banking, Euro Currency Markets, Anti-money laundering compliance measures, and international banking services.

CO-PO Mapping:

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

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

Course Title	BEHAVIORAL FINANCE
Term/Semester	IV
Course ID	23MBA343
Credits	3

Course Outcomes (COs):

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

CO1: Explain behavioral finance and types of investors

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: Elaborate Behavioral Finance theories and overcoming Investor Biases

CO-PO Mapping:

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

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

Course Title	**BANKING AND INSURANCE**
Term/Semester	**IV**
Course ID	**23MBA344**
Credits	**3**

Course Outcomes

After the Course completion, Students will be able to:

CO1: Comprehend the Indian Financial System.

CO2: Exemplify the Principles and Practice of Banking.

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

CO4: Classify various financial services for decision making.

CO5: Interpret 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
CO1	3	2	1	1	1	2	1	1
CO2	3	2	1	3	2	3	2	3
CO3	3	2	1	3	2	2	2	3
CO4	3	2	1	3	2	2	2	3
CO5	3	3	2	3	3	1	3	2

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

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Course Title	**WORLD CLASS MANUFACTURING**
Term/Semester	**IV**
Course ID	**23MBA441**
Credits	**3**

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1 –Identify the recent trends in manufacturing.
CO2 - Describe the relevance of World Class Manufacturing
CO3 – Illustrate customization of product for manufacturing
CO4 – Explain the implementation of new technologies
CO5 –Evaluate the existing industries with WCM industries

CO-PO Mapping:

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

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

Course Title	**BUSINESS PROCESS IMPROVEMENT**
Term/Semester	**IV**
Course ID	**23MBA442**
Credits	**3**

Course Outcomes (CO)

Having successfully completed this course student will be able to:

CO1 Explain the key terms associated with Business Process Improvement.
CO2 Discuss the various supporting and opposing forces to Business Process Improvement in simple business situations.
CO3 Examine the various enablers of BPI
C04 Formulate a working plan to establish a Business Process Improvement in an organization
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
CO1	1	2	-	1	1	-	2	-
CO2	2	-	2	-	1	-	2	-
CO3	3	1	1	-	2	-	1	-
CO4	2	2	-	-	2	-	2	-
CO5	1	-	1	-	-	-	-	1

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

Course Title	BUSINESS ANALYTICS FOR SCM
Term/Semester	IV
Course ID	23MBA443
Credits	3

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1 –Identify the scope for 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 – Comprehend 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
CO1	1	3	-	-	-	1	3	-
CO2	-	3	-	-	1	-	-	-
CO3	2	3	-	-	-	-	-	-
CO4	-	3	-	-	1	-	2	1
CO5	-	3	-	-	1	-	3	-

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

Course Title	STRATEGIC QUALITY MANAGEMENT
Term/Semester	IV
Course ID	23MBA444
Credits	3

Course Outcomes (COs):

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

CO1 Identify various Principles and Practices of TQM

CO2 Classify the Quality Control and Improvement Tools

CO3 Apply 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
CO1	3	2	-	-	-	1	2	-
CO2	2	2	-	-	-	-	2	1
CO3	2	1	1	-	-	1	1	1
CO4	2	2	-	-	-	1	2	-

CO5	2	2	-	-	-	-	2	-

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

BUSINESS ANALYTICS SPECIALISATION

Course Title	**MACHINE LEARING USING PYTHON**
Term/Semester	**IV**
Course ID	**23MBA541**
Credits	**3**

Course Outcomes (COs):

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

CO1: Define different types of machine learning algorithms and measure goodness of fit of machine learning models

CO2: Build linear regression, logistic regression, decision tree or random forest models depending on problem and dataset.

CO3: Perform data reduction and latent factor identification using PCA and CFA and group data using cluster analysis algorithms (KNN and K Means)

CO4: Identify associations present in data applying Apriori algorithm, build TF-IDF model for corpus and measure sentiment score for each line of a paragraph.

CO5: Define the components of RNN and CNN and build basic neural network using fully connected layer, build ARIMA models for forecasting and build ARCH and GARCH for measuring volatility

CO-PO Mapping:

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

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

Course Title	**EMERGING TECHNOLOGIES**
Term/Semester	**IV**
Course ID	**23MBA542**
Credits	**3**

Course Outcomes (COs):

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

CO1: Identify types of innovation and explain usage of emerging technologies

CO2: Analyze applications of technologies in communication and virtual reality

CO3: Analyze applications of IoT and Cloud computing in different industries

CO4: Analyze and evaluate applications of AI, ML and deep learning on different industries

CO5: Explain applications of Block chain, cryptocurrency, robotics and data security methods in business

CO-PO Mapping:

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

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

Course Title	**IT RISK MANAGEMENT AND DATA SECURITY**
Term/Semester	**IV**
Course ID	**23MBA543**
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: Analyze and evaluate the cyber security needs of an organization.

CO3: Determine and analyze software vulnerabilities and security solutions to reduce the risk of exploitation.

CO4: Design and develop a security framework for an organization.

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

CO-PO Mapping:

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

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

Course Title	**ANALYTICS FOR E-COMMERCE AND RETAIL**
Term/Semester	**IV**

Course ID	23MBA544
Credits	3

Course Outcomes (COs):

At the end of the course students should be able to

CO1: Recall and comprehend the fundamental concepts and principles of E-commerce analytics

CO2: Apply different techniques in Google Analytics

CO3: Interpret and extract meaningful insights from various E-Commerce Reports in Google Analytics.

CO4: Analyze the impact of analytics on retailing strategies

CO5: Apply various application tools and algorithms in retail analytics

CO-PO Mapping:

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

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

HUMAN RESOURCE MANAGEMENT

Course Title	MANAGING TEAMS
Term/Semester	IV
Course ID	23MBA641
Credits	3

Course Outcomes (COs):

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

CO1: Examine the various facets of team management including the team effectiveness models.

CO2: Analyse how teams are formed and managed within the organization

CO3: Explain the effects of conflict and develop strategies for conflict resolution.

CO4: Develop negotiation skills.

CO5: Design strategies for building and managing high performance teams.

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	3	-	-	-	-	2
CO2	2	2	3	-	-	-	2	-

CO3	2	-	3	-	-	-	-	-
CO4	2	-	3	-	-	-	-	-
CO5	-	-	3	-	2	2	2	-

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

Course Title	**LEARNING ORGANISATIONS AND KNOWLEDGE MANAGEMENT**
Term	**IV**
Course ID	**23MBA642**
Credits	**3**

Course Outcomes (COs):

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

CO1: Explain the various facets of Learning Organisation

CO2: Formulate strategies to create and manage learning Organisations

CO3: Explain 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**
CO1	1	1	1	1	1	-	3	2
CO2	1	2	1	1	2	1	1	2
CO3	2	1	-	1	1	1	-	2
CO4	2	3	-	1	-	-	2	2
CO5	1	-	3	2	2	-	1	2

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

Course Title	**LEADERSHIP AND CHANGE MANAGEMENT**
Term/Semester	**IV**
Course ID	**23MBA643**
Credits	**3**

Course Outcomes (COs):

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

CO1: Describe the leadership styles, framework and theories

CO2: Analyse the various facets of Change Management.

CO3: Apply the change management models.

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

CO5: Analyse the various organization development intervention.

CO-PO Mapping:

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

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

Course Title	**LEARNING AND DEVELOPMENT**
Term/Semester	**IV**
Course ID	**23MBA644**
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: Explain the purpose of training evaluation and to evaluate various training programmes implemented in the organization

CO5: 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
CO1	3	2	2	2	2	2	3	1
CO2	3	3	2	1	1	2	3	1
CO3	3	3	3	2	1	2	3	1
CO4	1	1	3	2	1	2	3	1
CO5	1	3	2	3	3	2	3	1

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