

## MBA Programme

### Academic Year 2019-20

### Programme Outcomes

No.	By the end of the programme, the MBA Graduate will:
PO 1	Knowledge and Skills
PO 2	Planning and Problem Solving abilities
PO 3	Communication
PO 4	Research Aptitude
PO 5	Professionalism and Ethics
PO 6	Leadership
PO 7	Societal Responsibilities
PO 8	Environment and Sustainability
PO 9	Lifelong Learner



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## Course Outcomes and Mapping with Programme Outcomes

### Academic Year 2019-20

#### Year I / Semester-I

Course Code	Course Title
MB-101	Principles And Practices Of Management
MB 102	Organizational Behavior
MB 103	Accounting For Business Decisions
MB 104	Managerial Economics
MB 105	Basics Of Marketing
MB 106	Business Law
MB 107	Statistics & Quantitative Techniques
MB 108	Business Communication
MB 109 I	Introduction To Agribusiness Management
MB 109 II	Introduction To Finance
MB 109 III	Personnel Administration And Documentation
MB 109 IV	Introduction To Pharmaceutical Business Environment
MB 109 V	Introduction To Life Sciences, Biotechnology And Bioinformatics
MB 109 VI	Introduction To IT
MB 109 VII	Introduction To International Business
MB 109 VIII	Healthcare And Hospital Management
MB 109 IX	Introduction To Operations & Supply Chain Management
MB 109 X	Introduction To Business Analytics
MB 110	Disaster Management



<b>COURSE 1</b>	<b>MB-101</b>	<b>Principles And Practices Of Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
101.1	The student will be able to understand and communicate the management concepts and how it will affect future managers.	PO1,PO3,PO6,PO9
101.2	The student will be able to explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.	PO1
101.3	The student will be able to practice the process of management's four functions: planning, organizing, leading, and controlling.	PO1,PO2,PO3, PO6,
101.4	The student will be able to analyze leadership styles to anticipate the consequences of each leadership style.	PO1,PO2,PO3, ,PO6, ,PO9
101.5	The student will be able to identify and analyze social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.	PO1,PO2,PO3,PO4,PO5, ,PO7, ,PO9

<b>COURSE 2</b>	<b>MB 102</b>	<b>Organizational Behavior</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
102.1	The student will be able to understand individual and group behavior, and understand the implications of organizational behavior on the process of management	PO1, ,PO3, ,PO6,
102.2	The student will be able to explain organizational behavioral issues in the context of organizational behavior theories, models and concepts	PO1, ,PO3,,PO5,PO6
102.3	The student will be able to practice critical thinking when presented with managerial problems and express their views and opinions on managerial issues in an articulate way.	PO2,PO3, ,PO5,PO6, ,PO9
102.4	The student will be able to analyze the importance of the management process and identify some of the key skills required for the contemporary management practice.	PO1,PO3,PO4,PO5,PO6,
102.5	The student will be able to practice organizational justice at workplace.	,PO3, ,PO5, ,PO7,PO8,PO9

<b>COURSE 3</b>	<b>MB 103</b>	<b>Accounting For Business Decisions</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
103.1	The student will be able to understand the concepts gain through knowledge of all the economic terms and concepts.	PO1,PO9



103.2	The student will be able to explain different types of cost for decision making process in an organization.	PO1,PO2PO3PO9
103.3	The student will be able to practice new Financial tools and techniques for management accounting in an organisation.	PO1,PO2,PO3
103.4	The student will be able to analyze accounting decision making techniques for systematic decision making process in an organization.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
103.5	The student will be able to analyze whether the decisions taken are ethical or unethical.	PO3,PO5,PO9

<b>COURSE 4</b>	<b>MB 104</b>	<b>Managerial Economics</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
104.1	The student will be able to understand all the important concepts of economics which are used in making managerial decisions.	PO1,PO2,PO3,PO6
104.2	The student will be able to understand the mechanisms of competition and their business implications at Global level.	PO1,PO3,PO5
104.3	The student is able to match the required tools of managerial economics with the business situations.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
104.4	The student will be able to apply the various micro and macro-economic variables to solve business problems.	PO1,PO3,PO4,PO5,PO6,PO7,PO9

<b>COURSE 5</b>	<b>MB 105</b>	<b>Basics Of Marketing</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
105.1	The student will be able to understand the basic marketing concepts and elements of the marketing mix in context of global market.	PO1
105.2	The student will be able to explain marketing concepts and distinguish between the specific nature of different markets, goods and services.	PO1,PO3,PO5,PO6,PO7,PO9
105.3	The student will be able to apply the various marketing framework to evaluate marketing decisions and initiatives.	PO1,PO2,PO4,PO5,PO6,PO8,PO9
105.4	The student will be able to develop and practice an organization's marketing strategy.	PO1,PO2,PO3,PO4,PO5,PO7,PO9
105.5	The student will be able to distinguish between ethical and unethical marketing practices.	PO1,PO5





<b>COURSE 6</b>	<b>MB 106</b>	<b>Business Law</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
106.1	The student will be able to understand the concept of law & various laws related to business understanding.	PO1,PO3
106.2	The student will be able to explain laws and ethical standards that managers/ business leader must abide by in the course of conducting business.	PO1,PO2,PO3,PO5,PO6,PO9
106.3	The student will be able to demonstrate proficiency in finding and applying legal materials and methods in solving legal problems	PO1,PO2,PO3,PO6,PO9
106.4	The student will be able to analyze legal issues in a business situation and evaluate the interrelationship between regulatory requirements and strategic decision making.	PO1,PO2,PO3,PO5,PO6,PO7,PO9

<b>COURSE 7</b>	<b>MB 107</b>	<b>Statistics &amp; Quantitative Techniques</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
107.1	The student will be able to understand basic statistical concepts such as Measures of Central Tendency, Measures of Dispersion, Decision Theory and Game Theory.	PO1
107.2	The student will be able to explain the various formulas and essential tools for statistical analysis.	PO1,PO2,PO3,PO6,PO7,PO9
107.3	The student will be able to apply various Statistical tools and techniques to solve Corporate problems.	PO1,PO2,PO3,PO6,PO7,PO8
107.4	The student will be able to analyze existing business problems and business situations and application of Statistical tools.	PO1,PO2,PO3,PO4,PO5,PO6,PO9

<b>COURSE 8</b>	<b>MB 108</b>	<b>Business Communication</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
108.1	The student will be able to understand basic concepts of communication skills that would help in shaping personalities.	PO1,PO3
108.2	The student will be able to facilitate discussion of all relevant communicational theories and styles,	PO1,PO3,PO6
108.3	The student will be able to communicate clearly and with impact, by improving their verbal and non-verbal communication style.	PO1,PO2,PO3,PO6,PO7,PO9



108.4	The student will be able to deal with communication barriers in a cross cultural environment.	PO1,PO2,PO3,PO5
108.5	The student will be able to exhibit good communication skills required in meetings, group discussions, interviews, and presentations.	PO1,PO3,PO5,PO6,PO9
108.6	The student will be able to understand the “why” and “how” of our everyday interactions with others as a part of communication ethics	PO1,PO2,PO3,PO4,PO5,PO6,PO9

<b>COURSE 9</b>	<b>MB 109 I</b>	<b>Introduction To Agribusiness Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
109.1	The student will be able to understand and explain the fundamental principles of agribusiness.	PO1,PO3
109.2	The student will be able to illustrate modern practices used in agribusiness in current business scenario.	PO1,PO2,PO3,PO5,PO8 PO9
109.3	The student will be able to apply domain knowledge to develop agribusiness projects at operation level.	PO1,PO2,PO3,PO6,PO7 ,PO8,PO9
109.4	The student will be able to understand to ethical issues involved in Agribusiness Management	PO1,PO3,PO5,PO7,PO8 ,PO9

<b>COURSE 10</b>	<b>MB 109 II</b>	<b>Introduction To Finance</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
109.1	The student will be able to understand the basic concepts of finance.	PO1
109.2	The student will be able to explain the basics of capital and money market.	PO1,PO2,PO3
109.3	The student will be able to explain the techniques of financial analysis like Ratio.	PO2,PO3,PO4,PO5,PO6 ,PO7
109.4	The Student will be capable of identify and interpret the contents of financial statements prepared as per Company's Act – Schedule III requirements.	PO1,PO3,PO5,PO6,PO7,PO9
109.5	The student will be able calculate the working capital estimate and apply the methods to control the working capital requirements in industrial context.	PO1,PO2,PO3,PO5,PO6 ,PO7





<b>COURSE 11</b>	<b>MB 109 III</b>	<b>Personnel Administration And Documentation</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
109 III.1	The student will be able to define the process of implementation of Personnel Administration Procedures in Professional arena.	PO1,PO3
109 III.2	The student will be able to understand ethical importance of personnel documentation in context of global context.	PO1,PO3,PO5,PO6,PO9
109 III.3	The student will be able to formulate and design various Compensation Plans.	PO1,PO2,PO3,PO5,PO6
109 III.4	The student will be able to communicate the personnel policies effectively in professional practice.	PO1,PO2,PO3,PO4,PO5,PO6

<b>Course 12</b>	<b>MB 109 IV</b>	<b>Introduction To Pharmaceutical Business Environment</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
109 IV.1	The student will be able to explain the regulatory environment that governs the pharmaceutical industry.	PO1,PO3,PO6
109 IV.2	The student will be able to demonstrate modern market access and drug promotion including the functions of the following departments: health outcomes and economics, medical and scientific affairs, as well as, sales and marketing.	PO1,PO3,PO6
109 IV.3	The student will be able to build a point of view on future trends and opportunities within the pharmaceutical industry.	PO1,PO2,PO3,PO4,PO9
109 IV.4	The student will be able to relate drug discovery and development as they draw up their career plans.	PO1,PO2,PO3,PO4,PO5, PO6,PO9
109 IV.5	The student will be able to interpret marketing strategy in scientific and medical industry.	PO1,PO2,PO4,PO5,PO7,PO9
109 IV.6	The student will be able to demonstrate understanding of the history of ethical, legal and regulatory forces that have shaped the pharmaceutical industry.	PO1,PO3,PO5,PO6,PO7,PO9





<b>Course 13</b>	<b>MB 109 V</b>	<b>Introduction To Life Sciences, Biotechnology And Bioinformatics</b>
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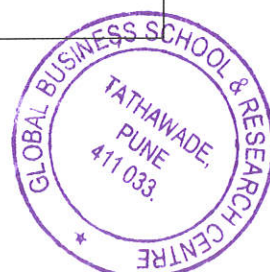
CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
109 V.1	The student will be able to develop an understanding of the basic concepts in Life Sciences.	PO1
109 V.2	The student will be able to understand the fundamentals of Cell biology, Microbiology and Biochemistry.	PO1
109 V.3	The student will be able to explain, distinguish and analysis the information regarding Types of Micro-organisms, diseases associated with them and various symptoms.	PO1,PO2,PO4,PO5,PO7,PO8
109 V.4	The student will be able to identify opportunities available for small or big enterprise in Biotechnology and Bioinformatics.	PO1,PO3,PO4,PO5,PO6,PO7,PO8,PO9
109 V.5	The student will be able to exhibit understanding about the ethical issues involved in Biotechnology and Bioinformatics.	PO1,PO2

<b>Course 14</b>	<b>MB 109 VI</b>	<b>Introduction To IT</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
109 VI.1	The student will be able to use and explain MS Office tools for efficient work style.	PO1
109 VI.2	The student will be able to demonstrate the understanding of different concepts of IT Systems.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
109 VI.3	The student will be able to make use of different concepts of IT and Web for making efficient decisions and execution.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
109 VI.4	The student will be able to understand moral dimensions of Information Systems.	PO1,PO3,PO6,PO7,PO9

<b>Course 15</b>	<b>MB 109 VII</b>	<b>Introduction To International Business</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes



109 VII.1	The student will be able to relate the trade between countries takes place, formalities for the trade, documents required for the trade.	PO1,PO9
109 VII.2	The student will be able to demonstrate understanding of and analysis of documents required for export & import, procedure of trade, formalities of trade.	PO1,PO2,PO4,PO9
109 VII.3	The student will be able to understand the roles and activities of different International Trade Organizations in facilitating international trade.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
109 VII.4	The students will be able to define what global business ethics are, and discover how culture impacts business ethics	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
109 VII.5	The student will be able to identify opportunities available at international market.	PO1,PO2,PO3,PO6,PO9

<b>Course 16</b>	<b>MB 109 VIII</b>	<b>Healthcare And Hospital Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
109 VIII.1	The student will be able to demonstrate the understanding of the roles and responsibility of Hospital Administrator.	PO1
109 VIII.2	The student will be able to outline the operations carried out by various departments in a hospital.	PO1,PO2,PO3,PO5,PO6
109 VIII.3	The student will be able to analyze and assess various situations in the hospital.	PO1,PO2,PO3,PO4,PO5,PO6,PO7
109 VIII.4	The student will be able to build a plan and organize developmental policies.	PO1,PO2,PO4,PO5,PO6,PO9
109 VIII.5	The student will be able to understand and explain ethical issues involved in Healthcare for making decisions in community interest.	PO1,PO3,PO5,PO6,PO7





<b>Course 17</b>	<b>MB 109 IX</b>	<b>Introduction To Operations &amp; Supply Chain Management</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
109 IX.1	The student will be able to understand the structure of supply chains and the different ways through which supply chains can become competitive in the market	PO1,PO3
109 IX.2	The student will be able to construct a production Schedule.	PO1,PO2,PO9
109 IX.3	The student will be able to understand and explain the supply chain functions.	PO1,PO3,PO4,PO9
109 IX.4	The student will be able to understand and summaries production forecast.	PO2,PO3,PO6,PO9
109 IX.5	The student will be able to develop in the right way the process of organizing and conducting the proceedings relating to the transport and distribution	PO1,PO2,PO3,PO4,PO6,PO7,PO9
109 IX.6	The student will be able to understand ethical issues involved in operations and supply chain management.	PO1,PO3,PO4,PO5,PO6 ,PO7

<b>Course 18</b>	<b>C109 X</b>	<b>Introduction To Business Analytics</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
109 X.1	The student will be able to identify and translate real-world business and operational problems into business analytics problems.	PO1,PO3
109 X.2	The student will be able to implement efficient business analytics strategies to solve business and operational problems.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
109 X.3	The student will be able to demonstrate the process for developing, reporting, and analyzing the business data.	PO1,PO2,PO3,PO4,PO5,PO7,PO9
109 X.4	The student will be able to understand the current trend of business analytics and be aware of the ethical issues related to business analytics	PO1,PO2,PO3,PO5,PO6,PO7,PO9



19	MB 110	Disaster Management
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
110.1	The student will be able to develop capacity to describe, analyze and evaluate the environmental, social, cultural, economic, legal, ethical and organizational aspects influencing vulnerabilities and capacities to face disasters.	PO1,PO3,PO5,PO6,PO7 ,PO8
110.2	The student will be able to obtain, analyze, and communicate information on risks, relief needs and lessons learned from earlier disasters in order to formulate strategies for mitigation in future scenarios with the ability to clearly present and discuss their conclusions and the knowledge and arguments behind them.	PO1,PO2,PO3,PO4,PO5PO6,PO7,PO8,PO9
110.3	The student will be able to design and perform research on the different aspects of the emergencies and disaster events while demonstrating insight into the potential and limitations of science, its role in society and people's responsibility for how it is used.	PO1,PO2,PO3,PO4,PO5, PO6,PO9



## Academic Year 2019-20

### Year I / Semester-II

Course Code	Course Title
MB 201	Marketing Management
MB 202	Financial Management
MB 203	Human Resource Management
MB 204	Operation Management
MB 205	Research Methodology For Managers
MB 206	Applications Of Business Analytics
MB 207	Emotional & Spiritual Intelligence For Managerial Effectiveness
MB 208	Entrepreneurship Development & Project Management
MB 208A	Entrepreneurship Development In Agri Sector (Only For Agribusiness Specialisation Instead Of MB 208)
MB 209 I	Management Of Agriculture & Allied Sciences
MB 209 II	Financial Markets & Services
MB 209 III	Training & Development
MB 209 IV	Pharmaceutical Management
MB 209 V	Application And Methodology Of Biotechnology
MB 209 VI	IT In Business Management
MB 209 VII	Export & Import Management
MB 209 VIII	Hospital Administrations
MB 209 IX	Production & Operations Management
MB 209 X	Data Analytics
MB 210	Industry Sectoral Analysis



<b>Course 20</b>	<b>MB 201</b>	<b>Marketing Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
201.1	The student will be able to understand and explain the key marketing concepts, theories and techniques.	PO1,PO6
201.2	The student will be able to apply the marketing conceptual frameworks, theory and techniques in various marketing contexts.	PO1,PO3
201.3	The student will be able to analyze the relevance of marketing concepts and theories in context of environmental changes on marketing planning, strategies and practices.	PO1,PO2,PO3,PO4,PO5, PO6
201.4	The student will be in position of evaluating the marketing environment and demonstrating the ability to justify the marketing strategies during the marketing plan implementation.	PO1,PO2,PO3,PO5,PO6
201.5	The student will be able to carry out a research project that explores marketing planning and strategies for a specific marketing situation.	PO1,PO2,PO3,PO4,PO6 PO7,PO9
201.6	The student will be able to distinguish between ethical and unethical practices in marketing management for making good decisions.	PO1,PO3,PO5,PO6

<b>Course 21</b>	<b>MB 202</b>	<b>Financial Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
202.1	The student will be able to describe the financial environment within which organisations must operate at global level.	PO1
202.2	The student will be able to explain the concept of leverage and the benefits and costs associated with debt financing.	PO1,PO3,PO5,PO6
202.3	The student will be able to identify and apply the relevant cash flows for capital budgeting projects and apply various methods to analyze projects.	PO1,PO2,PO3,PO5,PO6, PO7



202.4	The student will be able to analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability, and market value.	PO1,PO2,PO3,PO4,PO5, PO6,PO9
202.5	The student will be able to identify alternative sources of finance and investment opportunities and their suitability in particular circumstances	PO1,PO2,PO3,PO4,PO5, PO6,PO9
202.6	The student will be able to analyse a company's performance and make appropriate recommendations.	PO1,PO2,PO3,PO6

<b>Course 22</b>	<b>MB 203</b>	<b>Human Resource Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
203.1	The student will be able to define and explain the basic concepts, functions and processes of human resource management.	PO1,PO3,PO6
203.2	The student will be able to design and organize various HRM processes such as recruitment, selection, training, development, performance appraisals and reward systems, compensation plans and ethical behaviour.	PO1,PO2,PO3,PO4,PO5,PO6,PO7
203.3	The student will be able to analyze the developing role of human resources in the global arena.	PO1,PO2,PO3,PO4,PO5,PO7,PO9
203.4	The student will be able to evaluate the existing and emerging HR strategies in context of external and internal environment.	PO1,PO3,PO5,PO6,PO9

<b>Course 23</b>	<b>MB 204</b>	<b>Operation Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
204.1	The student will be able to understand the key concepts of operation management in global context.	PO1,PO3,PO6
204.2	The student will be able to explain the strategic role of operations management in creating and enhancing a firm's competitive advantages.	PO1,PO3
204.3	The student will be able to apply analytical skills and problem-solving tools to the analysis of the operations problems.	PO1,PO2,PO3,PO4,PO5,PO9
204.4	The student will be able to analyze the dynamic nature of the environment in which decision related to Operation Management is taken.	PO1,PO2,PO3,PO4,PO5, PO6,PO7,PO9
204.5	The student will be able to understand the ethical dimensions of operation management.	PO1,PO3,PO5,PO6,PO9

24	MB 205	Research Methodology For Managers
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
205.1	The student will be able to understand and apply different research approaches and methodologies for solving business related problems.	PO1
205.2	The student will be able to identify the appropriate research designs and methodology to apply to a specific research project.	PO1,PO2,PO3,PO4,PO6
205.3	The student will be able to analyze the feasibility and practicality of research methodology for a proposed project in context of current environment.	PO1,PO2,PO3,PO5,PO6
205.4	The student will be able to use the knowledge as a manager for taking facts based decisions.	PO1,PO2,PO3,PO5,PO6,PO9
205.5	The student will be able to identify and apply ethics in research, including those issues that arise in using quantitative and qualitative research.	PO1,PO4,PO5,PO6,PO7,PO9

Course 25	MB 206	Data Analytics
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
206.1	The student will be able to define and explain the data behavior and advantages of analytics.	PO1
206.2	The student will be able to select the basic statistical concept that is applied on data in an organization.	PO1,PO3,PO5
206.3	The student will be able to critically analyze the data for solving a problem.	PO1,PO2,PO4,PO7
206.4	The student will be able to communicate the rational behind a decision taken based on the data analysis.	PO1,PO2,PO4,PO6
206.5	The student will be able to identify ethical issues involved in data analytics.	PO1,PO3,PO5,PO7,PO9

Course 26	MB 207	Emotional & Spiritual Intelligence For Managerial Effectiveness
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
207.1	The student will be able to explain the concepts of emotional and spiritual intelligence.	PO1



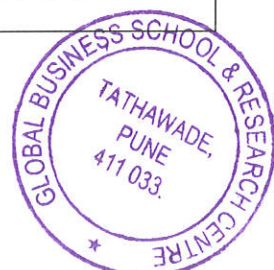
207.2	The student will be able to develop essential life skills and will be able to manage his human resources in same manner.	PO1,PO3,PO5
207.3	The student will be able to take part in a quality education which is one that satisfies basic learning needs & enriches the lives of learners & their overall experience of life.	PO1,PO2,PO4,PO6,PO9
207.4	The student will be able to analyze and deal with cultural or other differences at workplace.	PO1,PO2,PO3,PO5,PO7

<b>Course 27</b>	<b>MB 208</b>	<b>Entrepreneurship Development &amp; Project Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
208.1	The student will be able to identify and explain the typologies of entrepreneurship, the financial sources for startups and the modes of business networking.	PO1
208.2	The student will be able to implement theoretical knowledge acquired by designing a small virtual enterprise.	PO1,PO2,PO3,PO5,PO6,PO9
208.3	The student will be able to analyze and develop the self- capabilities and skills necessary to assume entrepreneurial activity.	PO1,PO3,PO4,PO5,PO6
208.4	The student will be able to identify and evaluate the opportunities exist or emerging in market for an entrepreneur at local and global level	PO1,PO2,PO3,PO4,PO5, PO6
208.5	The student will be able to establish an environmental and gender perspective for project management and project organisation.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
208.6	The student will be able to identify and deal with ethical issues during implementing an idea of enterprise.	PO1,PO2,PO3,PO5

<b>28</b>	<b>MB 208A</b>	<b>Entrepreneurship Development In Agri Sector (Only For Agribusiness Specialisation Instead Of MB 208)</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
208A.1	The student will be able to identify and explain the typologies of entrepreneurship, the financial sources for agri-startups and the modes of business networking.	PO1
208A.2	The student will be able to implement theoretical knowledge acquired by designing a small virtual agri-enterprise.	PO1,PO2,PO3,PO6,PO8





208A.3	The student will be able to analyze and develop the self-capabilities and skills necessary to assume agri-based entrepreneurial activity.	PO1,PO3,PO4,PO5,PO6,PO8
208A.4	The student will be able to evaluate the opportunities exist in market for an agri-entrepreneur.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
208A.5	The student will be able to design agri-business plans with Project planning and management.	PO1,PO2,PO3,PO5,PO6,PO8

Course 29	MB 209 I	Management Of Agriculture & Allied Sciences
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
209 I.1	The student will be able to define the various concepts of Agriculture and its allied branches.	PO1,PO3
209 I.2	The student will be able to understand the industry and various prevalent Indian laws, related with agriculture and allied sciences.	PO1,PO3,PO4,PO5,PO7, PO8,PO9
209 I.3	The student will be able to analyse the details concerned with the income of farmers.	PO1,PO2,PO3,PO6,PO7,PO9

Course 30	MB 209 II	Financial Markets & Services
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
209 II.1	The student will be able to define the dimensions of performance and risk relevant to financial firms.	PO1
209 II.2	The student will be able to explain how the financial services component industries (insurance, banking, securities, real estate and financial planning) interact.	PO1,PO3
209 II.3	The student will be able to analyze contemporary managerial risk management oversight processes.	PO1,PO2,PO3,PO4,PO6,PO9
209 II.4	The student will be able to calculate contemporary measures of financial measures of performance and risk.	PO1,PO2,PO6,PO9
209 II.5	The student will be able to evaluate the economic environment and the impact of governmental economic policies on consumers and financial institutions.	PO1,PO2,PO6,PO9
209 II.6	The student will be able to discuss the impact that financial innovation, advances in technology, and changes in Regulations has had on the structure of the financial firms/industry	PO1,PO2,PO3,PO5,PO7,PO9

<b>Course 31</b>	<b>MB 209 III</b>	<b>Training &amp; Development</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
209 III.1	The student will be able to define the basics of existing practices related with training and development in industry.	PO1,PO6
209 III.2	The student will be able to explain the systematic process of T&D.	PO1,PO3,PO6
209 III.3	The student will be able to experiment with the T&D program to cater the needs of a company.	PO1,PO3,PO5,PO6,PO9
209 III.4	The student will be able to compare and analyze various methods available for each step of training execution.	PO1,PO2,PO3,PO4,PO6,PO9
209 III.5	The student will be able to design an effective Training and Development plan for a company.	PO1,PO2,PO3,PO5,PO6,PO7,PO9

<b>Course 32</b>	<b>MB 209 IV</b>	<b>Pharmaceutical Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
209 IV.1	The student will be able to define the concepts of Pharmaceutical Management.	PO1
209 IV.2	The student will be able to explain about production management, production planning and control, design and development of packaging, marketing of pharmaceuticals.	PO1,PO3,PO5,PO6,PO8
209 IV.3	The student will be able to apply the pharmaceutical research techniques, product management, planning, marketing accounts and finance as well as Quality Control of Pharmaceuticals.	PO1,PO3,PO4,PO6,PO9
209 IV.4	The student will be able to analyze pharmacopoeial purity and identity tests for real life samples	PO1,PO2,PO3,PO4,PO5,PO6,PO9
209 IV.5	The student will be able to compare various methods of analysis and their outcomes.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
209 IV.6	The student will be able to formulate the observations to meaningful results and drawing the inferences.	PO1,PO2,PO3,PO5,PO6,PO9



<b>Course 33</b>	<b>MB 209 V</b>	<b>Application And Methodology Of Biotechnology</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
209 V.1	The student will be able to define various tools and techniques in Biotechnology.	PO1
209V.2	The student will be able to explain the significance of methodology of Biotechnology.	PO1,PO3,PO5,PO6,PO9
209 V.3	The student will be able to apply the various analytical and molecular techniques.	PO1,PO2,PO3,PO4,PO6 PO7,PO8,PO9

<b>Course 34</b>	<b>MB 209 VI</b>	<b>IT In Business Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
209 VI.1	The student will be able to define and explain the features of important ERP modules	PO1,PO3,PO6
209 VI.2	The student will be able to apply the operational aspects of ERP implementation and support	PO1,PO2,PO3,PO4,PO5,PO6,PO9
209 VI.3	The student will be able to distinguish between various modules of ERP systems.	PO1,PO2,PO3,PO6,PO9

<b>Course 35</b>	<b>MB 209 VII</b>	<b>Export &amp; Import Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
209 VII.1	The student will be able to define and explain the basics of EXIM procedures.	PO1,PO6
209 VII.2	The student will be able to manage the export and import documentation effectively and efficiently.	PO1,PO2,PO3,PO5,PO6,PO9
209 VII.3	The student will be able to analyze export opportunities and international markets.	PO1,PO2,PO3,PO4,PO5,PO6,PO7



<b>Course 36</b>	<b>MB 209 VIII</b>	<b>Hospital Administrations</b>
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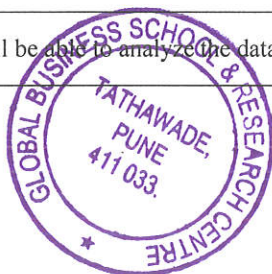
<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
209 VIII.1	The student will be able to understand concepts and functions of Hospital Administration.	PO1
209 VIII.2	The student will be able to develop the managerial skills of individuals and also exposes them to clinical aspects of hospital management.	PO1,PO2,PO4,PO5,PO6,PO7,PO9
209 VIII.3	The student will be able to analyze their own skill set for their further professional development.	PO1,PO3,PO5,PO6,PO7,PO9

<b>Course 37</b>	<b>MB 209 IX</b>	<b>Production &amp; Operations Management</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
209 IX.1	The student will be able to define and explain the concept and significance of proper facilities location and layout	PO1,PO3,PO6
209 IX.2	The student will be able to implement inventory management policies	PO1,PO2,PO3,PO4,PO5,PO6,PO9
209 IX.3	The student will be able to analyze the facilities location and layout	PO1,PO2,PO3,PO6,PO9
209 IX.4	The student will be able to design production plans.	PO1,PO2,PO3,PO6,PO9

<b>Course 38</b>	<b>MB 209 X</b>	<b>Applications Of Business Analytics</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
209 X.1	The student will be able to define and explain the usage of excel in business solving process.	PO1,PO3
209 X.2	The student will be able to apply the data mining tools practically	PO1,PO2,PO4,PO5,PO6,PO9
209 X.3	The student will be able to analyze the data using tools of excel.	PO1,PO2,PO3,PO9



Course 39	MB 210	Industry Sectoral Analysis
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
210.1	The student will be able to define the basics of industry.	PO1,PO3,PO4,PO5,PO6
210.2	The student will be able to demonstrate better understanding of their market, the emerging trends, and to identify opportunities and threats.	PO1,PO3,PO4,PO6,PO7,PO8,PO9
210.3	The student will be able to apply micro and macro tools for assessment of the sector.	PO1,PO2,PO3,PO4,PO6,PO9
210.4	The student will be able to analyze the economic and financial condition of the sector of economy.	PO1,PO2,PO3,PO4,PO5,PO6,PO9



## Academic Year 2019-20

### Year II / Semester-III

Course Code	Course Name
MB 301	Strategic Management
MB 302	Start Up And New Venture Management
MB 303 A	Sales & Distribution Management
MB 304 A	Digital Marketing
MB 305 A	Product And Brand Management
MB 306 B	Marketing Of Agri- Inputs & Outputs
MB 307 B	Post-Harvest Technology & Management
MB 308 B	Agri Import & Export Management
MB 306 C	Taxation
MB307 C	Security Analysis And Portfolio Management
MB 308 C	Analysis Of Financial Statement
MB 306 D	Performance Compensation Management
MB 307 D	Labour Laws
MB 308 D	Strategic Human Resource Management
MB 306 E	Pharma Product & Brand Management
MB307 E	Pharma Sales, Distribution & Retail Management
MB 308 E	Pharmaceutical Manufacturing and Regulatory Affairs
MB-306 F	Food Technology And Fundamentals Of Production Planning
MB-307 F	Ethics, Biosafety And Hazard Management In Biotechnology
MB-308 F	Environmental Biotechnology and Environment Management
MB 306 G	E-Commerce & Social Media Marketing
MB 307 G	Database Management System
MB 308 G	Supply Chain Management Information Systems
MB 306 H	International Trade, WTO & Trade Policy Issues
MB 307 HG	Intellectual Property Rights
MB 308 H	International Banking
MB 306 I	Community Health Management
MB 307I	Laws Related To Hospital & Medical Services
MB 308 I	Management Of Hospital Information System
MB 306-J	Operations Research & Management
MB 307-J	Logistics Management
MB 308 J	Supply Chain Management
MB 306 K	Analytics For Business Functions
MB 307 K	Performing Analytics With Python
MB 308 K	Machine Learning With R Programming
MB 309	Project Viva For SIP
MB 310	Introduction To Cyber Security





<b>Course 40</b>	<b>MB 301</b>	<b>Strategic Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
301.1	Students will be able to analyze strategic macro environmental issues.	PO1,PO3,PO5,PO6,PO8,PO9
301.2	Students will be able to explain industry factors, and identify its impact on profitability and strategic positioning.	PO1,PO2,PO5,PO7,PO9
301.3	Students will be able to assess evaluate organizational performance and SBU strategies	PO1,PO2,PO3,PO4,PO5,PO6,PO8,PO9
301.4	Students will be able to identify strategic capabilities and gaps to implement strategy at the single business unit level.	PO1,PO2,PO4,PO5,PO6,PO7,PO9

<b>Course 41</b>	<b>MB 302</b>	<b>Start Up And New Venture Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
302.1	Students will be able to appraise the entrepreneurial traits and instincts.	PO1,PO3,PO4,PO9
302.2	Students will be able to demonstrate creativity and innovation	PO1,PO3,PO5,PO6,PO7,PO9
302.3	Students will be able to identify potential business opportunity for new venture	PO1,PO2,PO4,PO5,PO7,PO9
302.4	Students will be able to develop business model and financial projections	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9



<b>Course 42</b>	<b>MB 303 A</b>	<b>Sales &amp; Distribution Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
303 A.1	Students will be able to understand marketing and sales in various industry and can put skills to practical use	PO1,PO9
303 A.2	Students will be able to identify potential customers and segments, understand and anticipate customer expectations and needs.	PO1,PO2,PO3,PO4,PO5, PO6,PO7,PO9,
303 A.3	Students will be able to demonstrate & appreciate the diverse variables affecting the sales & distribution function.	PO1,PO2,PO5,PO6,PO7 ,PO9
303 A.4	Students will be able to link distribution with other marketing variables.	PO1,PO3,PO4,PO5,PO6,PO9
303 A.5	Students will be able to manage accommodation business distribution channels and branding.	PO1,PO2,PO3,PO4,PO5 ,PO6,PO7,PO9
303 A.6	Students will be able to develop sales and distribution plans.	PO1,PO2,PO3,PO4,PO5 ,PO6,PO7,PO9

<b>Course 43</b>	<b>MB 304 A</b>	<b>Digital Marketing</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
304 A.1	Students will be able to identify target customers through digital channels, they create websites that attract customers, and they optimize online business performance.	PO1,PO5,PO6,PO9
304 A.2	Students will be able to use interactive and direct marketing, digital advertising, e-business technologies, and global enterprise.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
304 A.3	Students will be able to plan online branding through search engine marketing and social network value creation	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 44</b>	<b>MB 305 A</b>	<b>Product And Brand Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
305 A.1	Students will be able to apply marketing skills and understanding of various aspects of marketing from brand equity perspective.	PO1,PO3,PO6,PO9
305 A.2	Students will be able to make the product and brand management decisions to build measure and manage brand equity.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9





305 A.3	Students will be able to demonstrate the ability to sketch a life cycle for a given product.	PO1,PO2,PO3,PO4,PO5, PO6,PO7,PO9
305 A.4	Students will be able to build up appropriate branding strategies & branding concepts in their field of interest.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

Course 45	MB 306 B	Marketing Of Agri- Inputs & Outputs
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
306 B.1	Students will be able to explore various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
306 B.2	Students will be able to explore opportunities and challenges in the marketing of various Agricultural inputs like pesticides, fertilizers etc.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

Course 46	MB 307 B	Post-Harvest Technology & Management
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
307 B.1	Students will be able to convert the observations to meaningful results and develop managerial skills in order to serve the agriculture industry efficiently.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
307 B.2	Students will be able to compare various processing methods of post-harvest technology and their outcomes.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

Course 47	MB 308 B	Agri Import & Export Management
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
308 B.1	Students will be able to identify factors that indicate strong potential agri export markets in order to define market selection models or drive market selection systems.	PO1,PO3,PO4,PO6,PO9
308 B.2	Students will be able to identify major governmental and non-governmental sources of information and agri import/export assistance and apply that knowledge through development of marketing plans tied to global business activity and country-specific business conditions.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

308 B.3	Students will be able to identify sources of information on agri export restrictions and documentation associated with foreign shipping in order to facilitate export compliance for the exporting organization.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
308 B.4	Students will be able to identify major agri product decisions that are necessary for export markets in order to facilitate product adaptation to the markets in question.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

<b>Course 48</b>	<b>MB 306 C</b>	<b>Taxation</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
306 C.1	Students will be able to explain different types of income and their taxability and expenses and their deductibility.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
306 C.2	Students will be able to describe how the provisions in the tax laws can be used for tax planning.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
306 C.3	Students will be able to recommend various deductions available to reduce the taxable income.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 49</b>	<b>MB 307 C</b>	<b>Security Analysis And Portfolio Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
307 C.1	Students will be able to summarize various alternatives available for investment.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
307 C.2	Students will be able to find and measure risk and return on investments.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
307 C.3	Students will be able to evaluate the equities for investment decision	PO1,PO2,PO3,PO4,PO5,PO6,PO9
307 C.4	Students will be able to apply knowledge of various strategies followed by investment practitioners.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9



<b>Course 50</b>	<b>MB 308 C</b>	<b>Analysis Of Financial Statement</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
308 C.1	Students will be able to describe and apply the basic techniques of financial statement analysis.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
308 C.2	Students will be able to compare and contrast between strategic business analysis, accounting analysis and financial analysis.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
308 C.3	Students will be able to conduct applied business research.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 51</b>	<b>MB 306 D</b>	<b>Performance Compensation Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
306 D.1	Students will be able to establish performance criteria, use various appraisal formats participate in various exercises to ensure that they fully understand ways to get the best possible performance from employees.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
306 D.2	Students will be able to outline and conduct performance discussions that are objective, complete, and defensible.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
306 D.3	Students will demonstrate techniques for conducting an effective performance appraisal, and ways to coach members of management.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 52</b>	<b>MB 307 D</b>	<b>Labour Laws</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
307 D.1	Students will get to know the development and the judicial setup of Labour Laws.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
307 D.2	Students will be able to demonstrate an appreciation of the industrial, economic and social contexts in which labour is regulated.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
307 D.3	Students will be able to demonstrate an understanding of the role of law in regulating industrial disputes and conflicts.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
307 D.4	Students will be able to analyze many welfare and wage Legislations to integrate the knowledge of Labour Law in General HRD Practice.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 53</b>	<b>MB 308 D</b>	<b>Strategic Human Resource Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
308 D.1	Students will be able to carry out a detailed strategic analysis of a human resource management issue in their organizations,	PO1,PO3,PO4,PO5,PO6,PO7,PO9
308 D.2	Students will be able to assess the global environment, economic environment, organizational culture and analyze competencies and the implement human resource decisions.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
308 D.3	Students will be able to design human resources in a way that contributes to improved performance, productivity, and morale of employees.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
308 D.4	Students will be able to work at an optimum level to critically analyze HR strategies in relation to their application at the workplace.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>54</b>	<b>MB 306 E</b>	<b>Pharma Product &amp; Brand Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
306 E.1	Students will be able to describe, classify, structure and combine concepts, theories, methods and models taught for Pharma Products.	PO1,PO5,PO6,PO7,PO9
306 E.2	Students will be able to identify and develop relevant issues within pharmaceutical marketing.	PO1,PO2,PO3
306 E.3	Students will be able to analyze and synthesize specific issues within pharmaceutical marketing by using the concepts, theories, methods and models taught.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
306 E.4	Students will be able to assess and communicate problem-solving on a reflective, scientific basis.	PO1,PO2,PO3,PO4,PO5,PO6
306 E.5	Students will be able to apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global Pharma context.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
306 E.6	Students will be able to appreciate the importance of cultural adaptation of international business and marketing through appraisal and critical analysis of the social, technological, political, legal and economic forces that affect business performance of Pharma company.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
306 E.7	Students will be able to understand the role of Pharma marketing as a fundamental organizational policy process.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9





<b>Course 55</b>	<b>MB 307 E</b>	<b>Pharma Sales, Distribution &amp; Retail Management</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
307 E.1	Students will be able to demonstrate the selling efforts and intensity by dealers as well as sales personnel.	PO1,PO9
307 E.2	Students will be able to demonstrate to call the attention to new Pharma products.	PO1,PO5,PO6,PO7,PO9
307 E.3	Students will be able to demonstrate the technique to inform the buyers about the new brand and new packaging.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
307 E.4	Students will be able to develop the ability to create value and execute deals that others might overlook; the strategic skill and competencies needed for success.	PO1,PO2,PO3,PO4,PO6,PO7,PO9
307 E.5	Students will be able to develop the ability to avoid common mistakes made by sales professionals and negotiators.	PO1 ,PO3,PO4,PO5,PO6,PO7 ,PO9
307 E.6	Students will be able to demonstrate the ability to work with people whose backgrounds, expectations, and values differ from your own.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

<b>Course 56</b>	<b>MB 308 E</b>	<b>Pharmaceutical Manufacturing and Regulatory Affairs</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
308 E.1	Students will be able to demonstrate the principal steps in drug discovery and apply the knowledge related to Pharma Industry.	PO1,PO2,PO3,PO4,PO5,PO9
308 E.2	Students will be able to develop the complete development plan (pharmaceutical, non-clinical and clinical) according to the proposed therapeutic indication.	PO1,PO2,PO3,PO4,PO5,PO8,PO9
308 E.3	Students will be able to demonstrate the pertinent issues involved in the undertaking of clinical research and the regulation of medicines in the various global pharma markets.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
308 E.4	Students will be able to demonstrate the management of drug safety issues pre-and post-marketing authorization for development and review of product-related information to ensure adherence to ethical and legal provisions.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
308 E.5	Students will be able to analyze the principles of health economics and their application in the development and marketing of medicines.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
308 E..6	Students will be able to demonstrate the management of all lifecycle activities (regulatory and marketing) of a medicine.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

<b>Course 57</b>	<b>MB-306 F</b>	<b>Food Technology And Fundamentals Of Production Planning</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
306 F.1	Students will be able to illustrate the fermentation process	PO1,PO2,PO4
306 F.2	Students will be able to outline Fermenter Designing and get detailed information on commercial fermented products.	PO1,PO3,PO4
306 F.3	Students will be able to demonstrate the understanding of quality control measures and policies in biotechnology and drug manufacturing.	PO1,PO3,PO4

<b>Course 58</b>	<b>MB-307 F</b>	<b>Ethics, Biosafety And Hazard Management In Biotechnology</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
307 F.1	Students will be able to elaborate the basic issues of Biosafety, Bioethics and IPR and implement in future policy making.	PO1,PO3,PO4,PO5,PO6
307 F.2	Students will be able to describe the regulatory framework important for the product safety and benefit for the society.	PO1,PO3,PO4,PO6
307 F.3	Students will be able to analyze case history to discuss and express their views.	PO2,PO3,PO4,PO5

<b>Course 59</b>	<b>MB-308 F</b>	<b>Environmental Biotechnology and Environment Management</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
308 F.1	Students will be able to know the basic requirements in the Biotechnology Plant, fermentation process and some fermented products.	PO1,PO2,PO3,PO4,
308 F.2	Students will be able to compare and choose the sustainable solutions for agriculture, environment and energy sectors.	PO1,PO2,PO3,PO4,PO5,PO6





<b>Course 60</b>	<b>MB 306 G</b>	<b>E-Commerce &amp; Social Media Marketing</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
306 G.1	Students will be able to understand the various entrepreneurial ventures in e-Commerce and m-Commerce.	PO1,PO2,PO3,PO4,PO5,
306 G.2	Students will be able to create roadmap for any company in terms of Social Media marketing services.	PO1,PO3,PO4,PO5
306 G.3	Students will be able to evaluate and prepare digital marketing strategies using latest trends.	PO1,PO3,PO4,PO5
306 G.4	Students will be able to run ROI driven digital campaigns across different channels.	PO1,PO2,PO3,PO4,PO5,

<b>Course 61</b>	<b>MB 307 G</b>	<b>Database Management System</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
307 G.1	Students will be able to develop basic understanding of Data Base Management System.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
307 G.2	Students will be able to define functions & Objectives in Data Base Management System (DBMS)	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
307 G.3	Students will be able to classify Data Models & Structure and infer the merits & demerits of DBMS.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 62</b>	<b>MB 308 G</b>	<b>Supply Chain Management Information Systems</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
308 G.1	Students will be able to understand ERP and Role of ICT in supply chain Management	PO1,PO2,PO3,PO5,PO6,PO7,PO9
308 G.2	Students will be able to understand the IoT and various systems attached with SCM.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
308 G.3	Students will be able to understand the functionality of various IT systems associated with SCM.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 63</b>	<b>MB 306 H</b>	<b>International Trade, WTO &amp; Trade Policy Issues</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
306 H.1	Students will be able to improve analytical and negotiating skills (improvement of skills).	PO1,PO2,PO3,PO4,PO5,PO9
306 H.2	Students will be able to strengthen capacity to work in teams and in an international environment (team work).	PO1,PO2,PO3,PO4,PO5,PO6,PO9
306 H.3	Students will be able to demonstrate understanding of all aspects of the WTO, including the Agreements (transfer of knowledge).	PO1,PO2,PO3,PO4,PO5,PO6
306 H.4	Students will be able to learn to use effectively the relevant information and documentation on trade-related issues (autonomy).	PO1,PO2,PO3,PO4,PO5,PO6,PO9

<b>Course 64</b>	<b>MB 307 H</b>	<b>Intellectual Property Rights</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
307 H.1	Students will be able to understand the creations of the human brain as IP which required to be understood and protected.	PO1,PO3,PO4,PO5,PO6,PO9
307 H.2	Students will be able to encompass all relevant IP legislations in India with a view to understand and adjust with changing needs of the society because creative work is useful to society and law relating to innovation/creativity	PO1,PO2,PO3,PO4,PO5,PO9

<b>Course 65</b>	<b>MB 308 H</b>	<b>International Banking</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
308 H.1	Students will be able to utilize information technology as a tool to perform essential business tasks	PO1,PO2, PO3,PO4,PO5,PO6,PO9
308 H.2	Students will be able to examine the nature and importance of the international banking business	PO1,PO3,PO4,PO5,PO6
308 H.3	Students will be able to apply critical thinking skills to complex international banking issues by identifying and evaluating relevant issues and information.	PO1,PO2,PO3,PO9





<b>Course 66</b>	<b>MB 306 I</b>	<b>Community Health Management</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
306 I.1	Students will be able to define and distinguish the concepts of health, quality of life, impairment, activity limitation, and participation restriction. They will also be able to describe study of health and disease.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
306 I.2	Students will be able to understand the essential practice areas of infection prevention and control with an emphasis on practical application for daily practice in a wide variety of health care settings.	PO1,PO2,PO3,PO4,PO6
306 I.3	Students will be able to familiarize with various injuries	PO1,PO5,PO6

<b>Course 67</b>	<b>MB 307I</b>	<b>Laws Related To Hospital &amp; Medical Services</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
307I.1	Students will be able to exhibit knowledge of laws governing the commissioning of hospital.	PO1,PO3,PO4,PO5,PO6
307I.2	Students will be able to identify the legal issues relating to medicine, discuss them threadbare, and suggest remedial measures.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
307I.3	Students will be able to apply HR related laws in medical field	PO1,PO2

<b>Course 68</b>	<b>MB 308 I</b>	<b>Management Of Hospital Information System</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
308 I.1	Students will be able to apply the knowledge of application software; including spreadsheets; e-mail; word processing; database management.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
308 I.2	Students will be able to conduct an information technology needs assessment of a healthcare organizational unit.	PO1,PO3,PO4,PO5,PO9

<b>Course 69</b>	<b>MB 306-J</b>	<b>Operations Research &amp; Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
306-J.1	Students will be able to facilitate the use of Operations Research techniques in managerial decisions.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
306-J.2	Students will be able to use written formats to communicate marketing strategies for its implementation.	PO1,PO3,PO4,PO6,
306-J.3	Students will be able to apply the introduced conceptual frameworks theory and techniques to various operation Management concepts.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
306-J.4	Students will be able to apply various techniques of operation management for increasing effectiveness and efficiency of the organization.	PO1,PO2,PO3,PO5,PO6,PO9

<b>Course 70</b>	<b>MB 307-J</b>	<b>Logistics Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
307-J.1	Students will be able to use performance metrics and decision making in supply chain network.	PO1,PO2,PO3,PO6,PO9
307-J.2	Students will be able to provide an insight into the role of Internet Technologies in Logistics Management.	PO1,PO2,PO4,PO5
307-J.3	Students will be able to implement Inventory control techniques for improving logistic management process.	PO1,PO2,PO3,PO5,PO6
307-J.4	Students will be able to apply theory concept of logistic management in practicality so that work efficiency of the organization will increases.	PO1,PO3,PO5,PO9

<b>Course 71</b>	<b>MB 308 J</b>	<b>Supply Chain Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
308 J.1	Students will be able to analyze the manufacturing operations of a firm.	PO1,PO2,PO3,PO4,PO5
308 J.2	Students will be able to apply sales and operations planning, MRP concepts.	PO2,PO3,PO5,PO6,PO9



308 J.3	Students will be able to synthesize logistics and purchasing concepts to improve supply chain operations.	PO1,PO3,PO4,PO5,PO6
308 J.4	Students will be able to apply quality management tools for process improvement.	PO1,PO2,PO3,PO4,PO5

<b>Course 72</b>	<b>MB 306 K</b>	<b>Analytics For Business Functions</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
306 K.1	Students will be able to interpret data and justify their decisions.	PO1,PO2,PO3,PO5
306 K.2	Students will be able to utilize marketing analytics to measure brand and customer assets	PO1,PO2,PO4,PO5,PO7,PO9
306 K.3	Students will be able to evaluate and optimize marketing campaigns as per market trend.	PO1,PO3,PO5,PO6,PO9
306 K.4	Students will be able to make use of marketing analytics to predict outcomes and systematically allocate resources.	PO1,PO2,PO3,PO5,PO6,PO7,PO9

<b>Course 73</b>	<b>MB 307 K</b>	<b>Performing Analytics With Python</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
307 K.1	Students will be able to interpret data behavior related to various Financial Transactions.	PO1,PO2,PO3,PO4,PO5,PO6
307 K.2	Students will be able to discover the interplay of financial data during the various functions of Finance.	PO1,PO2,PO3,PO4,PO9
307 K.3	Student can implement various Autoregressive Models.	PO1,PO3,PO4,PO5,PO6,PO9

<b>Course 74</b>	<b>MB 308 K</b>	<b>Machine Learning With R Programming</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
308 K.1	Students will be able to manipulate, visualize, and perform statistical tests on HR data through a series of HR analytics case studies	PO1,PO2,PO4,PO5,PO6,PO9
308 K.2	Students will be able to criticize and summarize data, present clear evidence of its findings, and tell engaging stories all through data graphics.	PO1,PO3,PO4,PO5,PO6,PO9

<b>Course 75</b>	<b>MB 309</b>	<b>Project Viva For SIP</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
309.1	Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.	PO1,PO2,PO3,PO4,PO5,PO6,PO9
309.2	Students will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms.	PO1,PO2,PO3,PO4,PO5
309.3	Students will be able to learn on their own, reflect on their learning and take appropriate actions to improve it.	PO1,PO2,PO3,PO4,PO5,PO9

<b>Course 76</b>	<b>MB 310</b>	<b>Introduction To Cyber Security</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
310.1	Students will be able to know the concepts related to network and system level security, basics of computers and networking including Internet Protocol, routing, Domain Name Service, and network devices.	PO1,PO2,PO4,PO5
310.2	Students will be able to extend the knowledge of basic cryptography, security management, and network security techniques.	PO1,PO2,PO5,PO7,PO9
310.3	Students will be able to look at policies as a tool to effectively change an organization's culture towards a better secure environment.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
310.4	Students will be able to audit a security system at conceptual level.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

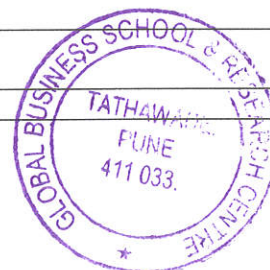




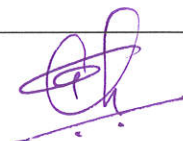
## Academic Year 2019-20

### Year II/ Semester-IV

Course Code	Course Name
MB 401 A	Retail Management
MB 402 A	Services Marketing
MB 403 A	B 2 B Marketing
MB 404 B	Rural Credit & Urban Finance For Agriculture
MB 405 B	Procurement & Warehouse Management
MB 406 B	Management Of Agri Cooperatives
MB 404 C	Financial Modeling
MB 405 C	Insurance And Risk Management
MB 406 C	Strategic Financial Management
MB 404 D	Organizational Change Development
MB 405 D	International HRM
MB 406 D	Talent Retention & Employee Engagement
MB 404 E	Intellectual Property Rights & Legal Aspects In Pharmaceutical Industry
MB 405 E	Pharmaceutical Export Management
MB 406 E	Marketing Strategy and Product Launch Dynamics
MB 404E	Fermentation Technology and Industrial Biotechnology
MB 405 F	Advances In Biotechnology And Bioinformatics
MB 406 F	Agricultural Biotechnology
MB 404 G	Innovation And Technology Management
MB 405 G	Marketing Of Information Technology
MB 406 G	Knowledge Management System
MB 404 H	International Marketing
MB 405 H	International Finance And Forex Management
MB 406 H	International Business Strategy
MB 404 I	Management Of Corporate Hospital



MB 405 I	Hospital Waste & Hygiene Management
MB 406 I	Marketing Of Hospital And Healthcare Services
MB 404 J	Management Of Manufacturing System
MB 405 J	Project Management
MB 406 J	Innovation And R & D Management
MB 404 K	Data Visualization For Managers
MB 405 K	Security & Master Data Management
MB 406 K	Internet Of Things
MB 407	Business Ethics



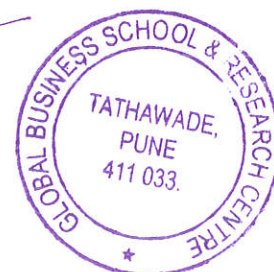


<b>Course 77</b>	<b>MB 401 A</b>	<b>Retail Management</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
401 A.1	Students will be able to define the concept of retailing.	PO1,PO2,PO3,PO5
401 A.2	Students will be able to understand the ways that retailers use marketing tools and techniques to interact with their customers.	PO1,PO3,PO4,PO5,PO6,PO7,PO9
401 A.3	Students will be able to identify the strategies that are used within the different stages of a product life cycle.	PO1,PO2,PO3,PO5,PO6
401 A.4	Students will be able to analyze how logistics and supply chain management achieve a sustainable competitive advantage.	PO1,PO2,PO4,PO5,PO6
401 A.5	Students will be able to evaluate the impact of laws and regulations pertaining to the role and responsibilities of a retail manager.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
401 A.6	Students will be able to construct a strategic plan for a business, including financial strategy and financial performance measures.	PO1,PO2,PO3,PO4,,PO5,PO6,PO7,PO9

<b>Course 78</b>	<b>MB 402 A</b>	<b>Services Marketing</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
402 A.1	Students will be able to outline the challenges facing the services marketing in traditional commercial marketing, e-marketing and non-commercial environments.	PO1,PO2,PO3,PO5,PO6
402 A.2	Students will be able to identify the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.	PO1,PO2,PO3,PO4,PO5
402 A .3	Students will be able to develop professional business writing skills.	PO1,PO2,PO3,PO4,PO5
402 A.4	Students will be able to analyse the nature and scope of services marketing and present about this in a professional and engaging manner.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
402 A.5	Students will be able to develop a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
402 A.6	Students will be able to identify and discuss characteristics and challenges of managing service firms in the modern world including cultural implications.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

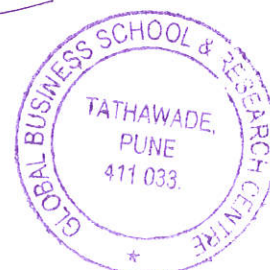


<b>Course 79</b>	<b>MB 403 A</b>	<b>B 2 B Marketing</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
403 A.1	Students will be able to outline the challenges facing the services marketing in traditional commercial marketing, e-marketing and non-commercial environments.	PO1,PO2,PO5
403 A.2	Students will be able to identify the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.	PO1,PO4,PO5
403 A.3	Students will be able to develop professional business writing skills.	PO2,PO4,PO5
403 A.4	Students will be able to analyse the nature and scope of services marketing and present about this in a professional and engaging manner.	PO2,PO4,PO5
403 A.5	Students will be able to develop a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way.	PO1,PO3,PO4,PO5
403 A.6	Students will be able to identify and discuss characteristics and challenges of managing service firms in the modern world including cultural implications.	PO1,PO2,PO3,PO4

<b>Course 80</b>	<b>MB 404 B</b>	<b>Rural Credit &amp; Urban Finance For Agriculture</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
404 B.1	The students will be able to explain how access to financial services can help the rural poor to improve and secure their livelihoods, and critique both the concepts that underpin this understanding and the practicalities of interventions for improvements	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
404 B.2	The students will be able to describe, compare and critically appraise different types of intervention that have attempted to provide rural finance in the past and today	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
404 B.3	The students will be able to identify needs and develop appropriate policies and interventions for the provision of rural finance depending on the particular needs identified	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9





<b>Course 81</b>	<b>MB 405 B</b>	<b>Procurement &amp; Warehouse Management</b>
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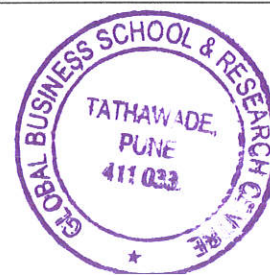
<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
405 B.1	The students will be able to define the concepts and importance of agricultural procurement and warehousing	PO1,PO2,PO3,PO5,PO9
405 B.2	The students will be able to compare & contrast the concept of logistics as a bridge between procurement and warehousing.	PO1,PO2,PO3,PO5,PO9
405 B.3	The students will be able to apply modern day technological advancements in the field of logistics and warehousing	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 82</b>	<b>MB 406 B</b>	<b>Management Of Agri Cooperatives</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
406 B.1	The students will be able to propose rural organizations with the best possible solution.	PO1,PO2,PO3,PO4,PO5,PO6
406 B.2	The students will be able to determine the difference between rural marketing and co-operative marketing and use co-operative marketing for distribution of agricultural products.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
406 B.3	The students will be able to explain the rationale for the appropriate role of cooperatives in a market economy	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 83</b>	<b>MB 404 C</b>	<b>Financial Modeling</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
404 C.1	The students will be able to create a cadre of competent practitioners of financial managers / counselors with required financial modelling (using excel) skills.	PO1,PO2,PO3,PO4,PO5,PO6,PO7
404 C.2	The students will be able to possess the needed skills and knowledge to make use of the basic and advanced features of excel.	PO1,PO2,PO3,PO5,PO9
404 C.3	The students will be able to possess basic knowledge on how to build models in excel to suit one's purpose.	PO1,PO2,PO3,PO5,PO6



404 C.4	The students will be able to showcase their expertise required in identifying and controlling the key sensitivities with advanced spreadsheet simulation.	PO1,PO2,PO3,PO5,PO6
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<b>Course 84</b>	<b>MB 405 C</b>	<b>Insurance And Risk Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
405 C.1	The students will be able to demonstrate knowledge of insurance contracts and provisions, and the features of property-liability insurance, life and health insurance, and employee benefit plans.	PO1,PO2,PO3,PO5,PO6,PO7
405 C.2	The students will be able to demonstrate knowledge of the operation and management of insurance entities, and the economic implications of organizational design and structure.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
405 C.3	The students will be able to develop skills to facilitate insurance product cost and pricing, marketing, and distribution.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
405 C.4	The students will be able to develop practical skills in insurance and risk management.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9
405 C.5	The students will be able to examine the role of public policy including social insurance in personal financial planning and risk management.	PO,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 85</b>	<b>MB 406 C</b>	<b>Strategic Financial Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
406 C.1	The students will be able to develop conceptual knowledge of SFM and its significance.	PO1,PO2,PO3,PO5,PO6,PO7
406 C.2	The students will be able to demonstrate the financial aspects of compensation management, negotiation and voluntary retirement scheme & supply chain management.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
406 C.3	The students will be able to elaborate the financial analysis techniques for corporate valuation and financial restructuring.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
406 C.4	The students will be able to define the importance of innovative ideas and various benchmarking practices.	PO1,PO2,PO3,PO5,PO6,PO7,PO9
406 C.5	The students will be able to explain the various direct and indirect taxes applied in India.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9



<b>Course 86</b>	<b>MB 404 D</b>	<b>Organizational Change Development</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
404 D.1	Students will be able to outline organizational development process.	PO1,PO2,PO3,PO4,PO5
404 D.2	Students will be able to demonstrate how to change and develop organizations.	PO1,PO2,PO3,PO5,PO7
404 D.3	Students will be able to explain the change management model.	PO1,PO2,PO3,PO5
404 D.4	Students will be able to determine skills needed to develop an action plan for the development process.	PO1,PO2,PO3,PO5
404 D.5	Students will be able to identify and apply change resistance tactics in professional arena.	PO1,PO2,PO3,PO5

<b>Course 87</b>	<b>MB 405 D</b>	<b>International HRM</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
405 D.1	Students will be able to explain issues, opportunities and challenges pertaining to international HRM.	PO1,PO2,PO3,PO4,PO5
405 D.2	Students will be able to develop competency in dealing with cross cultural situations.	PO1,PO2,PO3,PO4,PO5,PO6,PO7
405 D.3	The students will be able to determine the strategic and functional roles of HRM in various international contexts, especially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation, motivation and repatriation.	PO1,PO2,PO3,PO4,PO5
405 D.4	The students will be able to discover external forces (e.g. globalization, sociocultural changes, political and economic changes) that have the potential to shape international HRM.	PO1,PO4,PO5,PO6,PO9
405 D.5	The students will be able to build generic and transferable skills-especially in diagnosing international HRM issues critically and analytically, conducting research for the purpose of discussing specific cases relating to international HRM, evaluating alternative approaches and defending the recommendations with evidence, and developing confidence in conducting training workshops.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 88</b>	<b>MB 406 D</b>	<b>Talent Retention &amp; Employee Engagement</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
406 D.1	The students will be able to infer the value and importance of talent management within any size of organization.	PO1,PO2,PO3,PO4,PO5,PO9
406 D.2	The students will be able to appraise the diversified role and responsibilities of human resources and its impact on meeting organizational goals and objectives.	PO1,PO2,PO3,PO4,PO5

406 D.3	The students will be able to interpret the responsibility of human resources and its responsibility to develop and manage strategic programs that aide in the retention of top talent.	PO2,PO3,PO4,PO5,PO6,PO7,PO9
406 D.4	The students will be able to analyse and critique the concept of employee engagement.	PO1,PO2,PO3,PO4,PO5,PO7,PO9
406 D.5	The students will be able to identify the issues and challenges associated with employee engagement in the organization.	PO1,PO2,PO3,PO5,PO7

<b>Course 89</b>	<b>MB 404 E</b>	<b>Intellectual Property Rights &amp; Legal Aspects In Pharmaceutical Industry</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
404 E.1	The students will be able to identify the rights for the protection of invention done in their project work.	PO1,PO4,PO5
404 E.2	The students will be able to identify registration process in our country and foreign countries for invention & designs.	PO1,PO2
404 E.3	The students will be able to analyze Indian (Amendment) Patents Act, 2005 and the TRIPS Agreement.	PO1,PO2,PO4,PO5
404 E.4	The students will be able to demonstrate Post-TRIPS, technological, sociological and economical changes in the Indian Pharmaceutical Industry.	PO1,PO2,PO3,PO6
404 E.5	The students will be able to compare the exponential growth and development brought in by the introduction of the new Intellectual Property Rights regime with the hazardous relentless march of the Intellectual Property Rights bringing in contradiction to the public interest.	PO1,PO2,PO3,PO5,PO6,PO7
404 E.6	The students will be able to analyze the accessibility of flexibilities guaranteed by the TRIPS Agreement.	PO1,PO3,PO4,PO5,PO6,PO7,PO9

<b>Course 90</b>	<b>MB 405 E</b>	<b>Pharmaceutical Export Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
405 E.1	The students will be able to maximize export sale in the international markets.	PO1,PO2,PO5
405 E.2	The students will be able to design quality management with special focus on pharmaceutical management for developing business leaders by nurturing knowledge, skills, communication, attitudes and behavior.	PO3,PO5
405 E.3	The students will be able to elaborate the challenges facing the pharmaceutical industry.	PO1,PO4,PO6





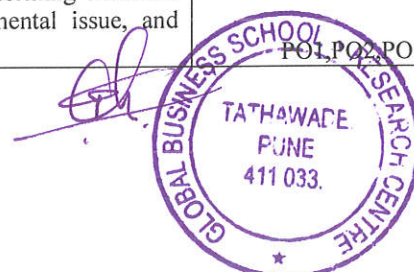
405 E.4	The students will be able to explain Pharmaceutical Export: Facts and Challenges that should not be ignored.	PO5
405 E.5	The students will be able to analyse holding the rank worldwide, in terms of technology, quality and range of medicines manufactured.	PO2,PO4

<b>Course 91</b>	<b>MB 406 E</b>	<b>Marketing Strategy and Product Launch Dynamics</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
406 E.1	The students will be able to design strategies to manage huge number of stakeholders & the same time maintaining the inter-departmental balance.	PO1,PO2,PO3,PO6,PO7
406 E.2	The students will be able to interpret the beginning from the initial market analysis and profit-loss analysis, thorough subjective and objective decision making capabilities required during product launch.	PO1,PO2,PO3,PO5,PO6
406 E.3	The students will be able to develop a mature and critical understanding of concepts, theories, and evidence for effective strategic management of new product and new service development from a marketing perspective.	PO1,PO2,PO3,PO4,PO5,PO7,PO9
406 E.4	The students will be able to describe and present the market opportunity for a new product or service in terms of its potential users, as well as its competing and complementary products and services.	PO1,PO5
406 E.5	The students will be able to analyse and present the market opportunity for a new product or new service in terms of the dynamics of entry timing and the likely trajectory for market development and potential for product-market disruption and/or entrepreneurial transformation.	PO1,PO2
406 E.6	The students will be able to develop a basic awareness of how public policy, infrastructure, and social and organizational contexts might operate to either facilitate or inhibit product or service innovation.	PO3,PO4,PO5

<b>Course 92</b>	<b>MB 404 F</b>	<b>Fermentation Technology and Industrial Biotechnology</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
404 F.1	The students will be able to demonstrate advanced skills in performing literature searches in undertaking an in-depth case study of an environmental issue, and presenting a critical appraisal.	PO1,PO2,PO5



404 F.2	The students will be able to describe the applications of various fields including chemistry, biochemistry, molecular biology and/or microbiology, in understanding and addressing the above issues, as well as exploring environmental resources for new technologies.	PO1,PO3,PO6
404 F.3	The students will be able to identify the various global and regional environmental concerns due to natural causes and/or human activities, and the impact of these on various forms of life including native biodiversity.	PO2,PO3,PO4,PO5,PO6

<b>Course 93</b>	<b>MB 405 F</b>	<b>Advances In Biotechnology And Bioinformatics</b>
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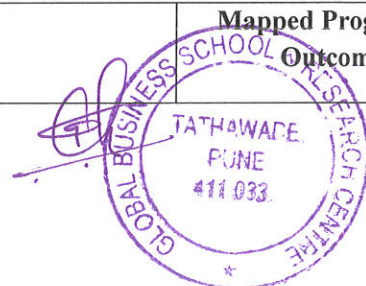
CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
405 F.1	The students will be able to identify various databases and bioinformatics tools available.	PO3,PO6
405 F.2	The students will be able to construct Pairwise and Multiple sequence alignments and Phylogenetic analysis.	PO1,PO5,PO6
405 F.3	The students will be able to outline the important applications of the growing biotechnology fields of veterinary biotech, dental biotech, nanotechnology, bioterrorism, and biodefense.	PO1,PO2,PO3,PO4,PO6

<b>Course 94</b>	<b>MB 406 F</b>	<b>Agricultural Biotechnology</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
406 F.1	The students will be able to analyze different methods of Crop Improvement.	PO1,PO3,PO5,PO6
406 F.2	The students will be able to interpret the advantages of genetically modified plants and animals.	PO2,PO6
406 F.3	The students will be able to demonstrate Gene transformation techniques in Plant Biotechnology.	PO2,PO5,PO6
406 F.4	The students will be able to critically examine the application of plant and microbial biotechnologies for sustainable agriculture.	PO2,PO3,PO4,PO5,PO6
406 F.5	The students will be able to analyse how modern agricultural biotechnology and genetic resources can be harnessed to achieve environmental sustainability.	PO1,PO2,PO3,PO5,PO6
406 F.6	The students will be able to adapt knowledge about the range of approaches to manipulate and improve plants, animals and microorganisms.	PO2,PO3,PO4,PO5,P6O

<b>Course 95</b>	<b>MB 404 G</b>	<b>Innovation And Technology Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
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404 G.1	The students will be able to apply the knowledge to manage the R& D of an Organization & Intellectual Property Rights in context of technology management	PO2,PO3,PO4PO5PO6
404 G.2	The students will be able to make the Technology Assessment and Environmental Impact Analysis Integration of People and Technology, Organizational and Psychological Factors, Organizational Structure.	PO1,PO2,PO3,PO4,PO5,PO6
404 G.3	The students will be able to investigate, analyse and propose solutions to innovation and technology business issues.	PO1,PO2,PO3,PO4,PO5,PO6
404 G.4	The students will be able to evaluate ethical and environmental implications of technological innovation – and consider such implications in your proposed solutions.	PO1,PO3,OP4
404 G.5	The students will be able to design written professional reports & deliver well-structured presentations.	PO1,PO3,PO4,PO5
404 G.6	The students will be able to explain the nature and extent of technological change and innovation	PO1,PO3,PO4

<b>Course 96</b>	<b>MB 405 G</b>	<b>Marketing Of Information Technology</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
405 G.1	The students will be able to demonstrate understanding of the Concept of Cloud based advertisement.	PO1,PO2,PO3,PO4MPO4,PO5, PO6
405 G.2	The students will be able to explain the concepts and role of promotion in Marketing of IT products and services.	PO2,PO3,PO4,PO5
405 G.3	The students will be able to outline the promotion and advertising plan for IT products.	PO1,PO3,PO5,PO6
405 G.4	The students will be able to determine the factors considered while setting pricing of software products.	PO1,PO3,PO5,PO6
405 G.5	The students will be able to make use of knowledge in designing Online feedback and Maintenance systems.	PO1,PO2,PO3,PO4
405 G.6	The students will be able to measure the impact of social and digital networks and manage them effectively.	PO2,PO3,PO5,PO6

<b>Course 97</b>	<b>MB 406 G</b>	<b>Knowledge Management System</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
406 G.1	The students will be able to define the nature and topology of knowledge and knowledge management within a business context	PO1,PO2,PO3,PO4MPO4,PO5, PO6
406 G.2	The students will be able to distinguish between data, information, knowledge and expertise.	PO1,PO2,PO3,PO4MPO4,PO5, PO6

406 G.3	The students will be able to measure impact of KM solutions on People, Processes, products & Organizational Performance.	PO1,PO2,PO3,PO4MPO4,PO5, PO6
406 G.4	The students will be able to demonstrate the understanding of & design KM Solutions for capture, sharing & applications.	PO1,PO2,PO3,PO4MPO4,PO5, PO6
406 G.5	The students will be able to identify technologies that are most useful for capturing/acquiring, organizing, distributing, and sharing knowledge within an enterprise	PO1,PO2,PO3,PO4MPO4,PO5, PO6

<b>Course 98</b>	<b>MB 404 H</b>	<b>International Marketing</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
404 H.1	The students will be able to apply basic international marketing theories and concepts to understand the environment.	PO1,PO2,PO3,PO6
404 H.2	The students will be able to analyze the environmental variables that influence international marketing;	PO1,PO3,PO4,PO5,PO6,PO7,PO9
404 H.3	The students will be able to undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies	PO1,PO3PO4,PO5,PO7
404 H.4	The students will be able to identify, analyse, and evaluate data, information, and evidence related to international business opportunities and threats relevant in the current world.	PO1,OP3,PO4,PO5,PO6
404 H.5	The students will be able to develop sustainable competitive advantage and international marketing strategies that are designed to increase the chances for the firm to be successful in a foreign market.	PO1,PO2,PO3,PO5,PO6,PO7,PO9

<b>Course 99</b>	<b>MB 405 H</b>	<b>International Finance And Forex Management</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
405 H.1	The students will be able to explain the organisation and institutional details of foreign exchange and international money markets.	PO1,PO2,PO3,PO5
405 H.2	The students will be able to demonstrate the understanding of international financial theory and applications pertaining to, e.g., exchange rate determinants, foreign exchange exposure, foreign direct investment, interest rate parity, and the balance of payment.	PO1,PO2,PO3,PO5



405 H.3	The students will be able to analyse the causes of historical exchange rate movements, and some of the contributory factors to a variety of financial crises, with reference to the models covered.	PO1,PO2,O5
405 H.4	The students will be able to demonstrate the Understanding of foreign exchange markets, international financial markets and their functions & needs.	PO3,PO4,O6

<b>Course 100</b>	<b>MB 406 H</b>	<b>International Business Strategy</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
406 H.1	The students will be able to ability to conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.	PO1,PO2,PO3,PO5,PO6
406 H.2	The students will be able to ability to conduct, evaluate and present market research to support an organization's international business decision-making.	PO1,PO2,PO3,PO4,PO5,PO6
406 H.3	The students will be able to develop and present an international marketing plan, and evaluate sales strategies that support an organization's integrative trade initiatives.	PO1,PO2,PO3,PO5,O6
406H..4	The students will be able to evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives.	PO2,PO3,PO4,PO5,PO6,PO9

<b>Course 101</b>	<b>MB 404 I</b>	<b>Management Of Corporate Hospital</b>
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CO No.	At the end of the course, the learner should be able to:	Mapped Programme Outcomes
404 I.1	Demonstrate knowledge of the important functions and management of hospital	PO1,PO2,PO3,
404 I.2	Implement healthcare delivery systems along with the associated operational and financial aspects associated with each	PO1,PO2,PO3,PO5,PO6
404 I.3	The students will be able to identify the legal and regulatory environment in healthcare and implications for managers within the field.	PO1,PO2,PO3,PO5,PO6
404 I.4	The students will be able to inspect the dynamic nature of healthcare administration and demonstrate the problem solving and leadership skills to manage resources as needed within this environment.	PO1,PO2,PO3,PO5,PO6,PO7,PO9

<b>Course 102</b>	<b>MB 405 I</b>	<b>Hospital Waste &amp; Hygiene Management</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
405 I.1	The students will be able to identify appropriate personal protective equipment to handle regulated medical waste.	PO1,PO2,PO3,PO8,PO9
405 I.2	The students will be able to dissect regulated medical waste into non-infectious and infectious categories and Prepare infectious waste containers for proper disposal	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9
405 I.3	The students will be able to identify waste management practices and technologies that are safe, efficient, sustainable, economic and culturally acceptable; to enable the participants to identify the systems suitable for their particular circumstances.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8

<b>Course 103</b>	<b>MB 406 I</b>	<b>Marketing Of Hospital And Healthcare Services</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
406 I.1	The students will be able to develop a plan for marketing, promotion or advertising of healthcare services, including those involved in facilitating medical tourism	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8
406 I.2	The students will be able to identify the mechanism of how and why prospective patients choose a healthcare provider.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8
406 I.3	The students will be able to develop the tools and techniques with which healthcare facilities can develop and implement marketing plans capable of transforming their reputation and success.	PO1,PO2,PO3,PO4,PO5,PO6,PO7,PO8,PO9

<b>Course 104</b>	<b>MB 404 J</b>	<b>Management Of Manufacturing System</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
404 J 1	The students will be able to apply concept of inventory management for physical inventory control.	PO1,PO2,PO3,PO5,PO6
404 J.2	The students will be able to organize the warehouse activities and warehouse management system.	PO1,PO2,PO3,PO4,PO5,PO6,PO7
404 J.3	The students will be able to prepare implementation plans for MRP.	PO1,PO2,PO3,PO4,PO5,PO6,PO7
404 J.4	The students will be able to apply concept of BPR for operation effectiveness.	PO1,PO2,PO3,PO4,PO5,PO6,PO7



<b>Course 105</b>	<b>MB 405 J</b>	<b>Project Management</b>
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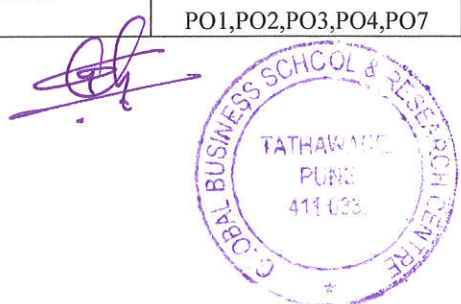
<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
405 J.1	The students will be able to explain and understand the process of project planning	PO2,PO3,PO4,PO5
405 J.2	The students will be able to demonstrate the knowledge of various network techniques used in project management.	PO2,PO3,PO4,PO5,PO6
405 J.3	The students will be able to develop a WBS for project.	PO1,PO2,PO3,PO4,PO5,PO6
405 J.4	The students will be able to identify variance in project cost and Schedule.	PO1,PO2,PO3,PO4,PO5,PO6

<b>Course 106</b>	<b>MB 406 J</b>	<b>Innovation And R &amp; D Management</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
406 J.1	The students will be able to create organization structure for R & D	PO1,PO2,PO3,PO5,PO6
406 J.2	The students will be able to identify key drivers of innovation.	PO1,PO2,PO3,PO4,PO5,PO6
406 J.3	The students will be able to implement the project quality management system.	PO1,PO3,PO4,PO5,PO6

<b>Course 107</b>	<b>MB 404 K</b>	<b>Data Visualization For Managers</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
404 K.1	The students will be able to apply Hive to query Hadoop files	PO1,PO2,PO3,PO5
404 K.2	The students will be able to apply Hadoop , SQL Querying	PO1,PO2,PO3,PO6
404 K.3	The students will be able to demonstrate understanding by working on various Machine learning tools.	PO1,PO2,PO3,PO4,PO7



<b>Course 108</b>	<b>MB 405 K</b>	<b>Security &amp; Master Data Management</b>
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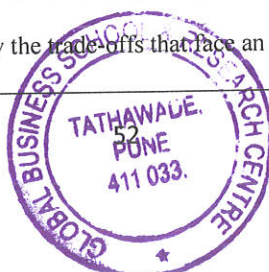
<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
405 K.1	The students will be able to design & implementation of Data Matching tools and Techniques.	PO1,PO2,PO3,PO4,PO6
405 K.2	The students will be able to determine Data Profiling and related techniques.	PO1,PO2,PO3,PO5
405 K.3	The students will be able to formulate & handle Master Data Management.	PO1,PO2,PO3

<b>Course 109</b>	<b>MB 406 K</b>	<b>Internet Of Things</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
406 K.1	The students will be able to design IoT solutions through gaining a deep appreciation of the IoT concepts.	PO1,PO2,PO3
406 K.2	The students will be able to explore the opportunities and challenges of Internet of Things development	PO1,PO2,PO3,PO4,PO5
406 K.3	The students will be able to define the impact of the Internet of Things on society and everyday life	PO1,PO3,PO4,O6
406 K.4	The students will be able to identify important characteristics of IoT platforms and user interfaces	PO1,PO2,PO3
106.5	The students will be able to identify and analyze IoT security and privacy risks, and concept design secure hardware and software	PO1,PO2,PO3,PO5,PO6

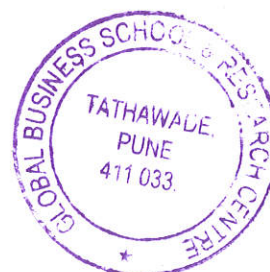
<b>Course 110</b>	<b>MB 407</b>	<b>Business Ethics</b>
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<b>CO No.</b>	<b>At the end of the course, the learner should be able to:</b>	<b>Mapped Programme Outcomes</b>
407.1	The students will be able to acquire a basic and clear understanding of philosophical ethics	PO1,PO2,PO4,PO5,O6
407.2	The students will be able to understand the principles of moral decision-making in global business	PO1,PO2,PO4,PO5,O6
407.3	The students will be able to identify the trade-offs that face an ethical manager faces.	PO1,PO2,PO4,PO5,O6





407.4	The students will be able to understand the concept of corporate social responsibility & how competitive advantage maps on to corporate social responsibility	PO2,PO4,PO5,O6
407.5	The students will be able to improve presenting and evaluating arguments in both oral and written formats	PO1,PO2,PO4,PO5,O6
407.6	The students will be able to examine and discuss competing positions on a range of issues facing business and society.	PO1,PO2,PO3,PO4,PO5,PO6



% Contribution of Each Course towards PO attainment

No	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	MB-101	Principles And Practices Of Management	6	6	5	1	1	5	2	0	4
2	MB 102	Organizational Behavior	8	2	9	1	7	6	1	1	3
3	MB 103	Accounting For Business Decisions	11	4	9	1	4	2	1	0	5
4	MB 104	Managerial Economics	12	4	7	1	3	4	2	0	3
5	MB 105	Basics Of Marketing	13	3	4	2	5	3	2	2	5
6	MB 106	Business Law	11	6	7	0	5	5	2	0	4
7	MB 107	Statistics & Quantitative Techniques	10	4	6	2	1	5	2	1	4
8	MB 108	Business Communication	12	6	16	1	4	10	4	0	6
9	MB 109 I	Introduction To Agribusiness Management	11	5	6	0	4	3	3	6	7
10	MB 109 II	Introduction To Finance	8	6	11	1	4	5	3	0	3
11	MB 109 III	Personnel Administration And Documentation	12	3	7	2	4	6	0	0	2
12	MB 109 IV	Introduction To Pharmaceutical Business Environment	13	5	10	5	5	8	3	0	6
13	MB 109 V	Introduction To Life Sciences, Biotechnology And Bioinformatics	12	6	2	4	4	2	2	2	2
14	MB 109 VI	Introduction To IT	11	4	5	2	4	4	3	0	6
15	MB 109 VII	Introduction To International Business	14	7	5	3	3	4	2	0	8
16	MB 109 VIII	Healthcare And Hospital Management	15	4	4	2	8	5	3	0	3
17	MB 109 IX	Introduction To Operations & Supply Chain Management	10	6	7	4	3	5	3	0	4
18	C109 X	Introduction To Business Analytics	11	5	6	3	5	4	3	0	7
19	MB 110	Disaster Management	7	3	6	5	3	4	5	6	5



20	MB 201	Marketing Management	11	4	10	3	5	8	3	0	3
21	MB 202	Financial Management	12	7	9	3	6	7	1	0	6
22	MB 203	Human Resource Management	12	5	9	3	4	7	4	0	6
23	MB 204	Operation Management	10	4	8	4	5	5	1	0	8
24	MB 205	Research Methodology For Managers	13	6	4	6	5	7	2	0	6
25	MB 206	Applications Of Business Analytics	11	5	5	3	3	2	3	0	3
26	MB 207	Emotional & Spiritual Intelligence For Managerial Effectiveness	9	3	4	1	4	3	2	0	2
27	MB 208	Entrepreneurship Development & Project Management	12	8	9	3	9	11	3	0	6
28	MB 208A	Entrepreneurship Development In Agri Sector (Only For Agribusiness Specialisation Instead Of MB 208)	13	6	9	5	5	8	2	9	3
29	MB 209 I	Management Of Agriculture & Allied Sciences	9	2	5	1	2	2	5	3	6
30	MB 209 II	Financial Markets & Services	16	8	8	1	3	7	3	0	9
31	MB 209 III	Training & Development	10	5	9	2	4	10	3	0	6
32	MB 209 IV	Pharmaceutical Management	14	7	10	4	6	8	2	1	8
33	MB 208 V	Application And Methodology Of Biotechnology	8	1	6	1	2	4	1	1	4
34	MB 208 VI	IT In Business Management	7	5	7	1	2	6	0	0	5
35	MB 208 VII	Export & Import Management	8	3	4	1	4	6	2	0	2
36	MB 208 VIII	Hospital Administrations	8	2	2	2	4	4	4	0	4
37	MB 208 IX	Production & Operations Management	8	3	9	1	2	9	0	0	4
38	MB 208 X	Applications Of Business Analytics	7	4	6	1	2	3	0	0	4
39	MB 210	Industry Sectoral Analysis	9	4	10	12	3	11	1	1	6



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40	MB 301	Strategic Management	6	6	3	2	8	5	2	4	8
41	MB 302	Start Up And New Venture Management	11	5	6	4	8	6	7	1	8
42	MB 303 A	Sales & Distribution Management	16	10	10	6	13	10	9	0	12
43	MB 304 A	Digital Marketing	7	5	4	4	6	5	5	0	7
44	MB 305 A	Product And Brand Management	10	7	10	7	9	10	8	2	9
45	MB 306 B	Marketing Of Agri-Inputs & Outputs	6	6	4	5	4	6	6	6	4
46	MB 307 B	Post-Harvest Technology & Management	6	4	6	4	5	6	5	6	5
47	MB 308 B	Agri Import & Export Management	12	9	11	8	11	9	9	10	9
48	MB 306 C	Taxation	7	8	8	8	8	7	7	0	6
49	MB307 C	Security Analysis And Portfolio Management	11	10	10	10	11	10	6	0	10
50	MB 308 C	Analysis Of Financial Statement	7	9	8	6	9	6	5	0	8
51	MB 306 D	Performance Compensation Management	6	8	7	7	7	7	4	0	8
52	MB 307 D	Labour Laws	11	11	11	11	10	11	4	0	8
53	MB 308 D	Strategic Human Resource Management	10	9	12	8	11	10	7	0	10
54	MB 306 E	Pharma Product & Brand Management	17	14	14	11	16	15	12	0	14
55	MB307 E	Pharma Sales, Distribution & Retail Management	17	11	10	6	12	12	12	4	15
56	MB 308 E	Pharmaceutical Manufacturing and Regulatory Affairs	16	16	14	14	15	15	14	9	14
57	MB-306 F	Food Technology And Fundamentals Of Production Planning	8	8	8	8	5	5	7	5	8
58	MB-307 F	Ethics, Biosafety And Hazard Management In Biotechnology	7	7	8	7	8	6	8	7	7
59	MB-308 F	Environmental Biotechnology and Environment Management	5	5	6	5	6	5	6	5	6
60	MB 306 G	E-Commerce & Social Media Marketing	10	10	10	11	10	9	10	0	9





61	MB 307 G	Database Management System	8	8	8	5	8	7	8	0	8
62	MB 308 G	Supply Chain Management Information Systems	8	7	8	4	7	8	6	0	7
63	MB 306 H	International Trade, WTO & Trade Policy Issues	10	9	10	8	7	10	10	0	10
64	MB 307 HG	Intellectual Property Rights	5	5	5	5	5	5	5	0	5
65	MB 308 H	International Banking	8	8	7	7	7	7	8	0	7
66	MB 306 I	Community Health Management	6	7	8	7	7	8	7	4	7
67	MB 307I	Laws Related To Hospital & Medical Services	8	8	7	7	8	7	8	7	7
68	MB 308 I	Management Of Hospital Information System	5	5	5	5	5	5	5	5	5
69	MB 306-J	Operations Research & Management	11	10	11	10	10	11	10	0	10
70	MB 307-J	Logistics Management	10	10	10	8	9	10	11	0	11
71	MB 308 J	Supply Chain Management	11	10	10	7	10	10	10	0	10
72	MB 306 K	Analytics For Business Functions	11	10	10	8	10	10	8	0	10
73	MB 307 K	Performing Analytics With Python	6	7	6	7	7	6	7	0	7
74	MB 308 K	Machine Learning With R Programming	5	5	6	5	5	5	6	0	5
75	MB 309	Project Viva For SIP	8	8	8	7	7	8	8	0	6
76	MB 310	Introduction To Cyber Security	10	10	11	10	11	11	11	0	10
77	MB 401 A	Retail Management	18	17	17	12	15	15	15	0	15
78	MB 402 A	Services Marketing	17	16	16	17	12	17	16	0	14
79	MB 403 A	B 2 B Marketing	13	13	14	14	9	13	13	0	13
80	MB 404 B	Rural Credit & Urban Finance For Agriculture	8	10	7	8	8	7	8	0	7
81	MB 405 B	Procurement & Warehouse Management	7	8	7	8	8	7	8	0	9
82	MB 406 B	Management Of Agri Cooperatives	7	8	8	6	8	8	8	0	8
83	MB 404 C	Financial Modeling	11	11	10	8	10	10	10	0	10

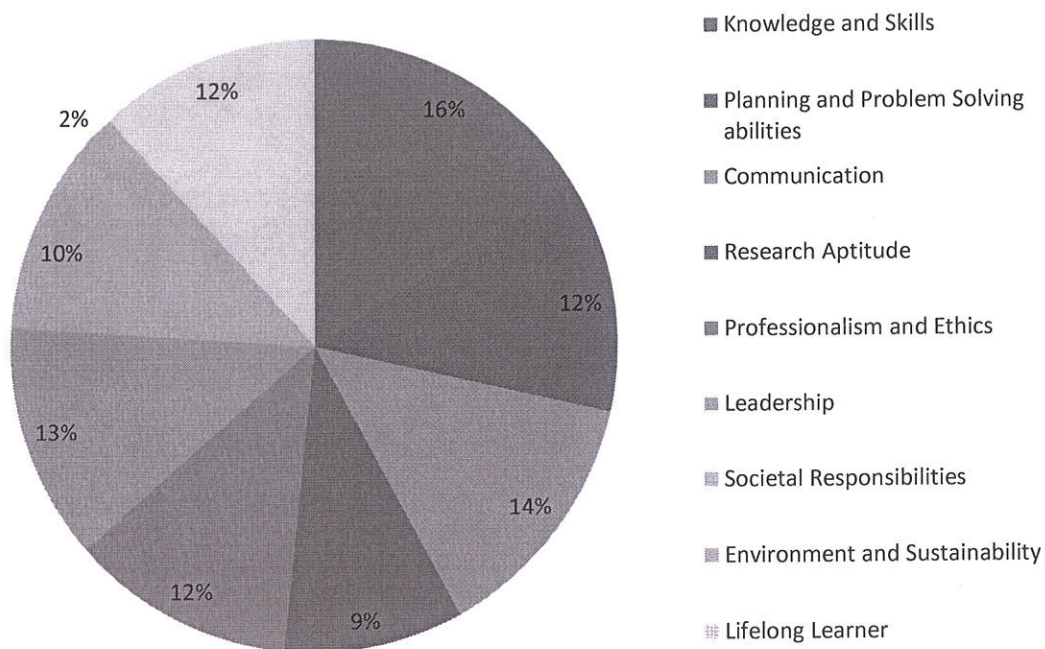
84	MB 405 C	Insurance And Risk Management	14	10	9	7	10	12	12	2	12
85	MB 406 C	Strategic Financial Management	13	13	13	7	13	13	13	0	12
86	MB 404 D	Organizational Change Development	12	14	14	7	13	13	13	0	13
87	MB 405 D	International HRM	13	16	13	8	12	12	13	0	12
88	MB 406 D	Talent Retention & Employee Engagement	14	13	12	13	13	13	13	0	13
89	MB 404 E	Intellectual Property Rights & Legal Aspects In Pharmaceutical Industry	15	13	16	11	17	16	16	0	15
90	MB 405 E	Pharmaceutical Export Management	13	13	14	11	14	13	14	5	9
91	MB 406 E	Marketing Strategy and Product Launch Dynamics	16	15	15	9	16	16	13	0	15
92	MB 404E	Fermentation Technology and Industrial Biotechnology	8	8	7	8	8	7	4	6	8
93	MB 405 F	Advances In Biotechnology And Bioinformatics	7	8	7	4	8	7	6	7	8
94	MB 406 F	Agricultural Biotechnology	15	15	15	5	15	15	8	12	8
95	MB 404 G	Innovation And Technology Management									
96	MB 405 G	Marketing Of Information Technology	16	15	15	9	15	15	8	0	7
97	MB 406 G	Knowledge Management System	9	14	13	9	12	13	10	0	12
98	MB 404 H	International Marketing	32	13	14	13	14	14	10	0	11
99	MB 405 H	International Finance And Forex Management	10	10	11	10	10	10	9	0	8
100	MB 406 H	International Business Strategy	10	10	10	10	11	10	8	0	9
101	MB 404 I	Management Of Corporate Hospital	10	10	10	10	10	9	10	5	9
102	MB 405 I	Hospital Waste & Hygiene Management	7	8	8	7	7	7	7	6	6
103	MB 406 I	Marketing Of Hospital And Healthcare Services	6	7	6	6	8	6	6	6	7
104	MB 404 J	Management Of Manufacturing System	9	9	9	9	10	9	10	0	8



105	MB 405 J	Project Management	10	11	10	11	10	10	11	0	10
106	MB 406 J	Innovation And R & D Management	7	8	7	8	8	6	5	0	6
107	MB 404 K	Data Visualization For Managers	7	7	8	9	7	8	7	0	8
108	MB 405 K	Security & Master Data Management	6	9	8	9	8	7	6	0	4
109	MB 406 K	Internet Of Things	12	14	13	14	12	12	11	0	12
110	MB 407	Business Ethics	15	14	12	13	13	10	10	0	8
	<b>Sum</b>		<b>1137</b>	<b>866</b>	<b>953</b>	<b>670</b>	<b>836</b>	<b>881</b>	<b>700</b>	<b>157</b>	<b>824</b>



## Weightage of Individual POs in MBA Curriculum



*[Handwritten Signature]*





**Percentage Representation of Course Outcomes towards every Programme Outcome in MBA Curriculum**

