

Academic Year : 2023-2024 Institute/ Branch Name : Symbiosis Institute of Business Management, Hyderabad Programme Name : Master of Business Administration									
Color Code Description:									
Global	National / Local	Regional / National							
Sr. No.	GA No.	Graduate Attributes	PO No.	Programme Outcomes					
1	GA1	Scholarship: research, inquiry and lifelong learning	PO1	Students should be able to Demonstrate leadership skills					
2	GA2	Global citizenship: ethical, social and professional understanding	PO2	Students should be able to understand and be conscious of the impact of managerial decisions on the triple-bottom line Profits, People and Planet.					
3	GA3	Eco-literate: sensitivity towards a sustainable environment	PO3	Students will be adept at analyzing and applying theoretical constructs to various diverse business scenarios.					
Sr. No.	Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3
1	SEM 1	0211410101 - PR	T2837	Contemporary Business Statistics	C101.1	Student will be able to interpret the concepts of statistics	1	3	2
					C101.2	Student will be able to describe the business data structures	1	3	2
					C101.3	Student will be able to appraise information by statistical methods for analysis, evaluation & interpretation in business decision making	3	3	3
					C101.4	Student will be able to use the software for cleaning, munging and visualizing the data	3	3	3
					C101.5	Student will be able to use the software for statistical analysis & interpret the output	3	3	3
2	SEM I	0211410102 - PR	T2036	Financial Management	C102.1	Understand the need and importance of financial management	1	2	2
					C102.2	Apply the basic concepts of corporate finance	1	3	3
					C102.3	Evaluate the theories of corporate finance.	2	3	3
					C102.4	Develop the practical approach to corporate financial decision making	3	3	3
					C102.5	Analyse and Apply the theories of corporate finance in the real time scenarios	3	3	3
3	SEM I	0211410103 - PP	T2280	Human Resource Management	C103.1	To understand the basic concepts, functions, scope and techniques used in HRM	2	3	2
					C103.2	To apply the role of recruitment and selection, induction, training and development of employees in relation to the organization's business and HRM objectives	3	2	2
					C103.3	To display the role that HRM has to play in manpower planning, job analysis, job evaluation and forecast the human resource requirements.	3	2	1
					C103.4	To link job-based compensation scheme, performance management system and appraisals	1	2	2
					C103.5	To analyze the various contemporary issues in HRM as per the current scenario	2	1	3
4	SEM I	0211410104 - PP	T2116	Marketing Management	C104.1	Explain the concept of value in the context of marketing	2	3	3
					C104.2	Describe marketing functions and its role in business organization	1	2	2
					C104.3	Relate external environment with marketing decision making	3	3	1
					C104.4	Identify appropriate basis to segment the market and design target market strategies	1	3	3
					C104.5	Design innovative marketing mix strategies for varied businesses such as services, goods, and for household consumers, organizational buyers.	2	3	3
5	SEM I	0211410105 - PR	T2186	Operations Management	C105.1	To understand the importance and incorporating concepts of operations management in both manufacturing and service sector	2	2	3
					C105.2	To understand & apply tools and techniques of operations management..	3	2	3
					C105.3	To understand the impact of quality management systems on organizational performance by improving productivity	3	3	3
					C105.4	To understand and managing the key business operations effectively and efficiently through ethical practices and total employee involvement and other stakeholders	3	3	3
					C106.1	Understand the concepts of economics	1	3	3
6	SEM I	0211410106 - PR	T6069	Economics for Managers	C106.2	Discover the mechanics of consumer behavior, demand and supply.	3	3	3
					C106.3	Outline the various types of production and cost functions.	2	3	3
					C106.4	Compare and contrast the various market structures and the firm's behavior	3	3	3
					C106.5	Analyze the relation between micro and macro-economic factors.	3	3	3
					C107.1	Understand and develop an insight to concepts of accounting and mechanics.	2	3	2
7	SEM I	0211410107 - PR	T2003	Financial Accounting	C107.2	Apply the techniques to analyze the financial statements.	2	3	2
					C107.3	Interpret the financial statements for better decision making	3	2	2
					C107.4	Able to appraise the accounting information for evaluation	3	2	2
					C107.5	Relate the accounting information for better decision making.	3	2	3
					C108.1	Demonstrate knowledge of communication – types, theories, channels, uniqueness about communication	2	2	2
8	SEM I	0211410108 - PP	T6007	Business Communication	C108.2	Exhibit skills such as listening, empathy and powerful body language	3	3	3
					C108.3	Demonstrate presentation skills and working towards audience awareness	3	2	3

					C108.4	Evaluate different scenarios pertaining to email writing, report writing, proposals and business plans	2	2	2
					C108.5	Support as teams, build interpersonal skills and focus on business etiquette	3	2	3
9	SEM I	0211410109 - PP	T2560	Principles and Practices of Management	C109.3	Elucidate the role of management in modern organizations and the importance of organizational goal setting.	2	3	3
					C109.4	Evaluate the types of decisions made in business, and be familiar with the steps in the decision-making process.	2	2	3
					C109.5	Understand the purpose of strategic, and operational planning and apply the tools and techniques used to accomplish the set objectives.	3	3	3
10	SEM I	0211410110 - PR	T5525	Research Methodology	C110.1	Describe the understanding on various kinds of research, objectives of doing research, research process, research designs	1	1	3
					C110.2	Summarize and comprehend research articles	1	1	2
					C110.3	Develop critical thinking skills and gain experience with instrument development and selecting data collection methods	2	3	2
					C110.4	Identify appropriate qualitative and quantitative methodology for analysis and presentation	1	2	3
					C110.5	Understand the research integrity norms and structure a research writing for report/article	1	2	3
11	SEM 2	0211410201 - PP	T1310	Legal Aspects of Business	C201.1	Understand the structure and interpretation of laws relevant to the functioning of business.	1	2	3
					C201.2	Comprehend the fundamental legal principles behind contractual agreements and business transactions	1	3	2
					C201.3	Analyze the basics of company formation, corporate governance, and compliance	2	2	2
					C201.4	Explain the Intellectual Property Rights, Competition Law, IT Law and Law of Consumer Protection	2	3	3
					C201.5	Apply ethical and legal considerations to business decision-making and able to present coherent, concise legal perspective	2	2	3
12	SEM II	0211410202 - PP	T2221	Operations Research	C202.1	Develop and understanding decision making models encountered in businesses	3	2	3
					C202.2	Develop and analyze business problems using the power of well-known operations research tools and techniques.	2	3	3
					C202.3	Gain insights into the optimality condition for various linear optimization problems and their corresponding solution methodologies.	2	3	3
					C202.4	Develop the practical approach to use deterministic and stochastic models of Operations Research and solve real time problems in business.	3	3	3
					C202.5	Evaluate various concepts of business operations by methods of operations research and solve operational problems.	2	3	3
13	SEM II	0211410203 - PR	T2218	Advanced Statistics	C203.1	Conduct exploratory factor analysis using SPSS, and interpret factor loadings and communalities to reduce data dimensionality..	1	3	3
					C203.2	Apply Cluster Analysis techniques in SPSS to classify data into homogeneous groups and interpret cluster profiles	1	2	3
					C203.3	Build and evaluate Structural Equation Models using AMOS, assess model fit, and interpret	2	3	3
					C203.4	Gain proficiency in using SPSS and AMOS as tools for conducting advanced statistical analyses	2	3	3
					C203.5	Develop critical thinking skills in selecting appropriate statistical techniques and evaluating the validity and reliability of results	2	3	3
14	SEM II	0211410204 - PR	T2777	Management Accounting	C204.1	Remember the concepts and the framework of presentation the accounting information with appropriate classification of elements	2	3	3
					C204.2	Understand the management tools and techniques for decision making	2	3	3
					C204.3	Apply the appropriate techniques in Management accounting considering the business conditions	3	3	3
					C204.4	Evaluate and use the appropriate tools to present the accounting information for effective decision making.	3	3	3
					C204.5	Apply and interpret the results for better decision-making in the competitive markets.	3	3	3
15	SEM II	0211410205 - PR	T3152	Data Analytics using MS-Excel	C205.1	Understand and explain fundamental excel based functions.	2	3	3
					C205.2	Apply relevant excel functions to determine business performance.	2	3	3
					C205.3	Analyze data with Dashboards.	2	3	3
					C205.4	Evaluate the effectiveness of data models.	2	3	3
					C205.5	Create new solutions using VBA for custom requirements.	2	3	3
16	SEM II	0211410206 - PP	T2573	Organizational Behaviour	C206.1	Explain the key concepts related to organizational behaviour.	2	2	2
					C206.2	Differentiate people behaviour at individual, group, and organizational level	2	3	3
					C206.3	Apply the theories related to personality and motivation and predict behaviours.	2	3	3
					C206.4	Appraise situations and prescribe a course of action that leads to behavioural change.	2	2	3
					C206.5	Devise mechanisms towards team performance and change facilitation..	3	3	3
17	SEM II	0211410208 - PP	T2005	Financial Statement Analysis	C208.1	Interpret the financial statements and critically evaluate the annual report of the corporates	3	3	3
					C208.2	Understand the application of GAAP and the Accounting standards and analyse the financial statements considering reporting practices across the globe	2	3	3
					C208.3	Evaluate and interpret each element of the financial data in the income statement and Balance sheet, pertaining to different reporting practices across the industry	2	2	3
					C208.4	Critically evaluate financial report and identify the impact of window dressing, if any	3	3	3

					C208.5	Evaluate the financial information in valuation of firms for decision making	2	3	3
18	SEM II	0211410209 - PR	T2011	Commercial Banking	C209.1	Describe the understanding on various kinds of emphasize the importance of products offered and operations of the Commercial Bank	3	2	3
					C209.2	Evaluate the legal framework associated with Commercial banking operations	3	2	3
					C209.3	Develop critical thinking skills and gain experience credit process and appraisal techniques of retail and personal credits	2	3	3
					C209.4	Identify appropriate qualitative and quantitative methodology for analysis and presentation on Treasury operations ,Banks Capital adequacy ratio norms	2	2	3
					C209.5	Gain knowledge of Bank Financial statement analysis, importance of Basel Norms, Significance of Capital Adequacy ratio in Banks and CAMEL norms. Know the writing for report/article	3	2	3
19	SEM II	0211410210 - PR	T2045	Corporate Valuation	C210.1	Have knowledge of the Indian Financial System	2	3	3
					C210.2	Comprehend the way financial markets operate	2	3	3
					C210.3	Synthesize the structure and functions of Regulators in Indian Financial System	2	3	3
					C210.4	Evaluate the Indian Banking System and the working of NBFCs	2	3	3
					C210.5	Apply the understanding of debt and derivative instruments in real time scenario	2	3	3
20	SEM II	0211410211 - PR	T2019	Fixed Income Markets	C211.1	Remember the concepts of Fixed Income Market and Bond Prices	2	3	3
					C211.2	Understand the tools available for valuation of Bonds	2	3	3
					C211.3	Apply the methods of fixed income valuation	2	3	3
					C211.4	Evaluate the risk mitigation process with reference to investment in Bonds	3	3	3
					C211.5	Create scenarios and interpret the results with reference to risk management	3	3	3
21	SEM II	0211410212 - PR	T2015	Introduction to Financial Markets and Institutions	C212.1	Have knowledge of the Indian Financial System	2	3	3
					C212.2	Comprehend the way financial markets operate	2	3	3
					C212.3	Synthesize the structure and functions of Regulators in Indian Financial System	1	3	3
					C212.4	Evaluate the Indian Banking System and the working of NBFCs	2	3	3
					C212.5	Apply the understanding of debt and derivative instruments in real time scenario	1	3	3
22	SEM II	0211410213 - PR	T2051	Financial Modeling	C213.1	Understand and explain fundamental financial principles.	1	3	3
					C213.2	Calculate relevant metrics to determine business performance	2	3	3
					C213.3	Analyze data with financial models	2	3	3
					C213.4	Evaluate the effectiveness of financial models	2	3	3
					C213.5	Derive financial insights and communicate through reports and presentations	3	3	3
23	SEM II	0211410214 - PR	T2754	Industrial Relations & Employment Laws	C214.1	understand and appreciate the importance of industrial relations, legislative enactments and their impact on Industrial Relations.	1	2	2
					C214.2	To understand the institutional mechanism for investigation and settlement of industrial disputes.	2	3	3
					C214.3	Will know in detail the various aspects of legal provisions related to employment of labor in the organizations	2	3	3
					C214.4	Analyze the trends in IR related to unionization and recognition of trade unions.	3	2	3
					C214.5	Understand the latest Codes on Employment Laws.	2	3	2
24	SEM II	0211410215 - PP	T2636	Cross Cultural Management	C215.1	Explain the basic concepts of culture through theories of culture	1	2	3
					C215.2	Analyze the differences in cultures of different nationalities and its impact on business	2	2	3
					C215.3	Demonstrate the difference in communication and negotiation styles of different cultures and its impact on business deals.	2	2	3
					C215.4	Evaluate an organization's culture and its impact on diversity of the employees and identify ways to develop a cross culture understanding	3	2	3
					C215.5	Develop a strategy to operate in a cross culture environment and derive competitive advantage	3	3	3
25	SEM II	0211410216 - PP	T2575	Organizational Development and Change	C216.1	To understand the concepts about dynamics involved in facilitating and managing change.	2	3	1
					C216.2	To apply the organizational processes and strategies for managing organizational change.	2	1	3
					C216.3	To examine the support from all the concerned personnel in managing change through OD interventions.	3	2	3
					C216.4	To display the awareness relating to the basic framework of ethics and experiential learning associated with OD.	2	1	3
					C216.5	To analyze the nature of human resistance to change and to overcome the same strategically.	3	2	1
26	SEM II	0211410217 - PP	T2296	Compensation and Reward Management	C217.1	To describe various kinds of compensation and incentive programs (individual as well as group) and the situations in which such programs would be effective..	1	1	3
					C217.2	To identify and describe the types of government and union influences on compensation and benefit practices and management techniques for dealing with these influences.	3	3	3
					C217.3	To describe various kinds of compensation and incentive programs and the situations in which such programs would be effective	1	3	3
					C217.4	To perform a job analysis, write job descriptions, evaluate the value of specific jobs within an organizational structure	1	1	3
					C217.5	To articulate a compensation strategy in line with overall organization strategy.	1	3	3

27	SEM II	0211410218 - PP	T2283	Talent Management	C218.1	To enumerate the importance, concept of Talent Management, its process and its metrics in the changing times of today	1	3	3
					C218.2	To understand the competencies and distinguish between the types of competencies for the various job profiles in the organization	2	3	3
					C218.3	To demonstrate as to how to build a talent pipeline to meet an organization's human capital needs	2	2	3
					C218.4	To evaluate techniques for Talent development and Talent Retention Strategies.	2	3	3
					C218.5	To develop a diagnostic and conceptual understanding of the management of talent in the organization.	2	2	3
28	SEM II	0211410219 - PP	T2284	Learning and Development	C219.1	Explain various concepts associated with Learning, Development and Training.	1	2	3
					C219.2	Apply the principles of instructional system design (ADDIE Model) in designing and developing a training program.	2	3	1
					C219.3	Correlate the learning principles as a part of organization and individual behavior and incorporating them into the training program	1	2	3
					C219.4	Extrapolate practical implications of training programs and critically analyze various evaluation models.	1	2	3
					C219.5	Design training programmes to Upskill the workforce in the current environment.	2	3	3
29	SEM II	0211410220 - PR	T2614	Integrated Marketing Communication	C220.1	Demonstrate understanding of the elements of promotional mix.	1	2	3
					C220.2	Students will gain an understanding of different tools and media vehicles, and their appropriateness in communication mix.	2	2	3
					C220.3	Our students will be able to analyse the impact of various ways of budgeting and also message strategies on consumers.	2	3	3
					C220.4	Our students will have the ability to prepare quality business documents related to creative & media briefs, advertising messages, blogs and white papers and present them professionally.	1	3	3
					C220.5	Students would be able to understand and analyse the effectiveness of IMC campaigns	2	3	3
30	SEM II	0211410221 - PP	T2118	Consumer Behaviour	C221.1	Understand and delineate the foundational concepts of consumer behavior, including the decision-making process and its significance in marketing	1	2	3
					C221.2	Evaluate and apply the psychological aspects of consumer behavior, focusing on motivation, perception, and learning theories	1	2	3
					C221.3	Analyze and navigate consumer attitudes, understanding their formation, modification, and influence on purchasing decisions	2	3	3
					C221.4	Dissect the impact of socio-cultural factors on consumer behavior, emphasizing cultural influences, social class, family dynamics, and group influences.	2	3	3
					C221.5	Examine the implications of consumer decisions, focusing on organizational behavior, the diffusion of innovations, and post-purchase behaviors.	2	2	2
31	SEM II	0211410222 - PP	T2143	Services Marketing	C222.1	Explain the fundamental differences between physical products and intangible services in marketing	1	1	3
					C222.2	Describe various characteristics and challenges in service settings	1	2	2
					C222.3	Analyze the competitive dynamics within the service industry	2	3	3
					C222.4	Evaluate the role of service quality and frame strategies for enhancement of customer satisfaction & loyalty.	3	3	3
					C222.5	Construct a customer journey map for a service, identifying critical touch points & design service blueprint for a chosen service organization.	1	3	2
32	SEM II	0211410223 - PP	T2826	Tourism Marketing	C223.1	Student will have theoretical clarity on various principles of Tourism Marketing & its application in real life scenarios	1	3	3
					C223.2	Student will be able to analyze & appreciate the potential and challenges in the Tourism sector in India and abroad.	2	3	3
					C223.3	Student would be aware about major tourist attractions in India and Abroad.	2	2	3
					C223.4	Student will be able to understand the Tourist Behavior with reference to consumption of tourism	2	3	3
					C223.5	Student will be able to independently carry out Research on Tourism and Related aspects and come out with recommendations for development of Tourism	3	3	3
33	SEM II	0211410224 - PP	T2136	Sales Force and Channel Management	C224.1	Explain core concepts in Sales force management -planning, staffing, organizing, training and controlling the Sales force	1	1	3
					C224.2	Evaluate various compensation structures used across different situations	1	2	3
					C224.3	Analyse sales promotion strategies and create promotion strategy	2	3	3
					C224.4	Measure distribution strategies and implement the best suited strategy in different scenarios	2	3	2
					C224.5	Create a Distribution network for any organization	2	3	3
34	SEM II	0211410225 - PP	T2130	Brand Management	C225.1	Explain fundamental concepts related to branding, including brand identity, brand image, brand equity, and brand positioning.	1	1	3
					C225.2	Analyze effective brand strategies that align with the brand portfolios to optimize brand synergy.	1	2	3
					C225.3	Apply the psychological and emotional aspects of consumer-brand relationships	2	1	3
					C225.4	Analyze consumer behavior patterns and apply this knowledge to brand development and positioning.	2	3	3
					C225.5	Explore the art of brand audit & storytelling and its effectiveness in connecting with diverse audiences.	2	2	2
35	SEM II	0211410226 - PR	T2796	Total Quality Management	C226.1	Understand the importance and benefits of quality management.	2	3	2

					C226.2	Analyze the key components and methodologies of TQM.	2	3	2
					C226.3	Understand the impact of quality management systems on organizational performance.	2	2	3
					C226.4	Examine various quality tools and techniques used in TQM.	3	2	3
					C226.5	Assess the impact of TQM on organizational performance.	2	3	3
36	SEM II	0211410227 - PP	T2193	Project Management	C227.1	Define major aspects of project management	1	1	3
					C227.2	Relate various concepts, tools & techniques of project management.	1	2	3
					C227.3	Outline various issues related to project planning and scheduling.	2	3	3
					C227.4	Apply various issues in project evaluation	2	3	3
					C227.5	List Project Work breakdown structure	2	2	2
37	SEM II	0211410228 - PR	T2167	Supply Chain Management	C228.1	Analyze different issues related to contemporary practices in Supply Chains	1	1	3
					C228.2	Familiarize with various sources/opportunities to reduce cost, improve the overall organization performance.	1	1	2
					C228.3	to equip students with various techniques for customer satisfaction by improving product or service delivery to the consumer.	1	3	2
					C228.4	Understand the global supply chain in contemporary business scenarios.	1	2	3
					C228.5	Identify the components and aggregate planning in the supply chain	1	2	3
38	SEM II	0211410229 - PR	T2172	Logistics Management	C229.1	Clarify Fundamental Principles in Logistics and Distribution Networks.	2	3	2
					C229.2	Evaluate Key Factors Influencing the Design of Logistics Networks.	2	2	3
					C229.3	Assess Planning and Scheduling in Sea Ports, Airports, and Marine Operations.	2	2	3
					C229.4	Gauge Customer-Centric Brand Equity and Appraise Brand Management Strategies.	3	3	3
					C229.5	Scrutinize Risk Factors in Logistics Operations.	2	3	3
39	SEM II	0211410230 - PR	T2617	Product Design	C230.1	To enable students to conceptualize ideas for new product or service design by adopting Design Thinking approach	1	1	3
					C230.2	Identify various quality (functional as well as non-functional) and performance characteristics that designers should keep in mind as part of arriving at product specifications.	1	2	2
					C230.3	To sensitize students about the role of usability, user-experience design by demonstrating empathy and ethnographic techniques during conceptual design of products and services.	2	1	2
					C230.4	To promote collaboration and cross-functional team working among participating members during ideation and rapid prototyping of ideas at the front-end of design phase.	3	2	2
					C230.5	To enable students with effective proposal making and communication skills for presentation of ideas or product development proposals to potential investors/venture capitalists.	2	3	2
40	SEM 3	0211410302 - PR	T2228	Business Analytics	C302.1	Demonstrate understanding of analytic terminology and grasp over operational aspects of analytic tools	2	1	3
					C302.2	Understand data structures and envision patterns and relationships.	1	2	3
					C302.3	Translate interpretation of analytic techniques into actionable strategy.	2	3	3
					C302.4	Build a data-based story from raw data.	2	3	3
					C302.5	Present analytic results and tell a data-based story in an impactful manner.	3	2	3
41	Sem III	0211410303 - PP	T2570	Business Policy and Strategy	C303.1	Student will be able to understand the nuances of various theoretical concepts in Business Strategy.	2	1	2
					C303.2	Student would comprehend and analyze as to how organizations deploy their resources optimally to gain competitive advantage.	3	3	3
					C303.3	Student will be able to analyze various Industries by applying strategic frameworks.	3	3	3
					C303.4	The future managers would be able to craft and Implement strategies customized to Industry requirements.	3	3	3
					C303.5	Students would be able to understand the ethical Principles & CSR Motives behind corporate strategy.	3	3	3
42	Sem III	0211410304 - PP	T2237	Corporate Social Responsibility	C304.1	Demonstrate knowledge of obligations of corporations to society and other stakeholders	2	2	2
					C304.2	Compare and relate the global and Indian paradigms of CSR.	2	3	3
					C304.3	Apply CSR law of India to organizations and interpret implications	3	3	3
					C304.4	Analyze CSR programmes and provide insights.	2	3	3
					C304.5	Recommend effective CSR activities.	3	3	3
43	Sem III	0211410305 - PP	T2299	Emotional Intelligence at Workplace	C305.1	Demonstrate knowledge of the concept of emotion and develop suitable emotional vocabulary	2	3	3
					C305.2	Apply concept of emotion in organizational scenarios	3	2	3
					C305.3	Implement strategies, practices aimed at managing emotions during times of uncertainty and workplace stress.	3	3	3
					C305.4	Analyze emotions of others such as colleagues, superiors and subordinates when using EQ at the workplace	3	3	3
					C305.5	Develop assertiveness and effective conflict management skills that shall help them in professional workplace settings	3	3	3
44	Sem III	0211410306 - PR	T2658	Design Thinking	C306.1	Understand the difference between traditional unstructured problem-solving approaches vis-À-vis Design Thinking as a methodology for arriving at inventive solutions to customers problems	3	1	2
					C306.2	Develop skills in field ethnography and empathetic understanding of undocumented user-needs	3	3	2

					C306.3	Work in collaborative cross-disciplinary teams, participate in ideation sessions, create rapid prototypes and refine them by testing with actual users or in the field.	3	2	3
					C306.4	Write effective proposals for New Product Development by identifying latent needs or unsolved problems in existing products/services.	3	3	3
					C306.5	Make impactful presentations (to potential investors) on new ideas/business proposals.	3	3	2
45	Sem III	0211410308 - PR	T2009	Banking Operations	C308.1	To provide an overview of banking in India.	2	2	2
					C308.2	To analyze the products and services offered by banks.	2	3	3
					C308.3	To outline the innovations in the banking industry.	2	3	2
					C308.4	To understand the frauds and vigilance operations in banking.	2	3	2
					C308.5	To evaluate the legal aspects associated with banking operations.	3	3	2
46	Sem III	0211410310 - PP	T2576	Performance Management System	C310.1	To understand the nature, objectives of Performance Management and key constituents	1	2	3
					C310.2	To analyse the process of performance management	2	2	3
					C310.3	To choose appropriate performance measurement techniques for evaluation.	2	3	3
					C310.4	To display the ability to provide effective and regular feedback on performance.	2	2	1
					C310.5	To apply the necessary skill set for application of various performance management issues.	3	1	2
47	Sem III	0211410311 - PR	T2193	Project Management	C310.5	To apply the necessary skill set for application of various performance management issues.	3	1	2
					C311.1	Explain core concepts in Project Management- Project Types, IT, non IT projects, Research Projects.	1	1	3
					C311.2	Explain core concepts in Project Management on RFI, RFP and SOW, Scope.	1	2	3
					C311.3	Analyze project scheduling and monitoring	2	3	3
					C311.4	Acquire knowledge and develop necessary skills to manage project time and cost.	1	3	3
48	Sem III	0211410312 - PP	T2143	Services Marketing	C312.1	Compare & contrast between marketing physical products and intangible services	2	1	3
					C312.2	Describe various characteristics and challenges in service settings.	1	2	2
					C312.3	Develop critical thinking for the challenges facing the services marketing in varied service settings.	2	3	3
					C312.4	Assess service quality and frame strategies for enhancement of service quality	3	3	3
					C312.5	Develop relevant propositions & interventions pertaining to consumer behavior for managing customer satisfaction and customer retention.	1	3	2
49	Sem III	0211410313 - PR	T2827	Supply Chain Management	C313.1	Demonstrate knowledge of concepts & utility of operations and supply chain systems	1	2	3
					C313.2	Manage the supply chain to reduce the system-wide cost or the company to satisfy service level requirement and make appropriate trade offs between them	2	1	3
					C313.3	Apply critical thinking skills and gain experience to identify factors in specific supply chain situations & apply appropriate techniques and concepts (to put theory into practice)	2	3	2
					C313.4	Evaluate the consequences of actions taken in the supply chain management area for other parts of the organization and vice versa. (the role of supply chain as well as operations manager).	1	2	3
					C313.5	Appraise business characteristics towards a supply chain that provides flexible planning and better control mechanisms.	2	2	3
50	Sem III	0211410315 - PP	T2298	Coaching, Counseling and Mentoring	C315.1	Understand coaching and mentoring and how they can support their associates.	2	2	3
					C315.2	Practice a range of coaching and mentoring skills.	3	3	3
					C315.3	Analyze and evaluating self-awareness of one's own emotional state and its impact on interaction	2	3	3
					C315.4	Evaluate and Identify methods and styles of coaching, counselling and mentoring to improve individual performance	3	2	3
					C315.5	Apply methods and styles of coaching, counselling and mentoring to improve group performance and retain key talent	3	2	3
	Sem III	0211410316 - PP	T2118	Consumer Behaviour	C316.1	Demonstrate the knowledge of theories of consumer behavior.	1	2	3
					C316.2	Apply consumer behavior theories in real world business situations.	2	3	3
					C316.3	Examine the influence of the environment on consumer buying behaviour.	2	3	3
					C316.4	Analyse the buying behaviour.	1	3	3
					C316.5	Interpret consumer behavior research independently and draw inferences, which may aid in decision making for marketers.	1	3	3
51	Sem III	0211410317 - PR	T2162	Lean Management	C317.1	To illustrate basic tenets of Lean Management that can contribute to significant improvements in productivity, quality, safety & cycle times	1	1	3
					C317.2	To demonstrate the tools & techniques of Lean	1	1	2
					C317.3	To sensitize on the issues of Lean Implementation.	2	3	2
					C317.4	To identify best practices in lean organizations	3	2	3
					C317.5	To apply Lean Concepts in a Manufacturing & Service Environment	2	3	3
52	Sem III	0211410318 - PR	T2014	Derivative Markets	C318.1	Understand the basics of derivative markets.	2	3	3
					C318.2	Compare and contrast the mechanics and properties of derivative contracts.	3	2	3
					C318.3	Identify the methods of valuation of derivative contracts.	3	3	3
					C318.4	Comprehend the mechanism of trading and hedging using derivatives	2	3	3
					C318.5	Appreciate the advanced concepts of derivatives.	3	3	3

53	Sem III	0211410319 - PR	T2076	Advanced Technical Analysis	C319.1	Employ Dow theory and charts	2	3	3
					C319.2	Analyse Chart patterns.	2	3	3
					C319.3	Employ Charting tools and apply them for reward and risk management.	2	3	3
					C319.4	Understand trading behavior while employing trading techniques.	2	3	3
					C319.5	Demonstrate Trading and investment strategies in the financial markets.	3	3	3
54	Sem III	0211410320 - PR	T2932	Finalytics	C320.1	Understand why Financial Analytics is important for businesses. Know how financial analytics are used in different Industries.	1	2	2
					C320.2	Gain knowledge of theory and a few Time series statistical techniques and models to forecast future observations of the time series.	1	2	3
					C320.3	Explain the underlying concepts behind Multifactor Models.	2	1	3
					C320.4	Predict future observations and interpret results of various Forecasting techniques.	3	2	3
					C320.5	Understand how Big Data Analytics are used in the Financial industry as well as in other industries. Understand basic concepts and important tools used in Big Data Analytics.	1	2	2
55	Sem III	0211410321 - PR	T2043	Security Analysis and Portfolio Management	C321.1	To understand the concepts of investments and portfolio management	2	2	3
					C321.2	To apply the concepts of Fundamental Analysis	2	3	3
					C321.3	To understand the concepts of Technical Analysis	2	2	3
					C321.4	To examine the decision making process of choosing an optimal portfolio	2	3	3
					C321.5	To appraise the evaluation methods of portfolios	2	3	3
56	Sem III	0211410322 - PR	T2502	Wealth Management	C322.1	To learn Key Drivers of Wealth Management.	2	2	3
					C322.2	To learn Process of Wealth Management.	2	3	3
					C322.3	To learn principles of asset allocation.	2	3	3
					C322.4	To design framework for Personal Financial Planning.	2	3	3
					C322.5	To learn behavioral skills of wealth manager and marketing of financial products.	2	3	3
57	Sem III	0211410323 - PP	T2751	Competency Based Management & Performance Management Systems	C323.1	Demonstrate the key concepts and key constituents of PMS.	2	1	3
					C323.2	Identify performance standards and develop performance objectives	1	3	3
					C323.3	Appraise and implement Competency based Management & Competency Mapping..	1	3	3
					C323.4	Evaluate the impact of application of Competency based measures on HR functions	1	2	3
					C323.5	Interpret the role of competencies in strategic alignment and other functions	3	3	3
58	Sem III	0211410324 - PP	T2729	Indian Ethos and Values for Management	C324.1	Relate Indian Knowledge and its contribution to management.	2	2	2
					C324.2	Comprehend the incredible, timeless, universal nature of Indian ethos and values	3	3	2
					C324.3	Analyze the different Indian perspectives on functions of management	2	2	2
					C324.4	Apply the concept of personal growth by self-management as per the Indian context.	3	3	2
					C324.5	Apply the method of learning in life through the nature of business	2	2	3
59	Sem III	0211410325 - PP	T2577	HRD Instruments	C325.1	Demonstrate the theoretical underpinnings of relevant psychological concepts in the organizational context.	2	3	3
					C325.2	Interpret the utility of Human resource development instruments and applied psychology in everyday organizational behavior.	1	3	3
					C325.3	Apply and interpret in the relevant psychometric tests followed by detailed analysis of the test items and outputs..	2	3	3
					C325.4	Test and analyze the application of the instruments in recruitment, training and development, HRD and other HR functions.	1	3	3
					C325.5	Appraise and recommend HRD instruments suitable for the HR functions and organizational development.	2	2	3
60	Sem III	0211410326 - PP	T2290	Leadership and Capacity Building	C326.1	Understand what is Leadership & how to develop their leadership capabilities	3	2	2
					C326.2	Demonstrate how their Leadership capabilities influence various facets of organizational life.	2	3	3
					C326.3	Analyze different sources of power and influence to know how to enhance one's own growth and growth of one' team.	3	2	2
					C326.4	Apply the leadership lessons to deal with the dynamic situations of the organization by effective leading styles like servant leader, creative leader, ethical leader etc.	3	3	3
					C326.5	Determine approaches of leadership and overcome pattern thinking of the brain.	3	2	3
61	Sem III	0211410327 - PP	T2300	HR Analytics	C327.1	Understand the concept of HR analytics and identify appropriate data and metrics for HR problem solving and also enable the student to gain knowledge and skills regarding data driven decision making.	1	3	3
					C327.2	Apply statistical tools and data visualization techniques in the area of people analytics and improve decision making.	2	3	3
					C327.3	Develop insights with regard to recruitment, L&D and compensation metrics.	2	3	3
					C327.4	Evaluate metrics for Human capital management processes.	1	3	3
					C327.5	Develop a business case for Human capital management and people analytics and demonstrate human capital value.	2	2	3
62	Sem III	0211410328 - PP	T2615	Marketing Strategy	C328.1	Demonstrate a strategic & ethically informed understanding of the marketing management process, taking account of established and emerging practices.	3	3	2

					C328.2	Show critical awareness of the analytical processes used to evaluate market opportunities and propose appropriate marketing strategies to achieve competitive advantage in a variety of dynamic market contexts.	2	3	2
					C328.3	Understand the significance of strategic intent and contribution of marketing function in an organization.	3	1	2
					C328.4	Have the ability to propose, plan and integrate creative marketing programs in delivering value.	1	2	3
					C328.5	Use a range of verbal, numerical and graphical data to formulate, implement and measure the success of marketing strategies.	2	2	3
63	Sem III	0211410329 - PP	T5088	Sports and Entertainment Marketing	C329.1	Identify the cultural linkages which define consumer attitudes for sports and entertainment products.	2	3	3
					C329.2	Interpret and analyze the interests of stakeholders in sports and entertainment marketing	1	2	2
					C329.3	Compose an optimal marketing mix for products in sports and entertainment.	2	2	3
					C329.4	Analyze the consumer behavior towards sport and entertainment products	2	1	2
					C329.5	Investigate and prescribe sport and entertainment markets segmentation.	3	3	2
64	Sem III	0211410330 - PP	T2141	Rural Marketing	C330.1	Compare & contrast different perspectives that characterize rural markets vis-à-vis urban markets.	1	2	3
					C330.2	Develop an appreciation for the theory & practice of Rural Marketing in India.	1	2	3
					C330.3	Identify and describe the challenges faced by organizations to succeed in Rural Markets.	2	3	1
					C330.4	Apply the elements of marketing mix and value creation for products/services in agriculture and rural marketing.	3	2	3
					C330.5	Understand the different ways to connect with rural customers and approaches for building rural markets through research.	2	3	3
65	Sem III	0211410331 - PP	T2152	Business to Business Marketing	C331.1	Compare & contrast different perspectives that characterize business markets vis-à-vis consumer markets.	1	2	3
					C331.2	Understand & Analyze the Procurement Process.	1	3	3
					C331.3	Identify bases to Segment business markets and select target market.	1	3	3
					C331.4	Design & develop marketing Pricing and Promotion strategies for Products.	2	2	3
					C331.5	Analyze Various Service Offerings in B2B Market scenario	3	3	3
66	Sem III	0211410332 - PP	T2148	Retail Marketing	C332.1	Demonstrate clear understanding of the concepts of retailing.	1	2	3
					C332.2	Determine marketing needs of both in-store and non-store retailing.	1	2	3
					C332.3	Apply the conceptual and organizational aspects of the retail industry at the strategic level.	2	3	2
					C332.4	Analyze the retail environment along with behavior of retail customers.	2	3	2
					C332.5	Evaluate and formulate retail strategies.	1	3	3
67	Sem III	0211410333 - PR	T2731	Business Process Management	C333.1	To understand the basic elements & fundamentals of business processes and learn how business processes can help improve companies' bottom line.	3	1	2
					C333.2	To gain knowledge on BPM lifecycle, requisite competency in identifying the major components of BPM and its implementation	3	1	2
					C333.3	To understand and practice the essential steps for process analysis and executing a typical Business Process Improvement plan for continuous improvement	3	1	2
					C333.4	To learn the evolution of BPR, BPM and redesign the process by understanding value added and non-value-added activities. Learn the concepts of Six-Sigma.	3	2	3
					C333.5	To learn various BPM suits with different methodologies and for different business applications, Lean Management and JIT Philosophy..	3	1	2
68	Sem III	0211410334 - PR	T2192	Technology and Innovation Management	C334.1	Demonstrate understanding of the concepts of innovation, technology, diffusion, value creation.	2	2	3
					C334.2	Understand managerial challenges in growing an organization and managing innovations.	3	2	3
					C334.3	Design strategies to create and capture value through technology, and how entrepreneurs and managers can create and translate innovation into business growth and wealth.	3	3	3
					C334.4	Apply the technology interplay within the macro environment.	3	3	2
					C334.5	Optimize various aspects related to management approach towards technology projects.	2	3	3
69	Sem III	0211410335 - PR	T2187	Service Operations Management	C335.1	Demonstrate knowledge of service operations, challenges, concepts of quality, customer satisfaction and management practices	2	1	2
					C335.2	Analyze and implement world-class service organizations and quantitative models on service applications	1	3	2
					C335.3	Analyze the critical issues in designing the service supply chain.	2	3	2
					C335.4	Compare and recommend different waiting line models.	3	3	3
					C335.5	Appraise the best practices of the leading service organizations	3	3	3
70	Sem III	0211410336 - PR	T2687	Operations Analytics	C336.1	Exploring Basis of Operations from Descriptive of given data, Understanding the concepts in Analytics.	2	2	3
					C336.2	Mastering the Optimizing techniques of Analytics.	3	2	2
					C336.3	Enhancing decision making skills based on the output.	2	2	2
					C336.4	Interpretation, findings and drawing conclusions for the end user requirement	3	3	2
					C336.5	Research contribution	2	2	2
71	Sem III	0211410337 - PR	T2844	Sustainable Manufacturing Operations	C337.1	Understand the concept of Sustainable Manufacturing	1	2	3
					C337.2	Evaluate environmental impacts of product design, manufacturing processes, product use-phase, and product end-of-life.	2	2	3

					C337.3	Incorporate economic, environmental, and social aspects into decision making processes using multi-criteria decision making methods.	2	3	3
					C337.4	Identify manufacturing system level sustainability issues and how they are linked with manufacturing process level issues.	1	3	3
					C337.5	Learn about value recovery: remanufacturing, recycling, re-use, scrap.	1	3	3
72	SEM 4	0211410402 - PP	T2642	Fundamentals of Entrepreneurship and Intrapreneurship	C402.1	To understand the concepts of Entrepreneurship, classification and types of entrepreneurs and build an understanding about business situations in which entrepreneurs act	3	2	2
					C402.2	To apply the strength of a new idea to convert into a business opportunity for new product development	3	2	1
					C402.3	To evaluate the business model to be applied to a problem that will be solved through the new business	2	3	1
					C402.4	To apply the knowledge of entrepreneurship to a business plan with sufficient focus on Technology, Human Resource, Marketing, Operations and management of financial resources	2	2	2
					C402.5	To deduce strategic thinking for all aspects of the new business/venture creation with new trends in entrepreneurship with the understanding of growth and exit strategies	2	2	3
73	SEM IV	0211410403 - PP	T2236	Corporate Governance and Ethics	C403.1	relate the concepts of corporate governance to the organization performance	2	2	3
					C403.2	understand the challenges and the implementation of ethical practices to business context	3	3	2
					C403.3	make decisions in a business context and organizational performance	3	2	3
					C403.4	understand the importance and demonstrate ethics practices and corporate governance as future leader/s	2	2	3
					C403.5	Students should be able to develop qualities of responsible and ethical managers	3	3	3
74	SEM IV	0211410404 - PP	T5627	Understanding Public Policy	C404.1	To make the student understand about public policy its nature, scope and its development process with the society.	3	2	2
					C404.2	To acquaint the students with public basic ideas about public policy, public order and perspectives.	3	2	2
					C404.3	To provide awareness about people participation in decision making.	3	3	3
					C404.4	To understand e-governance, ethics, media for initiatives at center, state, district level.	2	3	3
					C404.5	To understand distinction between policy and politics, government and governance	2	3	2
75	SEM IV	0211410405 - PR	T2073	International Finance	C405.1	To Understand theoretical and practical overview of International Finance	2	3	3
					C405.2	To learn theories of determination of foreign exchange rate	2	3	3
					C405.3	To assess foreign exchange rate risk elements, its quantification and mitigation.	2	3	3
					C405.4	To know international sources of short term and long term financing and to know avenues and assessment/evaluation of investments into foreign market.	2	3	3
					C405.5	To evaluate regulatory aspects related to global reporting and controlling practices	2	3	3
76	SEM IV	0211410406 - PR	T2853	Project and Infrastructure Finance	C406.1	Understand the structure of large projects.	2	3	3
					C406.2	Apply concepts of project management and financial analysis for project planning and appraisal.	2	3	3
					C406.3	Analyze projects from various sectors	2	3	3
					C406.4	Evaluate the feasibility of a project	2	3	3
					C406.5	Create a project proposal.	3	3	3
77	SEM IV	0211410407 - PP	T2730	HRM in Knowledge based Organizations	C407.1	Understanding the concept and importance of Knowledge Based organizations.	1	3	2
					C407.2	Comprehending the global scenario and prospect of expanding KBOs.	2	3	2
					C407.3	Appraise the HR issues of KBOs and address them in various scenarios.	3	2	3
					C407.4	Support the alignment of HR Management in KBOs in line with company's & Industry's objective, emphasizing leadership skills.	3	3	2
					C407.5	Integrate the HR functions such as performance management systems and employee well being into KBOs	2	2	2
78	SEM IV	0211410408 - PP	T2295	Strategic Human Resource Management	C408.1	Recognize the need for transition from HRM to SHRM	1	2	3
					C408.2	Understand the concepts of theoretical perspectives and approaches of Strategic HRM	2	3	3
					C408.3	Apply the concepts of the SHRM framework for organizational Growth and the various HR domain strategies.	2	3	3
					C408.4	Developing Strategic and critical thinking skills by the HR managers and analyze the challenges faced HR in implementation of Strategic HR practices..	2	3	3
					C408.5	Evaluate the importance of Strategic HR in the VUCA world of Today	2	2	3
79	SEM IV	0211410409 - PP	T2153	International Marketing	C409.1	Student will have theoretical clarity on various principles of International Marketing.	1	3	3
					C409.2	Student will be able to analyze the International Business Environment & understand dynamics of International Marketing with Geo-political implications	2	3	3
					C409.3	Student will have understanding about various Trade Organizations & Blocks and will critically analyse their contribution to International Trade	2	2	3
					C409.4	Student would be able to do Country Analysis & suggest various methods to foray into International markets for various products/services	2	3	3
					C409.5	Student will be able to independently carry out preparation of Export & Import Documents.	2	3	3
80	SEM IV	0211410410 - PR	T2821	Marketing Metrics	C410.1	Describe the key metrics that marketing departments use to measure their performance.	1	2	3

					C410.2	Understand the significance of using multiple metrics for any situation	1	2	3
					C410.3	Apply appropriate metrics to comment on performance	2	3	2
					C410.4	Analyze how the marketing metrics and related aspects are used in various industries	2	3	2
					C410.5	Evaluate the most appropriate metrics for a company	3	3	3
81	SEM IV	0211410411 - PR	T2995	Digital Manufacturing and Analytics	C411.1	To understand the theoretical & basic principles of Digital Manufacturing in the current industry scenario and the key benefits of Digital Manufacturing & Analytics.	3	2	1
					C411.2	To comprehend the characteristics of advanced manufacturing process and analyze the importance of Good Manufacturing practices in Digital Manufacturing & Analytics	2	3	1
					C411.3	To understand the fundamentals & benefits about Industry 4.0 and the importance of Internet Of Things & Digital Twin in the current Industry scenario.	3	2	1
					C411.4	To understand the basics of Lean Manufacturing, its positive impact in today's most industries and the importance & development of smart factories in the Indian industrial sector.	1	2	3
					C411.5	To understand the importance of Logistics & Supply Chain Management in Digital Manufacturing and effectiveness of negotiation across the industries and workplaces.	1	3	3
82	SEM IV	0211410412 - PP	T2189	Operations Strategy and Control	C412.1	Relate the conceptual knowledge gained to the operations effectiveness	1	2	3
					C412.2	Discuss various techniques of critical thinking skills among students in application of the operation strategies in Business	2	3	3
					C412.3	Understand and relate the operations and strategic organization performance of company	3	3	3
					C412.4	Recommend and adapt various performance models in operational performance	3	3	3
					C412.5	Apply the strategic perspective to operations management	2	3	3