

K L University

(Koneru Lakshmaiah Education Foundation)
Deemed to be University, Estd. u/s 3 of UGC Act, 1956

Accredited by NAAC as 'A' Grade University & Approved by AICTE & ISO 9001-2008 Certified Campus: Greenfields, Vaddeswaram - 522 502, Guntur District, Andhra Pradesh, INDIA.

Phones: +91-8645-246948, 246615 Fax: +91-8645-247249.

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph:+91-866-2577715, Fax: +91-866-2577717.

KL University Vision

To be a globally renowned university.

K L University Mission:

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to the emerging societal needs through all-round development of students of all sections enabling them to be globally competitive and socially responsible citizens with intrinsic values.

- M1 To impart quality higher education
- M2 To undertake research and extension with emphasis on application and innovation
- M3- Cater to the emerging societal needs through all-round development of students of all sections
- M4 To be globally competitive and socially responsible citizens with intrinsic values.

KL University Academic Goals

- 1. To offer academic flexibility by means of Choice based credit systems and the like
- 2. To identify and introduce new specializations that offer programs in emerging areas therein.
- 3. To incorporate into the curriculum the application orientation and use high standards of competence for academic delivery
- 4. To design and implement educational system adhering to outcome based international models
- 5. To introduce and implement innovation in teaching and learning process to strengthen academic delivery
- To offer academic programs at UG, PG, Doctoral, Post-Doctoral which are industry focused and incorporates trans-discipline, inter-discipline aspects of the education system.
- 7. To deliver higher education that includes technologies and meeting the global requirements



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KLU BUSINESS SCHOOL

KLUBS VISION

To be a Centre of excellence for value based management education.

KLUBS MISSION

To attain leadership in management education, research and consultancy and nurture the students industry ready to make the students as a responsible citizen of nation

- M1. To attain leadership in management education
- M2 To attain leadership in Research
- M3 To attain leadership in Consultancy
- M4 To nurture the students industry ready
- M5 To make the students as a responsible citizen of nation

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KLU BUSINESS SCHOOL

MBA PEO'S

PROGRAM EDUCATIONAL OBJECTIVES (PEOS):

To be a globally renowned university, as per our vision, we need to produce quality products (graduates) into the market who have potential strengths to meet all the professional and personal challenges prevailing at global levels and who can serve in all the possible positions of their respective job domains and contribute towards holistic growth of their respective employment providers as well as the nation, world. The graduates must also possess cutting edge R&D skills in their domain areas.

This, is exactly what has been framed into the University's Mission and thereby the Mission has converged into the following **Program Educational Objectives (PEOs)** which are best suited to Post-graduate Management program, and are those that compliment the university vision, mission.

PROGRAM EDUCATION OBJECTIVES:

- **PEO 1** Make students to apply techniques of business analysis, data management and problem-solving skills in order to support business management decision-making in the field of relevance.
- **PEO 2** Inculcate leadership skills needed for implementing and coordinating organizational activities and managing change to explore business problems in depth for developing their functional knowledge to think strategically and to lead, motivate and manage teams across borders.
- **PEO 3** Nurture with abilities to integrate business knowledge and management techniques to aid planning and control in a changing environment and to enhance better career paths.

These PEOs are designed to be attained by all the post-graduates within 2 years of their education.

PEO-MISSION MAPPING

MBA PROGRAM

PEO		MIS	SION	
	M1	M2	M3	M4
PEO 1		√		
PEO 2	✓			
PEO 3	√	✓	√	✓

MBA PROGRAM

PEOS VS GOALS MAPPING

PEO		GOA	LS				
	GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL	GOAL	GOAL
					5	6	7
PEO 1		√			√	✓	√
PEO 2.	✓		✓		√		√
PEO 3				✓			√

Thrust/Focussed areas as per APIIC, Telangana Industrial policy, CII, NSDC, Planning commision, UGC, US O*NET, World Economic Forum, UNESCO.

Lo	cal Needs identified as per policy document of APIIC		Regional Needs as per policy cuments of APIIC & Telangana Industrial policy			National Needs as per policy numents of CII, NSDC, Planning commision,UGC	do	obal Needs as per policy ocuments of US O*NET, orld Economic Forum, UNESCO
L1	Skill Development	R1	Ease of doing business by introducing Information Technology & comprehensive portal with business opportunity related information		N1	Strategy development in line to Nation's Cause	G1	Global village
L2	Optimizing Public/Private Investments	R2	Maintain Good governance		N2	Oriented to produce graduates to meet the needs of Indian economy	G2	Develop Organizational Policies
L3	Maintain Cordial industrial relations	R3			N3	Optimizing Public/Private Investments	G3	Human Capital Management
L4	Customized MIS reports for monitoring at different levels	R4	Focus on global business		N4	Adopting IT to encourage SME's	G4	Analyze market or customer related data.

Mapping of PEOs with Local, Regional, National and Global needs

>	> Curricula developed have relevance				REGIONAL NEEDS			NATIONAL NEEDS				GLOBAL NEEDS					
		L1	L2	L	L	R	R	R	R4	N1	N2	N3	N4	G1	G2	G3	G4
PEO 1	Make students to apply techniques of business analysis, data management and problemsolving skills in order to support	V		3	4	1	2	3			٧	٧			٧		√
	business management decision- making in the field of relevance.																
PEO 2	Inculcate leadership skills needed for implementing and coordinating organizational activities and managing change to explore business problems in depth for developing their functional knowledge to think strategically and to lead, motivate and manage teams across borders.		٧	٧	٧			٧	٧	٧		V		٧	V	٧	
PEO 3	Nurture with abilities to integrate business knowledge and management techniques to aid planning and control in a changing environment and to enhance better career paths.			٧		٧	٧						٧			٧	

PROGRAM OUTCOMES (PO's)

PO Number	Description
a	Core Business Knowledge -Able to synthesize the knowledge, management skills, and tools acquired in the program, which will be helpful to shape the organizations effectively.
b	Career Planning and Decision Making -Able to excel in their chosen career paths, by learning on how to live, adapt and manage business environmental change through decision making.
c	Critical Thinking and Leadership - Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments.
d	Manager & Society - Able to emerge as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.
e	Team Building &Business Communication - Able to communicate effectively and to perform different roles efficiently as an individual or in a team in multi-disciplinary streams with entrepreneurial edge.
f	Business perspective and Sustainability - Able to gain an understanding of professional, legal, financial, marketing, production & operational activities, logistics, ethical, social issues and responsibilities
g	Application of Statistical and Analytical tools - Able to gain knowledge of contemporary issues and develops an art of using current techniques, skills and necessary analytical tools for managerial practice.

PROGRAM SPECIFIC OUTCOMES - MBA PROGRAM

- **PSO 1** Graduates will be able to inculcate leadership, managerial and entrepreneurial competencies and strengthen their expertise in implementation of strategies and the management of complex situation.
- **PSO 2** Graduates will develop professional skills that prepare them for immediate employment and for life-long learning in advanced areas of management and related fields

K L U BUSINESS SCHOOL MBA PO – PEO MATRIX

PO		PEO		
	PEO 1	PEO 2.	PEO 3	
a	✓		√	
b	✓	*	√	
c		✓		
d			√	
e		√		
f	✓			
g	√		✓	

Courses Introduced and syllbus revised into curriculam during 2017-18 as per the Local, regional, national and global needs

Co	ourses introduced as per Local Needs	Coi	ırses introduced as per Regional Needs	С	ourses introduced as per National Needs	Courses introduced as per Global Needs			
	Course Name		Course Name		Course Name		Course Name		
L1	Introduction to Business Analytics (17MB52C3), Media Planning (17MB61K0) Search Engine Optimization (17MB61K1),	R1	Affiliate Marketing (17MB61K2), Social Media Marketing & Analytics (17MB61K3), Mobile Marketing 17MB62K4, Email & Content Marketing (17MB62K5), E Commerce (17MB62K6), Digital PR & Corporate Communication (17MB62K7)	N1		G 1			
L2	Business Analytics in Finance -I (17MB61U3), Business Analytics in Finance -II (17MB62U7),	R2		N2		G2			

L3	R3	N3	Business Analytics in Finance -I (17MB61U3), Business Analytics in Finance -II (17MB62U7),	G3	Business Analytics in HR –I (17MB61U2), Business Analytics in HR –II (17MB61U6)
L4	R4	N4		G4	Introduction to Business Analytics (17MB52C3), Advanced Analytics with R (17MB61U0), Business Analytics in Marketing –I (17MB61U1), Business Analytics in HR – I(17MB61U2), Business Analytics in Finance -I (17MB61U3), Business Forecasting & Econometrics(17MB62U 4) Business Analytics in Marketing –II (17MB62U6) Business Analytics in HR –II (17MB61U6), Business Analytics in Finance -II (17MB62U7)

KLUBUSINESS SCHOOL MBA PROGRAM CO-PO ARTICULATION MATRIX AY 2017-18

S.No	Course code	Course	L-T-	Cr	Course Outcomes		PO)					PSC)
	Course code	Name	P	Cr	Course Outcomes		b	c	d	e	f	g	1	2
Ι			1											
1	17MB51C0	Quantitative Methods	3-0-0	3	Identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.	1								
					Translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving	1						3		
					Employ appropriate mathematical tools to solve problems							3		
					Calculate and interpret numerous statistical values and appreciate their value to the business Manager.							3		
2	17MB51C1	Indian Business Environment	3-0-0	3	Outline various components of Business Environment,		3						1	
					Recognize, distinguish, paraphrase, and explain the impact of business environment on business activities		3							
					Apply the knowledge to analyze the current situations and take prudent decisions,			3						

					Identify, distinguish and present the various facts and uniqueness of the any component of the business environment		3				
3	17MB51C2	Managerial Economics	3-0-0	3	Apply the intuition for analyzing economic problems from a managerial perspective in an organizational &		2	3		Į.	
3					business context. Analyze the theory of demand ,forecast an estimation of demand for managerial decision making		2				
					Analyze different types of competition that exist in external environment			3			
					Analyze the Macro Economic Environment of the organization			3			
4	17MB51C3	Financial and Management Accounting	2-2-0	4	To understand the accounting process in business	3					
					To gain a knowledge on application of concepts and principles in preparing				3		
					To evaluate the tactical decisions of middle level managers relating to cost and management accounting	1					
					To analyze the financial statements and evaluate the decisions for better investment.				3		
5	17MB51C4	Marketing Management	3-0-0	3	Apply key marketing concepts, theories and techniques for analyzing a variety of marketing situations.	3					
					Implement marketing planning for STP, product related strategies				3		
					Impart the implications for marketing	2					

					strategy determination and implementation of price, distribution and promotion.							
					Apply conceptual frameworks of advance marketing					3		2
6	17MB51C5	Organization al Behavior	3-0-0	3	Ability to manage people with an understanding of Individual behavior.			2				
					Ability to manage groups with an understanding of the Group behavior and leadership.				3			
					Ability to motivate and in competitive business environment.			2	3			
					Ability to perceive organizational culture and implement organization Change and Development interventions				3			
7	17ES120	Information Systems	1-2-0	3	Understand the key terms, definitions, and concepts of Information Systems		1					2
					Analyze the role of IS in organizations.		1					
					Evaluate the IS structures and types.						3	
					Design the IS tools using MS Excel and Access for basic data management in organizations.						3	
	17HS113	Soft Skills for Managers			Participate in the campus selection process with special focus on aptitude and GD.	1						
8		in in in its and its a	2-0-2	3	rocus on aparauc and ab.							
					Prepare himself/herself for the campus Interviews.	1			3			
					Develop professional behaviour for entry into the professional				3			

				W	orld.						
				1	nink logically and solve				3		
				pı	roblems in professional life.						
1	17MB52C0	Human Resource Management	3-0-0	3	Integrated perspective on role of HRM in modern business			2			2
		Management			Ability to plan human resources and implement techniques of job design				3		
					Competency to recruit, train, and appraise the performance of employees				3		
					Rational design of compensation and salary administration and ability to handle employee issues		-	2	3		
	17MB52C1	Financial Management			To gain a knowledge on availability of various sources of finance and markets for raising	2					
2			2-2-0	4							
					To evaluate the long term and short term investment decisions	2			3		
					To Evaluate the financing decisions by using different techniques of valuation.				3		
					To evaluate the dividend Decisions in relation to wealth maximization.				3		
3	17MB52C2	Business Research Methodology	3-0-0	3	Understand and independently apply the research process to business problems					2	
					Evaluate different statistical methods that are applicable to specific research problems.					2	
					Take data driven business			3			

					decisions.						
					Analyze organizational data using software packages		3				
4	17MB52C3	Introduction to Business Analytics	3-0- 0	3	and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques.			2			
					Apply ethical practices in everyday business activities and make well-reasoned ethical business and data management decisions			2			
					Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.					g	
					Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.					g	
5	17MB52C4	Operations Management	3-0-0	3	Illustrate the general concepts of overall plant and production management using appropriate analysis tools	1		2			
					Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels	1		2			

					of throughput, quality, and							
					Optimize the use of resources which include: people, plant,				3			
					equipment, tools, inventory,							
					premises and information							
					systems							
					Make the best use of computers			2	3			
					to achieve maximum efficiency,							
					especially in the planning and							
	153 55 56 65				control of operations.							
6	17MB52C5	Business Legislation	2.0.0		Apply core concepts in the legal		I					
			3-0-0	3								
					The student will be able to		1					
					interpret the main statutory							
					provisions relevant to the							
					business organization.				2			
					The student will be able to				3			
					identify and explain the legal							
					issues arising in some of the							
					main day to day dealings of the							
					business organization and							
					provide advice or remedy for those issues.							
					The student will be able to				3	-		
					provide advice or remedy for							
					those legal issues.							
	17MB52C6	Enterprise Resource			Make basic use of Enterprise	1			+		1	
		Planning			software, and its role in						•	
7			3-0-0	3								
				-	Analyze the strategic options for	1			1			
					ERP identification and adoption							
					Design the ERP implementation					2		
					strategies.							

					Create reengineered business processes for successful ERP implementation		1			2		
8	17MB51K7	Business Communication			Write effective drafts for self improvement.	1					1	
					Prepare effective reports and proposals that help individual development.	1			3			
					Develop professional behaviors in work contexts.				3			
					Perceive organizational culture and accommodate himself/herself in different cultural contexts				3			
1	17MB61C0	Strategic Management			Understand the concepts, components and levels of	1	2				1	
1			3-0-0	3								
					Have proficiency in competitive strategies in different types of types of industries.	1	2					
					Have proficiency in forms of corporate restructuring, mergers			3				
					Become an expert in solving the challenges of e-business strategy.		2	3				
2	17MB52C3	International Business Environment	3-0-0	3			1	2			1	
					Practice regional economic integration and political integration.		1					
					Analyse issues involved in managing International finance and HR			2				

					Evaluate Cognitive knowledge of global issues, to internationalise business			2			
8	17MB62E8	Project	3-0-6	9	CO1		3	3		3	2
1	17MB61C1	Management Control Systems	3-0-0	3	The students is able to evaluate corporate and unit strategies in the organization by the end of the semester	1	-				
					Analyse various types of organizations and evaluation of various plans in the organization	1	-				
					Design, evaluate, recommend, and submit budget reports to the top management.	1	-			3	
					Execution and evaluation of projects with the help of Management control system				3		
2	17MB62C1	Business Ethics & Corporate Governance	3-0-0	3	Gain knowledge about differences between ethics and morals, various ethical theories.				3		
					Have proficiency about the definition, objectives, natures and sources of ethics.				3		
					Have adequate knowledge in ethical issues in corporate governance, the problems of whistle blowing.				3		
					Become an expert in ethical issues in employer-employee relations, ethical issues in				3		

					marketing.							
3	16MB62C2	Entrepreneurship	3-0-0	3	Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development		2				1	
					Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas		3					
					Construct a well structured business plan by including all the necessary elements of the business plan				2			
					Plan a start up by applying the knowledge of sources of finance and the supporting schemes offered by state and central governments and other entrepreneurial development organisations				2			
	17MB61M0	Consumer	3-0-		3 Apply concepts used in			1	2	3	1	

1	17MB61M0	Consumer Behaviour	3-0- 0	3	Apply concepts used in the study of consumer behavior.		1	2	3	1	
					Apply the knowledge of consumer behavior			2	3		

changing consumer profiles and factors influencing consumer purchase decision Apply the knowledge of consumer behaviour to analyse the changing consumer perceptions, attitudes, values and lifestyles and overall behaviour Create better marketing programs and strategies basing on the knowledge of consumer behavior. 17MB61M1 Services 3-0- 3 Implement the best practices of the Services Marketing Apply knowledge of Customer Relationship techniques in the corporate world Analyze, interpret and solve problems in service Recovery.					1	20000004040 00012000			1			
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Marketing Apply knowledge of Customer Relationship techniques in the corporate world Analyze, interpret and solve problems in service Recovery.		17MB61M1	Services	3-0-	3	Implement the best		2			1	
Apply knowledge of Customer Relationship techniques in the corporate world Analyze, interpret and solve problems in service Recovery.	2		Marketing	0		practices of the Services						
Customer Relationship techniques in the corporate world Analyze, interpret and solve problems in service Recovery. 3						Marketing						
techniques in the corporate world Analyze, interpret and solve problems in service Recovery.						Apply knowledge of		2				
corporate world Analyze, interpret and solve problems in service Recovery.						Customer Relationship						
Analyze, interpret and solve problems in service Recovery.						techniques in the						
solve problems in service Recovery.						corporate world						
Recovery.						Analyze, interpret and				3		
						solve problems in service						
Perform lifelong learning 2 3						Recovery.						
						Perform lifelong learning		2		3		
and professional						and professional						
development to enrich the												
services marketing												
strate gies.						strategies.						
2 17MB61M2 B2B Marketing 3-0- 3 Implement the 2 1	2	17MB61M2	B2B Marketing	3-0-	3	Implement the	2				1	
3 Trindo Int Bab Marketing 0 applications, challenges 2	3			0								

	1	1	1	1									
					and the dynamic								
					environment of B2B								
					marketing, including the								
					unique nature of								
					organizational buying								
					behavior.								
					Design strategies and		2						
					structures to effectively								
					serve the B2B market.								
					Strategize Buyer seller					3			
					relationships including								
					channel distribution								
					strategies								
					Implement product					3			
					strategies which enables								
					her/he to develop a								
					business marketing plan								
					for a real local company								
					that mainly targets								
					business customers								
	17MB61M3	International	3-0-		Assess various foreign	1						1	
4		Marketing	0	3	markets								
					Analyze the impact of	1							
					cultural, social, political								
					and economic factors on								
					marketing strategies								
					Determine when to use			3					
					different market entry								
					and penetration strategies								
					Examine the different			3					
					skills and systems								
					required to implement								
					marketing strategies								
	1	1	I	l .	1 5 -	1	1			l	1		

					across country borders							
	17MB62M4	Sales and	3-0-		Understand basic	1					1	
5		Distribution	0		concepts of sales							
5		Management		3	management							
					Design and implement	1						
					the strategies for building							
					sales volume.							
					Evaluate performance of				2			
					sales force and develop							
					ability to organize and							
					control sales related							
					activities.							
					Design distribution				2			
					network and analyze the							
					performance of channel							
	4=1/0/01/1		0.0		members.							
6	17MB62M5	Business Analytics	3-0-		Understand and analyze	1	2			3	1	
		in Marketing	0	3	customer data.							
					Analyze and interpret	1						
					marketing data through							
					various methodologies.	1						
					Make data-driven	1	2					
					managerial decisions.		0					
					Communicate research		2					
					findings in the language							
	17MD(2M)	Duand	2.0		of decision makers	2					1	
	17MB62M6	Brand	3-0-		Describe and identify all	3					1	
7		Management	0	2	the components of							
				3	Brand Management.	2						
					Design, implement and	3						
					evaluate Branding							
					Strategies.							

					December of small				1	2	1	
					Describe and analyze Brand Portfolio and					2		
					how it can be built and							
					developed.					2		
					Evaluate sources of					2		
					"Brand equity" as well							
					as outcomes of "Brand							
					equity".							
	17MB62M7	Customer	3-0-		Apply the concept of			2			1	
		Relationship	0		CRM, the benefits							
		Management			delivered by CRM, the							
					contexts in which it is							
					used, the technologies							
					that are deployed and							
0					how it can be							
8				3	implemented.							
					Implement how CRM		1	2				
					practices and							
					technologies enhance							
					the achievement of							
					marketing, sales and							
					service objectives							
					throughout the							
					customer life-cycle							
					stages of customer							
					acquisition, retention							
					and development whilst							
					simultaneously							
					supporting broader							
					organizational goals.							
					Implement various			2				
					technological tools for			_				
					teenhological tools for							

					data mining and also successful implementation of CRM in the Organizations Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.		2			
1	17MB61F0	Financial Services and Markets	3-0-0	3	Understand features of the current structure and regulation of the Indian financial services sector. Demonstrate an awareness of the variety of financial instruments.	1			1	
					Critically evaluate the role and function of the financial system in reference to the macro economy.			2		

					Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry.				2		
2	17MB61F1	Security Analysis & Portfolio Management	2-2-0	3	Explored to different avenues of investment.	1			2		2
					Equipped with the knowledge of security analysis.	1				2	
					Apply the concept of portfolio management for the better investment.				2		
					Student will be able to invest in less risk and more return securities.					2	
3	17MB61F2	International Financial Management	2-2-0	3	To excel in environment of international finance and its implications on international business.		3	1			
					To perform in the functioning of foreign exchange markets, determination of exchange rates and		3				

					interest rates and their								
					forecasting.								
					To apply the techniques				1				
					of reducing risks and to								
					identify risk								
					management strategies.								
					To explore the sources			3	1				
					of long term finance								
					and design financial								
					strategies and to								
					integrate the global								
					developments with the								
					changing business								
					environment in India.								
	17MB61F3	Principles of			Understand the	1							
		Taxation			fundamental principles								
4					of Income tax								
4			2-2-0	3									
					Find various incomes	1							
					which are exempted								
					from Income tax.								
					Calculate Residential					3	3		
					status and incidence of								
					tax.								
					Gain Knowledge to					3	3		
					compute Income under								
					five heads.								
	17MB62F4	Financial Derivatives			Students will be able to		1	2					2
		(Pre-requisite:			analyze the risks in								
5		Security Analysis)			different financial								
			2-2-0	3	markets.								

					Acquire the ability to		1	2			
					selection of various			-			
					options and then can						
					apply them to specific						ļ
					markets.						
					The student will be able				3		
					to strategically manage						
					the financial						
					derivatives.						
					The student will be able			2	3		
					to analyze various						
					models in order to take						
					wise decisions for						
					improving their wealth						
	17MB62F5	Business Analytics in			Get better knowledge	1	2				2
		Finance			for implementation of						
					decision trees analytics,						
6			2 2 0	2	cluster analysis and in						
			2-2-0	3	business organizations.	1					
					Equip with required skills to take decisions	1	2				
					under Risk and Uncertainty.						
					Perform sensitivity		2			3	
					analysis for business					3	
					growth and coming						
					out with different						
					decision models.						
					Analyzing large scale					3	
					financial data						
7	17MB62F6	Planning and	2-2-0	3	Learn various		2				
/		Assessment of			provisions of set off and						

		Income Tax			carry forward of losses.					
					Acquaint with		2			
					Deductions under Sec					
					80.					
					Assess the taxable			3		
					income of individuals,					
					Partnership firms and					
					Hindu Undivided					
					family.					
					Apply various			3		
					principles of tax					
					planning, avoidance and					
					management.					
	17MB62F7	Project Management	2-2-0	3	Understand tools and	1				
					considerations used in					
8					assessing and selecting					
0					suitable projects.					
					Appraise the usefulness	1		3		
					of planning, monitoring					
					and control techniques					
					as means of achieving					
					business improvement					
					and change.					
					Evaluate a project to			3		
					provide cost estimates					
					and to plan the various					
					activities					
					Develop team building			3		
					skills required to					
					support successful					
					performance.					

S.N	Course	Course Name	L-T-P	Cr	Course Outcomes					PS	60			
0.	code	course name		CI	course outcomes	a	b	С	d	e	f	g	1	2
1	17MB61H0	Performance Management System	3-0-0	3	Identifying the elements and describe the purpose of a performance management system		2							2
					Outline the process of designing and implementing a performance management system		2							
					Identifying different types of reward systems, performance appraisals, analyzing performance through various measuring tools						3			
					Developing and implementing performance consultation.						3			
2	17MB61H1	Training and Development	3-0-0	3	Understand basic concepts associated with learning process, learning theories, training and development;					3	2			2
					Understand training needs, identification of training needs, training processes, training methods, and evaluation of training;						2			

					Analyze emerging trends in training and development; and Relevance and usefulness of training expertise in the organizational work environment.			3			
3	17MB61H2	Industrial Relations & Labour Legislation	3-0-0	3	Operate in the changing industrial relations in India	2					2
					Handle industrial disputes in Indian organizations	2					
					Interpret legal aspects of employee compensation				3		
					Implement legal aspects of employee benefits				3		
4	17MB61H3	Leadership in Organizations	3-0-0	3	Capacity to apply leadership in changing business environment		3	2		1	
					Equip the learners with skills, tactics, styles for leadership roles						
					Understanding of executing leadership in organizations		3	2			
					Ability to develop leaders in organizations		3				
	17MB62H4	Compensation Management	3-0-0	3	Recognize how pay decisions help the				3	1	
5		(Pre- requisite:			organization achieve a competitive advantage.						

		Performance Management Systems)							
					Analyze, integrate, and apply		3		
					the knowledge to solve				
					compensation related				
					problems in organizations.				
					Demonstrate comprehension		3		
					by constructing a				
					compensation system				
					encompassing; 1) internal				
					consistency, 2) external				
					competitiveness 3) employee contributions, 4)				
					organizational benefit				
					systems, and 5)				
					administration issues.				
					Design rational and		3		
					contemporary compensation				
					systems in modern				
					organizations.				
	17MB62H5	Strategic	3-0-0	3	Integrate HR with the	3			2
		Human			business strategy				
6		Resource							
U		Management							
					Develop competency to		1		
					enhance employee				
					development				
					Gain rational ability to		1		
					manage performance				
					strategically				
					Develop competency to	3	1		

					implement global HR practices						
7	17MB62H6	Human Resource Development(Pre-requisite: Training & Development)	3-0-0	3	Competency to perform HRD functions		1			1	
					Competency to design and implement and evaluate HRD programs		1				
					Competency to be an expert in organizational climate and development			3			
					Competency to execute HRD instruments			3			
8	17MB62H7	Business Analytics in HR	3-0-0	3	Gain expertise with HR metrics and analytics.	1					2
					Improving HR processes by capability planning translated to practice.	1					
					Use of HCM 21 ® Model for enhanced staffing and retention.				3		
					Leveraging Human Capital Analytics in organizations.				3		
9	17MB62H8	Organizationa l Change & Development	3-0-0	3	Preparedness to initiate change in organizations		3				2
					Trained change agents for		3				

					modern organizations					
					Preparedness to implement	3		2		
					OD in organizations					
					Expertise to implement OD			2		
					interventions					
	BUSI	NESS ANALYTICS	5							
			3-0-0	3	Compute the regression		2			2
		Advanced			model for time series data					
	17MB61U0	Analytics with			that has correlation within					
		R			itself.					
1										
					Optimise business situations		1			
					where two variables do not					
					move in a linear fashion.					
					Test hypothesis for				3	
					experiments involving					
					different treatments					
					Model continuous outcomes				3	
					that depend on more than					
					one input variable.					
			2-0-2	3	To Understand the application		1			2
	15) 5) (11)	Business			of R for Marketing Data					
	17MB61U1	Analytics in								
2		Marketing -I								
					To examine the Product and		2			
					Sales Performance of a firm					
					To Analyze the effectiveness				3	
					of pricing Strategies adopted					

					by retailers			
					To Analyze the impact of		3	
					location, promotion			
					strategies and Other areas of			
					Marketing			
		Business	2-0-2	3	Evaluate buy in for HR			2
3	17MB61U2	Analytics in			analytics driven solutions			
		HR -I			and decisions			
					Drive short, long and	2		
					medium term results through			
					effective application of			
					analytics			
					Develop strong foundational		3	
					skills in statistics to deliver			
					quality results			
					Apply analytics maturity		3	
					model to plan for HR's			
		Business	2-0-2	3	journey	1	1 1	-
	17MB61U3		2-0-2	3	To analyze the time series	1		2
4	1/MB01U3	Analytics in Finance -I			data using R			
		rmance -1			To predict the stock market	2		
					movements using Technical			
					Analysis in R			
					To Evaluate the decisions by		3	
					applying portfolio			
					optimization models			
					To analyze the pricing of	+ + + + + + + + + + + + + + + + + + + +	3	
					fixed income securities using			
					R			
		Business	3-0-0	3	Analyze the various	2		2
_	17MB62U4	Forecasting &			components of time series			_
5		Econometrics			data			

					Apply the classical methods of time series forecasting	1			
					Apply Modern Econometric Methods in time series forecasting			3	
					Applying Forecasting methods on organizational data.			2	
6	17MB62U5	Business Analytics in Marketing -II	2-0-2	3	To Understand the application of R for Marketing Data	2			2
					To examine the Product and Sales Performance of a firm				
					To Analyze the effectiveness of pricing Strategies adopted by retailers			3	
					To Analyze the impact of location, promotion strategies and Other areas of Marketing.			2	
7	17MB62U6	Business Analytics in HR –II	2-0-2	3	Students will be able to learn what combination of data, technologies, and tools can be used in people management processes to improve organization's performance.	2			2

					Students will understand how and when hard data is used to make soft-skill decisions about hiring and talent development Able to learn skills in company's talent management decisions.		1		3	
					This course in People Analytics is designed to help to flourish in their career, too.				2	
9	17MB62U7	Business Analytics in Finance -II	2-0-2	3	forecast the time series data using econometrics models in R		2			2
					analyze the pricing of derivatives in R		1			
					analyze the pricing of options in R				3	
					analyze credit Risk Modelling using Logistic Regression in R				2	
	DIGI	TAL MARKETING								
1	17MB61K0	Media Planning	3-0-0	3	Illustrate knowledge about Indian Media and Planning process	2				2
					Evaluate all the characteristics of Media &	2				

					Planning						
					Apply and Evaluate media				3		
					strategies and implement						
					them						
					Make decisions in terms of				3		
					budgeting and media buying						
	17MDC1121	Search Engine	3-0-0	3	Understand the basics of			2			2
2	17MB61K1	Optimization			Search Engine Optimization						
		-			Understand how to			2			
					customize search engine for						
					target groups						
					Evaluate new keywords for				3		
					their respective business						
					websites						
					Evaluate and improve the				3		
					visibility of websites and						
					increase the website traffic						
			3-0-0	3	Understand the principles		2				2
					benefits of affiliate						
	17MB61K2	Affiliate			marketing						
	171111111111111111111111111111111111111	Marketing									
3											
					T1 .:C 1:1.		,				
					Identify which types of	•	3				
					affiliates are best for a						
					particular business						
			1		Learn hery to develop as	-		2			
					Learn how to develop an			Z			
					effective affiliate marketing						
					strategy						
					Apply a well-planned			1			
					affiliate marketing program			1			
					annate marketing program						

4	17MB61K3	Social Media Marketing &Analytics	3-0-0	3	Understand the Social Media Marketing in detail	2			2
					Operate Social Media within the recommended guidelines & regulations	3			
					Use Social Media through content management effectively		2		
					Enhance the KPIs and improve campaign performance in a better way		1		
5	17MB62K4	Mobile Marketing	3-0-0	3	Understand & recognize new trends in Mobile Marketing	2			2
					Create a mobile app for marketing of goods and services	3			
					Enhance the awareness about the relevant laws and guidelines, including privacy and data protection		2		
					Design different loyalty programs and prepare suitable strategies		1		
6	17MB62K5	E-Mail & Content Marketing	3-0-0	3	Recognize new trends in email and content marketing		3		2

					Equip students with the data base building skills			4			
					Use different types of writings for different media's					3	
					Enhance their writing and storytelling skills					3	
7	17MB62K6	E Commerce	3-0-0	3	Recognize the impact of internet in business operations	1					2
					Identity challenges in managing business operations on daily basis	2					
					Make students equip with the appropriate skill set to perform business activities effectively			3			
					Overcome risks associated with payments and aware of the privacy issues						
8	17MB62K7	Digital PR & Corporate Commmunicati on	3-0-0	3	Understand the growing importance of communication in corporates		2				2
					Contribute to the planning of PR & Corporate communication		3				

			1			1			1 1	ı	
					Identify the current emerging tools and techniques in PR & Corporate communication		1				
					Enhance the skills in terms of engaging different stake holder together		3				
					RETAILING						
1	17MB61R0	Overview of Retailing	3-0-0	3	Excel in the functions of a retailer. Student will be aware of the role of a retailer in global economy, career opportunities in retail, retail theories and various retail formats.	2		1		1	
					Gain practical expertise in designing of retail marketing strategies including Retail communication mix and pricing strategies. Further he/she can able to understand role of consumer in retail environment and various factors influencing consumer behavior. Identify consumer motivations, shopping behaviors, loyalty programs and decision processes for a retail consumer and	2					

					a a condingly decimal				1			
					accordingly designing							
					strategies to give a robust							
					experience to consumers							
					Apply HR programs and					1		
					identify initiatives to							
					improve operations and							
					Employee retentions							
					Understand measures of					1		
					financial performance							
					including strategic profit							
					model							
			3-0-0	3	Design the factors	2	1					2
		Management			influencing store location							
	17MB62R1	of Retail			and location strategies							
		Operations			including store layout and							
2		Postario			space planning.							
					Understand store	2						
					environment, the roles and	_						
					responsibilities of a store							
					manager and build strategies							
					to enhance the store loyalty.							
					Source, plan and procure		1					
					merchandise for a retail		1					
					organization and also able to							
					design suitable promotion							
					mix strategies for a Retail							
					store.	2						
					Implement trends and	2						
					practices of supply chain							
					management in retail.							
					BANKING							
1	17MB61B0	Overview of	3-0-0	3	Understand the basic	1				2	1	
	I	ı	l .	l -		1	1	l	1	ı	 <u> </u>	

		Banking			functions of financial					
					systems & services.					
					Distinguish the various kinds	3				
					of banks					
					Appraise the functioning of				2	
					different types of banks					
					Illustrate the basic objectives				2	
					of Regulating Agencies like					
					SEBI					
			3-0-0		Apply the concepts,		2			2
		Banking			theoretical ideas and					
	17MB62B1	Service			empirical findings to develop					
2		Operations			their own views on strategic					
				3	decision making in Banks.					
					Assess the implications of		2			
					customer relationship					
					management.					
					Analyze and evaluate the				2	
					concepts of service quality					
					metrics of banks					
					Apply the concepts,				2	
					theoretical ideas related to					
					Quality metrics and risk					
					management to prepare risk					
					management strategies in					
					banks					

					L-			Course				PS	0				
S.No.	Course cod	e	Course Name		T- P	Cr		Outcomes	a	b	c	d	e	f	g	1	2
			,	FOR	EIGN	TRADE		I	I								
1	17MB61T 0		national Logistics gement	3-0-0		3	cor	nderstand the ncepts Global upply chain	2							1	
							and o	nalyze the role components of nternational gistics system						1			
							An Tr	alyze Ocean ransport and Chartering	2								
							pr	valuate the oblems and pects of Fright Stations	2								
2	17MB62T 1		rt, Import nentation rance	3-0-0		3	doc	derstand the process of umentation in iternational business	1					1			2
							r	luate the basic locuments equired for ort and import	1								
							pr	derstand the insurance ocedure for and import		2				1			
							A	analyze the		2							

		challenges of			
		documentation			
		and insurance for			
		international			
		Business			
		Organizations			

		I	IEAL	TH CA	RE					
1	17MB61D0	Overview of Healthcare Management	3- 0- 0	3	Understand basics of Healthcare Sector	1			1	
					Analyze the role of clinical and diagnostic services	1				
					Evaluate the impact of hospital operations management			3		
					Evaluate the components and process of maintaining medical records			3		
2	17MB62D1	Management of Healthcare Operations	3- 0- 0	3	Implement the best practices of the health care Services			3		2
					Apply knowledge of financial management techniques in the corporate hospitals			3		
					Analyze, interpret and solve HR related issues in the hospitals			3		
					Perform lifelong learning and			3		

			DIGITAL	MARK	professional development to enrich the professionalism by learning production functions and store management functions KETING						
16	6MB61M0	Overview of Digital Marketing	3-0-0	3	Apply Key Email Marketing Concepts	1			2	1	
					Assess the benefits of Digital Display	1					
					Understand Key concepts of Social Media		1				
					Analyze the components of Social Media.	1			2		
16	6MB62M1	Advanced Digital Marketing		3	Outline the key concepts of digital marketing			1			2
			3-0-0					1			
					Apply the SEO to a website			1			
					Use the key PPC concepts to draw				2		

				visitors to a business's websites Use Campaign Management to manage the marketing concepts				2	
	RURAI	& AGRICUI	LTUR	AL MARKETING					
16MB61G0	Overview of Agriculture & Rural Sectors in India	3-0-0	3	Understand and explain the concepts of agriculture and rural sector.	1			1	
				Evaluate the contribution of Agriculture and Rural sectors for the development of Indian economy	1				
				Apply the knowledge of developmental theories to discuss the degree of development			2		
				Identify the determinants of rural development			2		

				in India			
16MB62G1	Management of Agricultural & Rural Development in India	3-0-0	3	Understand and explain the important areas of management for the development of Agricultural sector in India	1		2
				Understand and explain the important areas of management for the development of Rural sector in India	1		
				Apply the knowledge of managerial function like planning, organizing, controlling to discuss the management model for the development agriculture and rural sector	2		

	PHA	ARMACI	EUTI	CAL M	Evaluate the role of Government in Agriculture and Rural development		2		
16MB61P0	Pharmaceutical Marketin Management	ng	3- 0- 0	3	Apply key marketing concepts, theories and techniques for analysing a variety of marketing situations in pharmaceutical Industry.	2			1
					Implement marketing planning for STP, product related strategie for Pharmaceutical products	2			
					Impart the implications for marketing strategy determination and implementation of price, distribution			1	

				and promotion				
						2	1	
16MB62P1	Advanced Pharmaceutical Marketing Management	3- 0- 0	3	Apply advanced marketing practices to physicians in pharmaceutical industry.		2	1	2
				Apply advanced marketing practices to Patients in pharmaceutical industry		2		
				Identify the demand for pharmaceutical products based on marketing research			1	
				product become an expert Ethical considerations in the marketing of pharmaceutical Products			1	
	B	USINESS	ANAL	YTICS				
16MB61A0	Overview of Business Analytics	3-0-0	3	Apply quantitative modeling and data analysis techniques to the solution of real world business	1	1		1

T	1	I		1 1	1		1	1	1	\neg
				problems,						
				communicate findings,						
				and effectively present						
				results using data						
				visualization						
				techniques						
				Apply ethical practices						
				in everyday business						
				activities and make						
				well-reasoned ethical						
				business and data	_	4				
				management decisions.	1	1				
				Demonstrate						1
				knowledge of						
				statistical data analysis						
				techniques utilized in						
				business decision						
				making.					2	
				Apply principles of						+
				Data Science to the						
				analysis of business						
				problems and also Use						
				data mining software						
				to solve real-world						
				problems.		1			2	
			3	Compute the			\vdash			2
			,	regression model						
	Advanced Business			for time series data						
16MB62A1	Analytics			that has correlation						
	Allalytics			within itself.						
		3-0-0		within itself.	1		1			
		3-0-0		Ontimica hyainasa			$\vdash\vdash$	-		+
				Optimise business situations where two	1					
				situations where two						

		variables do not move in a linear fashion.				
		Test hypothesis for experiments involving				
		different treatments		1		3
		Group data points dynamically based on the similarities among the members of each				
		group				3