



## **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
6. 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



# 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.

## **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

.

## **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	MISSION			
	M1	M2	M3	M4
PEO 1		✓		
PEO 2	✓			
PEO 3	✓	✓	✓	✓

**MBA PROGRAM**  
**PEOS VS GOALS MAPPING**

PEO	GOALS						
	GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5	GOAL 6	GOAL 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.**

Local Needs identified as per policy document of APIIC		Regional Needs as per policy documents of APIIC & Telangana Industrial policy		National Needs as per policy documents of CII, NSDC, Planning commision,UGC		Global Needs as per policy documents of US O*NET, World 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	Designing Investor friendly policies	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		LOCAL NEEDS				REGIONAL NEEDS				NATIONAL NEEDS				GLOBAL NEEDS			
		L1	L2	L3	L4	R1	R2	R3	R4	N1	N2	N3	N4	G1	G2	G3	G4
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.			√		√	√						√			√	

## PROGRAM OUTCOMES (PO's)

<b>PO Number</b>	<b>Description</b>
<b>a</b>	<b>Core Business Knowledge</b> -Able to synthesize the knowledge, management skills, and tools acquired in the program, which will be helpful to shape the organizations effectively.
<b>b</b>	<b>Career Planning and Decision Making</b> -Able to excel in their chosen career paths, by learning on how to live, adapt and manage business environmental change through decision making.
<b>c</b>	<b>Critical Thinking and Leadership</b> - 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.
<b>d</b>	<b>Manager &amp; Society</b> - Able to emerge as efficient managers equipped with innovation, rationality and application oriented decision-making in the context of the ever-changing business environment.
<b>e</b>	<b>Team Building &amp;Business Communication</b> - Able to communicate effectively and to perform different roles efficiently as an individual or in a team in multi-disciplinary streams with entrepreneurial edge.
<b>f</b>	<b>Business perspective and Sustainability</b> - Able to gain an understanding of professional, legal, financial, marketing, production & operational activities, logistics, ethical, social issues and responsibilities
<b>g</b>	<b>Application of Statistical and Analytical tools</b> - 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**

<b>PO</b>	<b>PEO</b>		
	<b>PEO 1</b>	<b>PEO 2.</b>	<b>PEO 3</b>
<b>a</b>	✓		✓
<b>b</b>	✓	✓	✓
<b>c</b>		✓	
<b>d</b>			✓
<b>e</b>		✓	
<b>f</b>	✓		
<b>g</b>	✓		✓



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

Courses introduced as per Local Needs		Courses introduced as per Regional Needs		Courses 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		G1	
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 (17MB61 U6)
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 (17MB61 U6), Business Analytics in Finance -II (17MB62U7)

**KLU BUSINESS SCHOOL  
MBA PROGRAM  
CO-PO ARTICULATION MATRIX AY 2017-18**

S.No	Course code	Course Name	L-T-P	Cr	Course Outcomes	PO							PSO	
						a	b	c	d	e	f	g	1	2
<b>I</b>														
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						



					strategy determination and implementation of price, distribution and promotion.										
					Apply conceptual frameworks of advance marketing						3				2
6	17MB51C5	Organizational 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		
8	17HS113	Soft Skills for Managers	2-0-2	3	Participate in the campus selection process with special focus on aptitude and GD.	1									
					Prepare himself/herself for the campus Interviews.	1				3					
					Develop professional behaviour for entry into the professional					3					

					world.										
					Think logically and solve problems in professional life.					3					
1	17MB52C0	Human Resource Management	3-0-0	3	Integrated perspective on role of HRM in modern business			2							2
					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					
2	17MB52C1	Financial Management	2-2-0	4	To gain a knowledge on availability of various sources of finance and markets for raising of funds.	2									
					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	Apply quantitative modeling 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								





					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	3-0-0	3	Understand the concepts, components and levels of strategic management	1	2							1	
					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	Analyze international factors that affect business decisions.		1	2						1	
					Practice regional economic integration and political integration.		1								
					Analyse issues involved in managing International finance and HR			2							



					marketing.										
3	16MB62C2	Entrepreneurship			Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development			2							1
			3-0-0	3	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					

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				

					concepts to analyze 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					3				
					Create better marketing programs and strategies basing on the knowledge of consumer behavior.				1					
2	17MB61M1	Services Marketing	3-0-0	3	Implement the best practices of the Services Marketing				2				1	
					Apply knowledge of Customer Relationship techniques in the corporate world				2					
					Analyze, interpret and solve problems in service Recovery.					3				
					Perform lifelong learning and professional development to enrich the services marketing strategies.				2	3				
3	17MB61M2	B2B Marketing	3-0-0	3	Implement the applications, challenges		2						1	

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

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

					Describe and analyze Brand Portfolio and how it can be built and developed.						2			
					Evaluate sources of “Brand equity” as well as outcomes of “Brand equity”.						2			
8	17MB62M7	Customer Relationship Management	3-0-0	3	Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.				2					1
					Implement how CRM 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.			1	2					
					Implement various technological tools for				2					

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

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

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

S.N o.	Course code	Course Name	L-T-P	Cr	Course Outcomes	PSO								
						a	b	c	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					3				
					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						
5	17MB62H4	Compensation Management (Pre-requisite:	3-0-0	3	Recognize how pay decisions help the organization achieve a competitive advantage.					3			1	

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







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

					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				1					
					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				1					
					Able to learn skills in company's talent management decisions.							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		
DIGITAL 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 strategies and implement them							3					
					Make decisions in terms of budgeting and media buying							3					
2	17MB61K1	Search Engine Optimization	3-0-0	3	Understand the basics of Search Engine Optimization				2								2
					Understand how to customize search engine for target groups				2								
					Evaluate new keywords for their respective business websites							3					
					Evaluate and improve the visibility of websites and increase the website traffic							3					
			3-0-0	3	Understand the principles benefits of affiliate marketing		2										2
3	17MB61K2	Affiliate Marketing			Identify which types of affiliates are best for a particular business				3								
					Learn how to develop an effective affiliate marketing strategy				2								
					Apply a well-planned affiliate marketing program				1								

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				2					
					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				3					
8	17MB62K7	Digital PR & Corporate Communication	3-0-0	3	Understand the growing importance of communication in corporates		2							2
					Contribute to the planning of PR & Corporate communication		3							





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

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



					challenges of documentation and insurance for international Business Organizations												
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<b>HEALTH CARE</b>																	
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				















