

S. NO.	Course Code	Course Name	Course Outcome (CO's) - Description
1	MBA101	Accounting for Managers	<p>CO1: Understand and get acquainted with the concept of Financial, Cost and Management Accounting.</p> <p>CO2: Apply the principles of accounting and learn how to prepare financial statements in accordance with generally accepted accounting principles.</p> <p>CO3: Apply the knowledge and develop thinking about analysis and interpretation of financial data.</p> <p>CO4: Analyze and develop the ability to support decision-making, formulate recommendations, and enhance business performance.</p> <p>CO5: Evaluate the financial data and develop the ability to Control the cost through Budgetary Control & Standard Costing.</p>
2	MBA102	Self and Group Dynamics	<p>CO1: Explain key aspects of self, including self-esteem and self-concept.</p> <p>CO2: Analyze behavior using perception and motivation theories.</p> <p>CO3: Apply group dynamics and Team Building for Group development.</p> <p>CO4: Analyze Informal Groups and Decision-Making techniques.</p> <p>CO5: Evaluate conflict management and organizational culture to propose effective solutions.</p>
3	MBA103	Marketing Management	<p>CO1: Understanding Marketing Phases of marketing and identifying core concepts related to product classification, development, and branding.</p> <p>CO2: Analyse pricing strategies by evaluating internal and external factors affecting pricing decisions.</p> <p>CO3: Design appropriate marketing channel strategies by applying knowledge of channel levels, functions, and logistics.</p> <p>CO4: Evaluate and differentiate between various channels of distribution to take effective logistics decisions.</p> <p>CO5: Develop and assess a product-level marketing plan including strategy, execution, and control mechanisms.</p>
4	MBA104	Managerial Economics	<p>CO1: Understand the fundamental concepts of economics, including micro and macroeconomics, and their application in managerial decision-making.</p> <p>CO2: Explain the concepts of utility and demand analysis to gain informed insights into consumer behaviour.</p> <p>CO3: Analyze the relationship between supply, production costs, and market equilibrium for effective resource management.</p>

			<p>CO4: Evaluate various revenue models and pricing policies to formulate optimal pricing decisions in different market conditions.</p> <p>CO5: Compare and contrast different market structures and their implications for price-output decisions and competition strategies.</p>
5	MBA105	Business Statistics and Decision Science	<p>CO1: Understand fundamental concepts and applications of statistics in business decision-making.</p> <p>CO2: Apply tools of advanced statistics such as non-parametric tests and regression techniques.</p> <p>CO3: Use sampling techniques and apply inferential statistics to make data-driven decisions.</p> <p>CO4: Utilize spreadsheet software and statistical packages for data analysis and decision modeling.</p> <p>CO5: Understand key concepts of data science and use predictive analytics for solving business problems.</p>
6	MBA106	Legal Aspect of Business	<p>CO1: Interpret the essential elements of a valid contract and the legal implications of breach of contract and quasi contracts.</p> <p>CO2: Apply the principles of the Sale of Goods Act, 1930 to determine the legality of sales transactions.</p> <p>CO3: Analyze the structure and legal requirements of company formation under the Companies Act, 2013, and evaluate their relationship with regulatory and labor law provisions.</p> <p>CO4: Evaluate the impact of key financial and regulatory frameworks.</p> <p>CO5: Evaluate a structured approach to resolve consumer disputes</p>
7	MBA107	Managerial Communication I	<p>CO1: Identify key elements, channels, forms, and dimensions of communication.</p> <p>CO2: Explain the importance of communication and listening skills for managers, including the principles of effective and persuasive communication.</p> <p>CO3: Demonstrate effective writing and speaking techniques in various managerial contexts.</p> <p>CO4: Analyze barriers to communication and listening, and propose strategies to overcome them in professional settings.</p> <p>CO5: Evaluate communication practices across cultures and design strategies for effective cross-cultural and intercultural business communication.</p>
8	MBA108	Introduction to Microsoft Suite I	<p>CO1: Recognize and explain the functions of different styles and paragraph formatting in Microsoft Word.</p> <p>CO2: Demonstrate the use and utility of functions and formulas on excel spreadsheet.</p> <p>CO3: Demonstrate the knowledge of organizing and displaying large amounts and complex data in charts.</p>

			<p>CO4: Apply and use formulas, creating charts and graphs that can easily explain or simplify complex information or data.</p> <p>CO 5: Develop a basic website using Google Sites, applying design principles and functionality for effective web presentation.</p>
10	MBA109	Aptitude Skills and Quantitative Analysis I	<p>CO1: Solve problems on time, speed, distance, time and work, and mensuration using basic and shortcut techniques.</p> <p>CO2: Apply concepts of simple and quadratic equations to quantitative problem-solving.</p> <p>CO3: Interpret data and solve logical reasoning problems including syllogisms, calendars, and puzzles.</p> <p>CO4: Analyze and respond to verbal reasoning questions such as paragraph completion, analogies, and vocabulary.</p> <p>CO5: Improve comprehension and critical reading skills through focused reading exercises.</p>
11	MBA110P	Live Projects	<p>CO1: Demonstrate awareness of business operations through direct observation and reflection.</p> <p>CO2: Apply theoretical knowledge in real-world business environments.</p> <p>CO3: Identify key challenges and innovations in cooperative and industrial sectors.</p> <p>CO4: Develop analytical and reporting skills through documentation and presentation of project findings.</p> <p>CO5: Collaborate effectively during field visits and communicate insights during the viva-voce</p>
12	MBA111P	CAP (Company Analysis Project) I	<p>CO1: Identify and recall fundamental elements of an industry, including its structure, key players, market shares, and geographic distribution.</p> <p>CO2: Explain the nature of competition, classification of industry players and key branding and pricing strategies.</p> <p>CO3: Examine demand-supply dynamics, capacity utilization, regulatory policies, and their impact on top and bottom players within the industry.</p> <p>CO4: Assess the influence of external environmental factors such as government initiatives, CSR practices, and regulatory actions on industry performance.</p> <p>CO5: Develop a comprehensive industry analysis report that synthesizes internal and external variables, offering strategic insights and recommendations for stakeholders.</p>
13	MBA112P	Knowing Self and others	<p>CO1: Demonstrate self-awareness and emotional intelligence through assessments and reflective practices.</p> <p>CO2: Apply personality, perception, and leadership theories to enhance communication and decision-making in managerial contexts.</p>

			<p>CO3: Analyze and resolve interpersonal conflicts using structured frameworks and role-play simulations.</p> <p>CO4: Communicate effectively in professional settings through reports, presentations, and public speaking activities.</p> <p>CO5: Design personal development plans focusing on stress management, time optimization, and long-term career goals.</p>
14	MBA113P	<p>Indian Ethos and Leadership: Learning Management Through Bhagwat Geeta</p>	<p>CO1: Understand and explain key educational and life skill philosophies presented in the Bhagwat Geeta, highlighting their relevance to modern management and leadership contexts.</p> <p>CO2: Analyze and interpret selected verses from the Bhagwat Geeta to derive insights into ethical decision-making, emotional intelligence, and personal development.</p> <p>CO3: Compare and contrast Indian ethos and life skills rooted in the Bhagwat Geeta with Western educational theories and leadership principles.</p> <p>CO4: Apply leadership and management lessons from the Bhagwat Geeta to contemporary challenges in personal and professional life through case studies and presentations.</p> <p>CO5: Demonstrate the ability to reflect upon and present philosophical ideas from the Bhagwat Geeta through structured self-reports and viva-voce assessments.</p>
15	MBA201	<p>Financial Management</p>	<p>CO1: Understand the scope, functions, and Objective of financial management, and the role of finance in organizational decision-making.</p> <p>CO2: Analyze and interpret corporate financial statements using key financial analysis tools and techniques.</p> <p>CO3: Assess and manage working capital and identify factors influencing working capital requirements.</p> <p>CO4: Examine capital structure theories and cost of capital; understand the concept of leverage in financial decision-making.</p> <p>CO5: Apply capital budgeting techniques and the concept of time value of money to evaluate long-term investment decisions.</p>
16	MBA202	<p>Human Resource Management</p>	<p>CO1: Understand the fundamental principles of managing people in organizations, HR strategies, and contemporary challenges in HRM.</p> <p>CO2: Analyze the processes of talent acquisition, job analysis, recruitment, selection, and performance management strategies.</p> <p>CO3: Evaluate employee development techniques and HR systems.</p> <p>CO4: Assess the dynamics of industrial relations, dispute resolution mechanisms, and international HRM practices.</p> <p>CO5: Explore key HRM trends like HR analytics, digital transformation, and ethical workforce practices.</p>

17	MBA203	Consumer Behavior	<p>CO1: Understand key terminologies and concepts of consumer behavior.</p> <p>CO2: Explain consumer personality, attitudes, and the impact of cultural influences on buying decisions.</p> <p>CO3: Identify and apply individual and environmental determinants in consumer decision-making processes.</p> <p>CO4: Analyze consumer decision-making models by evaluating consumer satisfaction, risk perceptions, and post-purchase behavior.</p> <p>CO5: Assess the effectiveness of organizational buying behavior using case studies and research tools.</p>
18	MBA204	Business Environment: India and the World Economy	<p>CO1: Understand the components of the business environment for environmental analysis.</p> <p>CO2: Analyze the role of RBI, monetary and fiscal policies, and understand the economic and political framework including the MSME sector.</p> <p>CO3: Interpret the impact of technological changes, technology transfer, and intellectual property rights on business operations.</p> <p>CO4: Assess the influence of regional trade associations on market creation and India's strategic involvement.</p> <p>CO5: Evaluate international trade dynamics and the role of global institutions in shaping business policies.</p>
19	MBA205	Operations and Supply Chain Management	<p>CO1: Understand the concept of operations and supply chain management.</p> <p>CO2: Evaluate importance of operational process in supply chain management.</p> <p>CO3: Analyze different types of production processes and facility layout suitable for manufacturing different categories of products and how different processes could be analyzed with the help of process flow charts.</p> <p>CO4: Evaluate process of inventory planning and control systems.</p> <p>CO5: Examine the process of supply chain management.</p>
20	MBA206	Business Ethics & Corporate Governance/Law	<p>CO1: Explain the relevance of ethics, values, and spiritual dimensions in managerial behavior and business decision-making.</p> <p>CO2: Apply the principles of corporate governance and values-based leadership to promote organizational excellence and employee wellbeing.</p>

			<p>CO3: Analyze the evolution and moral rationale of CSR practices in national and international business contexts.</p> <p>CO4: Evaluate the ethical challenges in corporate governance, marketing, technology, and CSR using global standards and frameworks.</p> <p>CO5: Assess environmental challenges and opportunities through the lens of environmental ethics and social justice in business.</p>
21	MBA207	Managerial Communication II	<p>CO1: Identify key principles of effective presentations and types of professional interviews, including selection, appraisal, and exit interviews.</p> <p>CO2: Explain the role of audience analysis, body language (kinesics), and communication styles in delivering impactful presentations and interviews.</p> <p>CO3: Demonstrate the ability to plan, structure, and deliver both individual and group presentations using appropriate audiovisual aids and time management techniques.</p> <p>CO4: Analyze verbal and non-verbal cues in interview and presentation settings to assess their impact on audience perception and self-presentation.</p> <p>CO5: Design and conduct professional-level presentations and mock interviews tailored to specific contexts, audiences, and communication goals.</p>
22	MBA208	Advanced MS Excel and R Programming	<p>CO1: Construct simple Pivot Tables from raw data to summarize and organize information.</p> <p>CO2: Write and execute VBA programs to automate tasks and improve productivity within Office applications.</p> <p>CO3: Demonstrate an understanding of R programming syntax and data types and Perform statistical analysis and data manipulation using R.</p> <p>CO4: Create visualizations and reports using R and Construct appropriate charts using R Programming</p> <p>CO5: Construct bar charts and dot plots to visually represent categorical data and interpret the results to gain insights.</p>
23	MBA209	Aptitude Skills and Quantitative Analysis II	<p>CO1: Solve problems on time, speed, distance, time and work, and mensuration using basic and shortcut techniques.</p> <p>CO2: Apply concepts of simple and quadratic equations to quantitative problem-solving.</p> <p>CO3: Interpret data and solve logical reasoning problems including syllogisms, calendars, and puzzles.</p> <p>CO4: Analyze and respond to verbal reasoning questions such as paragraph completion, analogies, and vocabulary.</p> <p>CO5: Improve comprehension and critical reading skills through focused reading exercises.</p>

24	MBA210P	Social Well-being Project	<p>CO1: Identify key concepts, functions, and stakeholders involved in NGOs and CSR activities.</p> <p>CO2: Explain the roles and responsibilities of NGOs and CSR departments in promoting social welfare and sustainable development.</p> <p>CO3: Illustrate how CSR initiatives and NGO programs are implemented to address specific social or environmental issues.</p> <p>CO4: Compare the strategies used by NGOs and corporations to drive social impact, highlighting best practices and challenges.</p> <p>CO5: Assess the effectiveness and ethical implications of various CSR and NGO-led interventions in real-world case studies.</p>
25	MBA211P	CAP (Company Analysis Project) II	<p>CO1: Understand the structure and competitive landscape of key sectors through company profiling and industry overview.</p> <p>CO2: Analyze promoters' background, management ethos, and corporate governance practices with reference to Indian industry.</p> <p>CO3: Evaluate financial performance and apply ratio analysis techniques to assess company profitability and growth.</p> <p>CO4: Examine recent developments and technological changes.</p> <p>CO5: Apply integrated insights to develop a comprehensive company analysis report addressing real-world industry challenges.</p>
26	MBA212P	Knowing Self and Others	<p>CO1: Understand the role of interpersonal behavior, communication styles, and leadership presence in professional settings.</p> <p>CO2: Analyze personality dynamics, team synergy, and communication barriers to foster group alignment and effective collaboration.</p> <p>CO3: Design inclusive and feedback-oriented activities that enhance mutual understanding and teamwork.</p> <p>CO4: Conduct structured presentations and idea-sharing sessions using persuasive speaking, body language, and peer-based evaluation.</p> <p>CO5: Prepare a personalized leadership and communication development plan integrating reflective insights and actionable goals.</p>
27	MBA213P	Indian Ethos and Leadership: Leadership Lessons by Chanakya	<p>CO1: Explain the core principles of Indian ethos and leadership as propounded by Chanakya.</p> <p>CO2: Apply Chanakya's leadership strategies to contemporary interpersonal and organizational scenarios.</p> <p>CO3: Analyze the relevance of Chanakya's teachings in enhancing managerial effectiveness in the modern business context.</p>

			<p>CO4: Evaluate different leadership models by comparing them with Chanakya's principles to identify effective leadership traits.</p> <p>CO5: Demonstrate the application of Chanakya's life skills philosophy in personal and professional decision-making situations.</p>
28	MBA301	Research Methodology for Business Decision	<p>CO1: Understand the concepts, nature, and types of research in the context of business decisions.</p> <p>CO2: Design and differentiate among various types of research designs.</p> <p>CO3: Apply appropriate techniques for measurement, scaling, and sampling in research.</p> <p>CO4: Analyze and interpret different types of data using appropriate statistical tool.</p> <p>CO5: Demonstrate skills in data interpretation, report writing, and the use of research software tools.</p>
29	MBA302 P	Summer Internship Assessment	<p>CO1: Explain the structure, culture, and functional areas of the host organization.</p> <p>CO2: Identify a management problem/opportunity area and formulate relevant research/internship Objective in consultation with the organization.</p> <p>CO3: Apply relevant management theories and tools to analyze the business problem and operational practices.</p> <p>CO4: Collect and analyze qualitative or quantitative data to derive insights supporting the problem resolution or business improvement.</p> <p>CO5: Compile and present findings in a structured internship report, critically reflecting on the learning experience and its contribution to professional development.</p>
30	MBA303	Marketing to Emerging Markets & Bottom of the Pyramid	<p>CO1 Examine the structure and dynamics of emerging markets with reference to sectors relevant to India.</p> <p>CO2 Assess the opportunities and challenges in emerging market, emphasizing the Indian business environment.</p> <p>CO3 Evaluate marketing strategies and ethical perspectives for Bottom of the Pyramid (BOP) markets.</p> <p>CO4 Design actionable marketing strategies for BOP segments in India and similar emerging markets.</p> <p>CO5 Formulate strategic responses to macro-environmental challenges in Indian BOP markets.</p>
31	MBA304	Retail Marketing	<p>CO1: Understand core concepts, functions, and the evolving nature of retail marketing in the global and Indian context.</p> <p>CO2: Analyze retail marketing strategies, segmentation methods, and store formats to support strategic retail decisions.</p> <p>CO3: Evaluate efficient retail administrative systems to enhance store operations.</p>

			<p>CO4: Examine effective retail communication and pricing programs, and evaluate their role in influencing consumer behavior.</p> <p>CO5: Explain the role of customer relationship management strategies and integrate emerging technologies to address future retail trends.</p>
32	MBA305	Competency Based Human Resource Management System	<p>CO1: Explain the fundamentals of Performance Management Systems and the concept of competencies.</p> <p>CO2: Apply the principles of competency development to construct appropriate competency models for different organizational roles.</p> <p>CO3: Analyze the procedures and tools used in competency mapping and evaluate their effectiveness in various HR functions.</p> <p>CO4: Evaluate the role of competency-based systems in driving career progression, succession planning, and fostering a competency-driven organizational culture.</p> <p>CO5: Assess the impact of competency-based training, coaching, and counselling interventions on employee performance and development.</p>
33	MBA306	Employee Relations and Labour Legislations	<p>CO1: Summarize the facts about the Employee Relations.</p> <p>CO2: Understand the basic of the Factories Relations.</p> <p>CO3: Apply the legislation related to Employee Relations.</p> <p>CO4: Analyze the legislation governing Unions and wages.</p> <p>CO5: Evaluate the safety and security legislation governing working environment.</p>
34	MBA307	International Finance	<p>CO1: Understand the fundamental concepts of international finance and global financial institutions.</p> <p>CO2: Analyze the structure and functioning of foreign exchange markets.</p> <p>CO3: Evaluate the types of international financial transactions and instruments.</p> <p>CO4: Examine the legal and taxation frameworks affecting international financial activities.</p> <p>CO5: Apply international financial reporting standards and risk management strategies in global financial decision-making.</p>
35	MBA308	Commodities Markets	<p>CO1: Understand the fundamentals of commodities, derivative instruments, regulatory structures, and the evolution of commodity exchanges in India and globally.</p> <p>CO2: Analyze the design, pricing, and trading mechanisms of commodity forwards, options, and futures in both agricultural and non-agricultural markets.</p> <p>CO3: Apply basic principles of hedging, speculation, and arbitrage using commodity futures in practical scenarios.</p>

			<p>CO4: Analyse the trading, clearing, and settlement mechanisms in commodity derivatives markets, including risk management processes.</p> <p>CO5: Conduct technical and fundamental analysis of commodities using tools such as trend lines, price-volume relationships, and market indicators.</p>
36	MBA309	Social Media, Web & Text Analytics	<p>CO1: Understanding the foundations of the analytical approach to measuring and interpreting social data.</p> <p>CO2: Explain the application of social analytics frameworks to evaluate success on digital platforms.</p> <p>CO3: Applying core principles of web analytics to real-time business and marketing scenarios.</p> <p>CO4: Analysing web analytics data to derive strategic insights for performance optimization.</p> <p>CO5: Evaluating methods for processing and interpreting text data using advanced text analytics techniques.</p>
37	MBA310	Digital Marketing	<p>CO1: Understand the structure and planning of digital marketing</p> <p>CO2: Analyze various banking technologies like ATMs, mobile and internet banking.</p> <p>CO3: Examine and manage various digital marketing campaigns.</p> <p>CO4: Create and develop various marketing strategies includes content creation and channel management</p> <p>CO5: Evaluate various email marketing strategies using automation tools and segmentation and content creation techniques.</p>
38	MBA311	Insurance Laws and Regulation	<p>CO1: Understand key terminologies used in Insurance Law.</p> <p>CO2: Explain the Regulatory Framework of Insurance and role of insurance law in national development.</p> <p>CO3: Apply principles of life insurance in life insurance contracts.</p> <p>CO4: Analyse various general insurance products and procedures.</p> <p>CO5: Assess international insurance contracts and conventions related to maritime and nuclear disaster insurance.</p>
39	MBA312	Marketing of Financial Services	<p>CO1: Understand the basic concepts and structure of the banking system in India.</p> <p>CO2: Explain the evolution, concept, and functionality of e-banking in the modern financial ecosystem.</p> <p>CO3: Apply the knowledge of Corporate consultancy and evaluate various investment opportunities.</p> <p>CO4: Analyse the emerging global trends and service offerings in wealth management from both Indian and international perspectives.</p> <p>CO5: Evaluate marketing strategies and interpret consumer behaviour patterns in financial services.</p>

40	MBA313	Healthcare Analytics and Total Quality Management	<p>CO1: Recall the fundamental concepts of healthcare data analytics and its applications in biomedical and clinical domains.</p> <p>CO2: Explain the concepts and implementation methods of Total Quality Management (TQM) in healthcare.</p> <p>CO3: Interpret basic and advanced quality control tools for process monitoring in healthcare services.</p> <p>CO4: Demonstrate the ability to implement quality standards, audits, and documentation processes in healthcare.</p> <p>CO5: Apply knowledge of current trends and accreditation systems to improve quality in healthcare organisations.</p>
41	MBA314	Fundamental of Pharma and Healthcare	<p>CO1: Understand the fundamental concepts of the pharmaceutical industry and the evolving nature of the healthcare sector.</p> <p>CO2: Explain the structure and planning of health systems in India.</p> <p>CO3: Understand human resource functions within pharmaceutical and healthcare organisations.</p> <p>CO4: Apply marketing principles to design effective marketing strategies in the pharmaceutical and healthcare sectors.</p> <p>CO5: Analyse emerging models and technologies in the pharma and healthcare industry advancement.</p>
42	MBA315	Global Business Environment	<p>CO1: Understand the components of the international business environment including socio-cultural, political, and technological factors.</p> <p>CO2: Evaluate the impact of international monetary systems and foreign exchange mechanisms on global business strategies.</p> <p>CO3: Design an investment strategy incorporating the significance of FDI, M&A, and global capital instruments for international expansion.</p> <p>CO4: Conduct a country risk analysis considering political, socio-cultural, and economic risks for MNCs operating globally.</p> <p>CO5: Prepare a strategic framework for enhancing global competitiveness through international operations, HRM, and protection of intellectual assets.</p>
43	MBA316	Cross Cultural issues in International Management	<p>CO1: Understand the foundational concepts of cross-cultural Management and issues.</p> <p>CO2: Explain the dynamics of communication across cultures and their application in international management scenarios.</p> <p>CO3: Identify and apply key models used in comparative international management for business decision-making.</p> <p>CO4: Analyse motivational strategies across cultures in the context of international management.</p>

			CO5: Evaluate cultural dimensions and their implications on HRM practices in international business contexts.
44	MBA317	Logistics Management	CO1: Describe the fundamental principles, systems, and strategies in logistics and their significance in supply chains. CO2: Examine the logistics infrastructure and evaluate its integration with communication and transportation networks. CO3: Design effective multimodal transport and logistics service models based on operational requirements. CO4: Conduct an evaluation of logistics service providers using IT tools and standards in warehousing and inventory management. CO5: Prepare an efficient warehousing, handling, and picking system aligned with modern logistics and inventory strategies.
45	MBA318	Sustainable Supply Chains	CO1: Understand the core concepts and practices of sustainable supply chains in real-world scenarios. CO2: Apply sustainable supply chain principles like closed-loop systems, reverse logistics in supply chain management. CO3: Analyze the environmental costs of logistics and assess carbon foot printing methods. CO4: Evaluate sustainability performance indicators across economic, environmental, and social dimensions to monitor and improve supply chain practices. CO5: Design innovative and sustainable procurement strategies by evaluating emerging technologies like IoT, AI, Block chain management.
46	MBA319	Start Up and New Venture Management	CO1: Analyze the behavior and motivations of an entrepreneur. CO2: Conduct market analysis to identify customer needs and preferences. CO3: Develop a comprehensive financial roadmap for entrepreneurial ventures. CO4: Evaluate various board models to determine their suitability for different ventures. CO5: Compose a detailed business plan to effectively communicate the value of a new venture to customers, investors, and other stakeholders.
47	MBA320	Managing Innovation	CO1: Understand the key concepts of innovation, creativity, and their relevance across sectors with a focus on the Indian context. CO2: Analyze economic and management theories of innovation and understand knowledge creation and diffusion. CO3: Evaluate static and dynamic innovation models to assess innovation strategies and technological change.

			<p>CO4: Apply innovation management techniques including design thinking, idea generation, and co-creation.</p> <p>CO5: Develop and assess business models and strategies for innovation marketing, sustainability, and intellectual property management.</p>
48	MBA321	Real Estate Economics	<p>CO1: Explain the economic concepts and principles that influence residential land markets.</p> <p>CO2: Apply the concepts of residential development and Industrial Location</p> <p>CO3: Use theories of office location and retail development.</p> <p>CO4: Analyze the relationship between local government policies, property taxes, land market regulations, and housing demand.</p> <p>CO5: Analyze non-residential property markets to forecast trends in housing and commercial space markets.</p>
48	MBA322	Affordable Housing	<p>CO1: Explain the importance of housing in social, cultural, and economic development.</p> <p>CO2: Assess the housing stock, quality, and trends in housing markets in India.</p> <p>CO3: Apply knowledge of various housing development programs in India.</p> <p>CO4: Analyze the institutional framework for housing development in India.</p> <p>CO5: Analyze formal and informal housing finance systems.</p>
50	MBA323	Basic Business Analytics Using R	<p>CO1: Understand the key concepts and significance of business analytics and its role in decision-making.</p> <p>CO2: Analyze business scenarios to identify appropriate analytics applications across various domains.</p> <p>CO3: Design analytical solutions using fundamental R programming techniques and data import tools.</p> <p>CO4: Conduct data processing and manipulation using appropriate data types, structures, and control statements in R.</p> <p>CO5: Prepare effective data visualizations and graphical representations using R's visualization tools and libraries.</p>
51	MBA324	Data Mining	<p>CO1: Explain the fundamental concepts and need of Big Data.</p> <p>CO2: Apply appropriate data preprocessing techniques to prepare datasets for Big Data Analytics.</p> <p>CO3: Develop and evaluate classification models for real-world business applications.</p> <p>CO4: Analyze and validate clustering results</p> <p>CO5: Analyze association patterns, sequential patterns, and anomalies</p>
52	MBA325	Contemporary	<p>CO1: Understand and explain the nature and various approaches to the study of politics</p>

		Political Theory	CO2: Apply the theories of the state (Liberal, Neo-Liberal, Marxist, Pluralist, Post-Colonial, and Feminist). CO3: Apply key political ideologies. CO4: Analyze classical and contemporary models of democracy. CO5: Analyze the meaning and definitions of justice and evaluate various theories of justice.
53	MBA326	International Relations	CO1: Explain and compare the major theories and approaches to International Relations. CO2: Apply key concepts such as power, national interest, and ideology. CO3: Analyze the complexities of nuclear proliferation, disarmament, and the various strategies for conflict resolution. CO4: Assess the global challenges related to environmental issues and gender in international relations. CO5: Assess the role and functions of the United Nations in addressing global issues.
54	MBA327	Ethical and Regulatory affairs in Pharmaceutical Management	CO1: Understand ethical principles and social responsibility in pharmaceutical management. CO2: Explain corporate governance, regulatory ethics, and diversity in pharma organisations. CO3: Apply GMP, GLP, GALP, and GDP to ensure compliance and safety in pharma. CO4: Apply documentation standards and regulatory filings (IND, NDA, ANDA) in drug development. CO5: Analyse dossier strategies and clinical trial processes for regulatory alignment in the pharma industry.
55	MBA328	Intellectual Property Rights in Pharma	CO1: Understand Intellectual Property Rights (IPR) in pharma and their role in business strategy. CO2: Explain patent application procedures for innovation and IP protection in pharma. CO3: Understand the role of patents in technological growth for the pharma business. CO4: Apply the impact of treaties on global IPR, especially in Indian pharma. CO5: Analyse HR needs and ethical aspects in IPR and identify global bodies supporting IP skills and ethics in pharma.
56	MBA401	Exploring Small and Home Business	CO1. Develop a plan for launching new products, considering market research, promotional strategies, and customer engagement techniques. CO2. Identify the fundamental concepts of small business management and recognize its role in the broader economic context. CO3. Identify and analyze the key challenges faced by family businesses, including succession planning,

			governance, and balancing family dynamics with business goals. CO4. Analyze which funding source is most suitable for a specific small business and home business CO5. Establish SMART goals and identify SWOT to outline actionable steps.
57	MBA402	Strategic Management and Business Analytics.	CO1: Analyze the process of strategic management, design organizational structures, and understand the scope and boundaries of firms. CO2: Evaluate diversification strategies including mergers, acquisitions, franchising, and strategic alliances. CO3: Assess global strategies, including global integration, national differentiation, and international value chains. CO4: Apply foundational analytics concepts to business decision-making using key frameworks and articles. CO5: Utilize data mining tools such as XLMiner and Excel for classification, regression, and optimization in uncertain environments.
58	MBA403	Project Work/Dissertation	CO1: Develop and exhibit applied and theoretical knowledge in the field of management and business administration. CO2: Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, and marketing management. CO3: Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters. CO4: Identify ethical issues/problems in business organizations and reach decisions within ethical framework. CO5: Summarize the main arguments and findings through a published research papers.
59	MBA404	Marketing Analytics	CO1: Understand the fundamental concepts, types, and processes of Marketing Analytics. CO2: Apply forecasting and pricing models to support data-driven marketing decisions. CO3: Analyze customer profitability and differentiate strategies for sales and distribution using analytics tools. CO4: Evaluate retail analytics techniques to improve sales performance and strategic resource allocation. CO5: Design and implement digital and social media analytics strategies to enhance marketing campaign outcomes.
60	MBA405	Marketing of High	CO1: Understand the key concepts and frameworks of high-technology marketing.

		Technology	<p>CO2: Analyze high-tech marketing research tools such as concept testing, conjoint analysis.</p> <p>CO3: Evaluate pricing strategies for high-tech product using 3Cs, behaviour economics.</p> <p>CO4: Examine place and distribution strategies in high tech markets including hybrid channels, green logistics.</p> <p>CO5: Create comprehensive promotional strategies needed for high tech markets.</p>
61	MBA406	HR Analytics	<p>CO1: Explain the evolution of Industry 4.0 and the role of emerging technologies in shaping HR functions.</p> <p>CO2: Apply contemporary HR analytics frameworks and predictive tools to address real-world HR challenges.</p> <p>CO3: Analyze how HR analytics can be used for strategy formulation and workforce planning.</p> <p>CO4: Evaluate the impact of HR analytics on fostering innovation and achieving measurable business outcomes.</p> <p>CO5: Critically assess best practices and case studies to identify success factors in the implementation of HR analytics in organizations.</p>
62	MBA407	Conflict & Negotiation Management	<p>CO1: Explain the fundamental concepts of negotiation and its relevance in business settings.</p> <p>CO2: Apply negotiation strategies to achieve effective agreements.</p> <p>CO3: Analyze different negotiation styles and techniques to develop trust, relationships, and creative solutions in negotiations.</p> <p>CO4: Evaluate sources and models of conflict to design effective organizational conflict management processes.</p> <p>CO5: Develop strategies and resolution techniques for managing workplace conflicts.</p>
63	MBA408	Technical Analysis of Financial Markets	<p>CO1: Understand and apply basic concepts and assumptions of technical analysis.</p> <p>CO2: Interpret various chart types and candlestick patterns for company analysis and trend prediction.</p> <p>CO3: Use market-based data and technical indicators for stock evaluation.</p> <p>CO4: Develop and implement day trading and momentum trading strategies using technical tools.</p> <p>CO5: Analyze trading psychology and integrate risk management techniques in practical investment scenarios.</p>
64	MBA409	Corporate Financial Restructuring	<p>CO1: Understand the basic concepts, motives, and types of corporate restructuring and their significance in strategic business decisions.</p> <p>CO2: Explain the interrelationship between corporate finance and restructuring strategies for organizational growth and stability.</p> <p>CO3: Analyse valuation techniques used in corporate restructuring, including DCF, market multiples, and comparable transactions.</p>

			<p>CO4: Identify and examine the dimensions of mergers and acquisitions, including legal, regulatory, and strategic considerations.</p> <p>CO5: Evaluate the role of corporate governance and ethical practices in ensuring effective restructuring outcomes.</p>
65	MBA410	E Commerce Analytics	<p>CO1: Explain the key concepts in e-commerce analytics.</p> <p>CO2: Explain Methods and Techniques for Ecommerce Analysis.</p> <p>CO3: Apply knowledge of data analysis for Visualizing, Dash boarding, and Reporting of Ecommerce.</p> <p>CO4: Evaluate Ecommerce Analytics Data Model and Technology.</p> <p>CO5: Assess analytical approaches of Marketing and Advertising in Ecommerce.</p>
66	MBA411	Cyber laws and Security	<p>CO1: Understand the need, evolution, and significance of cyber law in the digital age.</p> <p>CO2: Explain various security issues and threats in e-commerce and their legal implications.</p> <p>CO3: Identify and apply the concepts of client-server network security in the context of cyber law.</p> <p>CO4: Analyse the role of digital and electronic signatures and their legal authentication under electronic governance.</p> <p>CO5: Evaluate the existing loopholes in cyber law and suggest necessary improvements for legal reform.</p>
67	MBA412	Risk Management in Banks and Derivatives	<p>CO1: Explain the fundamental concepts of risk and classify various types of risks affecting organizations.</p> <p>CO2: Identify and assess risks using appropriate techniques and develop risk registers for organizational risk tracking.</p> <p>CO3: Evaluate and mitigate risks using industry-standard tools and recommend effective risk response strategies.</p> <p>CO4: Analyze financial and enterprise-wide risks and apply structured frameworks for integrated risk management.</p> <p>CO5: Assess the impact of cyber threats and emerging risks, and evaluate governance and compliance frameworks to address them.</p>
63	MBA413	Rural Banking and Microfinance	<p>CO1: Explain the organization of rural credit in India and describe the various sources and mechanisms of credit delivery for Indian farmers.</p> <p>CO2: Apply knowledge of institutional roles and guidelines to analyze the functioning of banks and financial institutions in rural credit delivery.</p> <p>CO3: Analyze the evolution, principles, and dilemmas of microfinance and its role in promoting inclusive growth in India.</p>

			<p>CO4: Evaluate different microfinance delivery methodologies and assess their suitability in diverse rural contexts.</p> <p>CO5: Evaluate the SHG-Bank linkage programme and operational frameworks of microfinance to determine their impact, financial soundness, and challenges.</p>
70	MBA414	Pharmaceutical Import and Export	<p>CO1: Understand pharmaceutical market behaviour and international trade rules for global pharmaceutical commerce.</p> <p>CO2: Understand the essentials of export order processing and logistics in the pharmaceutical industry.</p> <p>CO3: Explain international trade payment mechanisms, and the roles of EXIM Bank and ECGC.</p> <p>CO4: Apply major export promotion schemes and the role of institutions supporting pharmaceutical exports in India.</p> <p>CO5: Apply key international trade regulations and clinical trial processes in pharmaceutical exports.</p>
71	MBA415	Patient Care Management in Healthcare Industry	<p>CO1: Recall the fundamental concepts of patient-centric management and risk management in hospitals.</p> <p>CO2: Explain the concept of quality in patient care management using key frameworks, models, and approaches.</p> <p>CO3: Interpret different patient classification systems and their applications in healthcare planning.</p> <p>CO4: Apply ethical principles and legal frameworks to real-world scenarios related to patient rights, negligence, and medical audits.</p> <p>CO5: Implement disaster preparedness protocols and legal standards for maintaining and securing medical records.</p>
72	MBA416	Global Strategic Management	<p>CO1: Understand the fundamental concept of global strategic management.</p> <p>CO2: Apply different strategic models for MNCs in the global environment.</p> <p>CO3: Evaluate entry strategies and competitive approaches for international markets.</p> <p>CO4: Analyze the formation and structure of strategic alliances in global markets.</p> <p>CO5: Design and implement control mechanisms for international strategies through organization structure.</p>
73	MBA417	International Treaties and Conventions	<p>CO1: Understand the foundational concepts and historical development of international treaties.</p> <p>CO2: Explain the dimensions, types, and classifications of international treaties and conventions.</p> <p>CO3: Identify and apply the implications of general principles, equity, judicial decisions.</p> <p>CO4: Analyse the legal conflicts between domestic statutes and international treaties.</p>

			CO5: Evaluate the constitutional provisions and powers related to the termination of international treaties.
74	MBA418	Six Sigma for Operations	CO1: Describe Six Sigma concepts, quality improvement history and DMAIC method. CO2: Apply SIPOC method, CTQ trees, and collect process data using measurement tools. CO3: Analyze process data using root cause techniques, hypothesis testing, and FMEA. CO4: Design improvement strategies using DOE, Poka-Yoke, and implement SPC tools. CO5: Develop Lean tools with Six Sigma to build waste-reduction projects.
75	MBA419	Industry 4.0	CO1: Understand the evolution of industrial revolutions and their core principles. CO2: Explain cyber-physical systems, smart technologies, and IoT in manufacturing and logistics. CO3: Analyze industrial data using big data, analytics, and AI for process improvement. CO4: Evaluate Industry 4.0 technologies such as robotics, AR/VR, additive manufacturing, and cybersecurity. CO5: Apply readiness tools and study Industry 4.0 and Society 5.0 applications in sectors like healthcare, automotive, and manufacturing.
76	MBA420	Business Plan for Entrepreneurship	CO1: Understand the fundamentals of entrepreneurship and business planning. CO2: Apply industry and market analytics techniques to evaluate market data. CO3: Analyze the financial viability of startup projects . CO4: Apply marketing assessment tools and strategies to develop an effective marketing mix. CO5: Analyze and design startup and product roadmaps that align with product development goals.
77	MBA421	Entrepreneurship Development	CO1: Understand and apply basic entrepreneurial concepts and theories. CO2: Analyze EDPs and MSME development in India. CO3: Evaluate innovation and entrepreneurial challenges. CO4: Assess government support for MSMEs and startups. CO5: Apply business planning tools to venture creation.
78	MBA422	Construction contract and safety management	CO1: Explain the phases of a project. CO2: Apply project scheduling techniques such as Critical Path Method (CPM), PERT, Ladder network, and resource leveling. CO3: Analyze bidding models, determine bid prices, and apply project monitoring and control techniques. CO4: Apply principles of construction equipment management, material management, and quality control.

			CO5: Analyze the importance of construction safety, computer applications, workforce motivation, and human factors in construction management.
79	MBA423	Real estate valuation and project financing	CO1: Explain the concepts of tenure systems, land value classifications, and the factors influencing market value in the Indian land system. CO2: Apply investment principles to evaluate real property markets and identify characteristics of ideal real estate investments. CO3: Use appropriate valuation methods for different types of real estate including open lands, rental properties, and licensed premises. CO4: Analyze rating principles and valuation techniques for agricultural land and assess financial options including FDI for real estate investments. CO5: Analyze the components, estimation, and financing of working capital needs specific to the real estate sector using trade credit, bank finance, and commercial papers.
80	MBA424	Workforce Analytics	CO1: Understand the fundamentals and functions of workforce analytics. CO2: Apply recruitment analytics techniques to critically evaluate talent acquisition processes and develop data-driven strategies. CO3: Analyze workforce diversity through the application of quantitative diversity metric such as gender mix and pay equity ratio. CO4: Evaluate talent analysis to assess retention, turnover trends, and internal mobility strategies. CO5: Design and assess metrics for learning and development with HR cost efficiency.
81	MBA425	Retailing Analytics	CO1: Understand the evolving nature of retailing in the digital era. CO2: Apply knowledge of consumer behavior trends and data analytics to develop marketing strategies that resonate with consumer communities.. CO3: Analyze consumer purchase behavior and answer critical retail questions. CO4: Apply data integration techniques to gather and interpret insights from multiple retail data sources. CO5: Analyze legal, regulatory, and ESG compliance requirements in retail real estate operations.
82	MBA426	International Law	CO1: Explain the concept of international law. CO2: Apply the principles of recognition, succession, and intervention to real-world cases involving statehood and analyze the legal modes of acquiring and losing state territory. CO3: Demonstrate an understanding of international legal frameworks related to the law of the sea, air, outer space, and the environment through relevant treaties and conventions.

			<p>CO4: Analyze the legal provisions governing the laws of war, neutrality, dispute settlement, and humanitarian law in international conflicts.</p> <p>CO5: Examine the legal aspects of diplomacy, including the Vienna Convention, and analyze the concepts of nationality, extradition, and asylum in international law.</p>
83	MBA427	India's Foreign Policy	<p>CO1: Explain the basic principles and key domestic and external determinants that shape India's foreign policy.</p> <p>CO2: Apply knowledge of India's foreign policy shifts to analyze its strategic responses across different international phases.</p> <p>CO3: Analyze India's major security concerns by evaluating the impact of regional conflicts.</p> <p>CO4: Apply understanding of international relations to assess India's strategic and economic engagements.</p> <p>CO5: Critically analyze India's bilateral relations with major global powers and neighboring countries in the context of contemporary geopolitical dynamics.</p>
84	MBA428	Pharmaceutical Brand & Supply Chain management	<p>CO1: Understand the fundamentals of pharmaceutical branding and the importance of strong brand value and identity.</p> <p>CO2: Explain the methods and significance of brand valuation and advertising commercial value of pharmaceutical brands.</p> <p>CO3: Apply brand development strategies and understand trademark and regulatory issues impacting pharmaceutical supply chains.</p> <p>CO4: Apply supply chain strategies and the impact of IT on pharmaceutical supply chain performance.</p> <p>CO5: Analyse the logistics and reverse logistics systems used in the pharmaceutical supply chain.</p>
85	MBA429	Pharmaceutical Marketing	<p>CO1: Remember the historical structure and marketing strategies of the Indian pharmaceutical industry.</p> <p>CO2: Explain the pricing strategies, distribution channels, and the role of medical representatives in pharmaceutical marketing.</p> <p>CO3: Understand the role of public relations, new product development processes, and policy impact on pharmaceutical marketing success.</p> <p>CO4: Apply strategic marketing principles to develop competitive advantages in the pharmaceutical sector post-GATT.</p> <p>CO5: Interpret performance metrics and compliance with GMP to forecast future trends in the pharmaceutical industry.</p>