

Kalinga University

Commerce & Management

Master Of Business Administration

PO

S. No.	Program Outcome (PO) Description
1	Generic and Domain Knowledge – Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of Management and allied domains to the solutions of real-world complex business issues.
2	Problem solving & Innovation – Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problem by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3	Critical Thinking- Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions.
4	Effective Communication – Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large.
5	Leadership and Team Work- Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6	Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of cross cultural aspects of business and management
7	Social Responsiveness and Ethics – Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choice is a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity.

8	Entrepreneurship – Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
9	Environment and Sustainability – Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects
10	Lifelong Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.

PSO

S. No.	Program Specific Outcome (PSO) Description
1	To guide and channelize the transformation process of every management graduate by providing in-depth knowledge of business management and entrepreneurship embedded with ethics and a sense of social commitment and to make them strive towards personal victory and value creation to society.
2	An ability to apply conceptual foundations of management to solve practical decision-making problems.
3	An ability to adapt to dynamic changes in an environment with an understanding of societal and ecological issues relevant to professional managerial practice through life-long experiential learning.
4	Develop excellent adaptability to function in the multi-disciplinary work environment, good interpersonal skills as a leader in a team in appreciation of professional ethics and societal responsibilities.
5	To ignite a passion for a multidisciplinary approach to problem solving, critical analysis, and decision making by giving due importance for lateral thinking so that management graduates see things from a perspective that is not just simple but effective.

CO

S.No.	Course Code	Course Name	Course Outcome (CO's) - Description
1	MBA101	Accounting for Managers	CO1: To get acquainted with the concept of Finance, cost and management accounting.
			CO2: To prepare statements in accordance with generally accepted principles.
			CO3: To develop thinking about analysis and interpretation of financial data.
			CO4: To develop ability to provide knowledge, data effectively, and recommendation
			CO5: To develop ability about Budgetary Control & Standard Costing.
2	MBA102	SELF AND GROUP DYNAMICS	CO1: To get acquainted with the concept of Self-esteem, and Self-dynamics.
			CO2: To understand about the concept and theories of perception
			CO3: To develop understanding about the Group dynamics.
			CO4: To develop understanding about the informal Groups
			CO5: To understand about the Organizational Culture.
3	MBA103	MARKETING MANAGEMENT	CO1: Understand the nature and scope of Product marketing.
			CO2: Develop an understanding of various marketing philosophies related to pricing.
			CO3: Understand the Channel Design Decisions.
			CO4: Understand s communication mix elements in marketing.
			CO5: Evaluate product level marketing plan.
4	MBA104	Managerial Economics	CO1: Strengthening the foundation of the analytical approach to Managerial decision-making
			CO2: Understanding Utility & Demand Analysis.
			CO3: Understanding the production problem and how managers make input purchase decision.
			CO4: Understanding the Revenue Analysis and Pricing Policies.
			CO5: Understanding the various market structures and how supply is determined in each.
5	MBA105	Business Statistics and Decision Science	CO1: Know about concept of Statistics.
			CO2: Ability to understand about the tools of advanced statistics.
			CO3: Understand and use sampling and inferential statistics.
			CO4: Ability to use spreadsheet software for data analysis and statistical model building.
			CO5: Understand concept of data science & to use predictive analytics tools.
6	MBA106	LEGAL ASPECT OF BUSINESS	CO1: To acquaint students with various laws, forces and regulatory measures governing business Operations in India.
			CO2: To demonstrate an understanding of the legal environment of business.
			CO3: To Apply basic legal knowledge to business transactions

			CO4: To understand the basic concepts relating to negotiable instruments. CO5: To understand the fundamentals of consumer protection act.
7	MBA107	Managerial Communication I	CO1: To understand the significance of effective communication in business. CO2: To understand the practical uses of verbal communication more specific related to speech.
8	MBA108	Introduction to Microsoft Suite I	CO1: To understand the excel function. CO2: To understand formula in excel. CO3: To understand and implement Charts in excel. CO4: To have knowledge of Microsoft Word. CO5: To have knowledge of Google Suite.
9	MBA109	APTITUDE SKILLS AND QUANTITATIVE ANALYSIS I	CO1: ABILITY to solve numerical problem and handle numerical data. CO2: ILLUSTRATE the use of mathematical tools in solving practical problems. CO3: OUTLINE the various facets of business mathematical tools in managerial perspective. CO4: DEVELOP athematic and reasoning skills to be well prepared for placement aptitude test.
10	MBA201	Financial Management	CO1: To understand the financial management, sources of finance and describe basic finance Decision. CO2: To learn Corporate Financial Statements CO3: To understand working capital management CO4: To understand the capital structure concept and its measurement. CO5: To analyze and implement concept of capital budgeting.
11	MBA202	Human Resource Management	CO1: familiarize participants with human resource policies and practices that they need to know regardless of their field of managerial functions. CO2: Highlights the need for well-designed human resource policies that promote employee motivation and performance, and in achieving organizational objectives. CO3: Provide basic concepts, techniques, and practices of human resource management in diverse contexts. CO4: Elaborates the concept of Industrial Relations, to outline the important causes & impact of industrial disputes and Industrial Dispute settlement procedures.
12	MBA203	CONSUMER BEHAVIOR	CO1: Understand the basic elements of consumer behavior. CO2: Understand the consumer personality and attitude while taking buying decision Data CO3: UnderstandCultural Influences on Consumer Behavior and how it will lead to modification in behavior of consumer.

			CO4: Understand the overall process of consumer decision making. CO5: Understand the organizational buying behavior.
13	MBA204	BUSINESS ENVIRONMENT: INDIA AND THE WORLD ECONOMY	CO1: Understand the concept, significance of business environment. CO2: Understand the importance of RBI, Monetary Policy and Fiscal Policy CO3: Understand in detail the concept of Technological environment. CO4: Understand the element and working of international environment CO5: Develop a thorough understanding of a range of Role of RTAs in new market creation
14	MBA205	Operations and Supply Chain Management	CO1: Understand the role of operations in both manufacturing and service organizations and the significance of operations strategy in the overall business. CO2: Understand the importance of facilities location decision in the whole supply chain in globalized operations and learn the tools relating to facilities location. CO3: Understand 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. CO4: Understand the elemental processes involved in designing a product and a service. CO5: Develop a thorough understanding of a range of inventory models available as also the suitability of a particular inventory model in a particular context.
15	MBA206	Business Ethics & Corporate Governance/Law	CO1: Explore the relationship between ethics and business and the subsequent theories of justice and economics across different cultural traditions. CO2: Explain the relationship between ethics, morals and values in the workplace. CO3: Understand Issues in Moral conduct of Business and CSR. CO4: Formulate ethical philosophy to explain how it contributes to current practice. CO5: Understand the fundamentals of CSR.
16	MBA207	MANAGERIAL COMMUNICATION II	CO1: RECOGNIZE the various elements of presentation skills. CO2: EXPRESS themselves effectively in routine and special real world business interactions. CO3: DEMONSTRATE appropriate use of body language. CO4: TAKE PART IN professional meetings, group discussions, telephonic calls, elementary interviews and public speaking activities. CO5: APPRAISE the pros and cons of sample recorded verbal communications in a business context.
17	MBA208	Introduction to Microsoft Suite II	CO1: GAIN in depth knowledge about the functioning of Pivot table. CO2: UNDERSTAND AND IMPLEMENT VBA and Macros. CO3: UNDERSTAND AND IMPLEMENT Advanced Formulae in excel.

18	MBA209	Aptitude Skills and Quantitative Analysis II	CO1: Ability to solve numerical problem and handle numerical data.
			CO2: ILLUSTRATE the use of mathematical tools in solving practical problems
			CO3: OUTLINE the various facets of Business mathematical tools in managerial perspective
			CO4: DEVELOP arithmetic and reasoning skills to be well prepared for placement aptitude test.
19	MBA301	RESEARCH METHODOLOGY FOR BUSINESS DECISION	CO1: Understand the various, concepts and characteristics of Research.
			CO2: Understanding of Research Design.
			CO3: Understand various Interpretation of Data and Report Writing.
			CO4: Understand the key Measurement and Scaling Techniques.
			CO5: Understand Types of data.
20	MBA303	MARKETING TO EMERGING MARKETS & BOTTOM OF THE PYRAMID	CO1: Understand the various, concepts and characteristics of emerging Markets, its size & composition.
			CO2: Understand characteristics, challenges and opportunities of Emerging Markets
			CO3: Understand various practices and perspectives BOP market.
			CO4: Understand the key Marketing Strategies for BOP Markets
			CO5: Understand Challenges and Opportunities in BOP market
21	MBA304	RETAIL MARKETING	CO1: Understand various concepts associated with retail marketing.
			CO2: Understand the Retail Marketing strategies.
			CO3: Understand the Retail Administration and Planning.
			CO4: Understand Retail Marketing Communication and Pricing.
			CO5: Understand about the Customer Relationship management and Recent Trend in Retailing.
22	MBA305	COMPETENCY BASED HUMAN RESOURCE MANAGEMENT SYSTEM	CO1: Understand the key terms related to performance management and competency development.
			CO2: Understand the concept of Performance Management System.
			CO3: Understand fundamentals of Competency.
			CO4: Understand Competency Development & its Models.
			CO5: Understand, Design and MAP their own competency and plan better and appropriate career for themselves
			CO6: Develop a customized competency model in accordance with the corporate requirements.
			CO1: Understanding Fundamentals of Employee Relations.

23	MBA306	EMPLOYEE RELATIONS AND LABOUR LEGISLATIONS	CO2: Understanding Mechanism for harmonious employee relations.
			CO3: Understanding of legislations relating to working environment.
			CO4: Understanding of Legislation governing Unions and wages.
			CO5: Understanding of Legislation governing working environment.
24	MBA307	INTERNATIONAL FINANCE	CO1: Understand the concept of international finance.
			CO2: Understand Structure of Foreign Exchange Markets.
			CO3: Understand the different type of transactions on the international foreign exchange market.
			CO4: Understand the Taxation Systems and Legal Aspects in international finance.
			CO5: Understand International Financial Reporting Standards (I.F.R.S.) and Indian Accounting Standards (I.A.S) on foreign transactions.
25	MBA308	COMMODITIES MARKETS	CO1: Understand the key concepts of commodities market.
			CO2: Understand the pricing mechanism of commodity, regulatory framework and the difference between commodity and financial derivatives.
			CO3: Understand all the required strategies and calculations of commodities trading.
			CO4: Understand both the fundamental and technical factors that drive the commodity price movements.
			CO5: Understand the various methods and tools to detect the pulse of the markets and determine the trend in which the prices are moving.
26	MBA309	SOCIAL MEDIA, WEB & TEXT ANALYTICS	CO1: Understand the tools to analyze and measure social data.
			CO2: Understand the social analytics for measuring success.
			CO3: Understand an overview web analytics.
			CO4: Understand web analytics for measuring success.
			CO5: Understand the processing and understanding of text analytics.
27	MBA310	DIGITAL MARKETING	CO1: Understand the various concepts of Digital Marketing Planning and Structure.
			CO2: Understand the significance and development of Digital Banking.
			CO3: Understand the application Google Adwords.
			CO4: Understand the process of YouTube Marketing.
			CO5: Understand the overall process of Email marketing.
28	MBA311	INSURANCE LAWS AND REGULATION	CO1: Understand the basic concepts of Insurance Law
			CO2: Understand the framework of insurance business in India.
			CO3: Understand the application of principles in life insurance contract.

		REGULATION	CO4: Understand the basic concepts of General Insurance. CO5: Understand the international insurance and regulation
29	MBA312	MARKETING OF FINANCIAL SERVICES	CO1: Understand the basic concepts of banking system in India. CO2: Understand the overview of e-banking and history of e banking. CO3: Understand the merchant banking & investment opportunities CO4: Understand the global trends in wealth management. CO5: Understand the marketing strategy & consumer behavior.
30	MBA313	HEALTHCARE ANALYTICS & TOTAL QUALITY MANAGEMENT	CO1: Understand the key concept of Healthcare Data Analytics. CO2: Understand the Electronic Health Records system. CO3: Understand the Social Media Analytics for Healthcare. CO4: Understand the Visual Analytics for Healthcare. CO5: Understand fraud Detection in Healthcare system.
31	MBA314	FUNDAMENTAL OF PHARMA AND HEALTH CARE MANAGEMENT	CO1: Understand the fundamental concept of Pharma and Healthcare Management. CO2: Understand the Health Systems in India. CO3: Understand the Human Resource Management in Pharma and Healthcare Organization. CO4: Understand the marketing strategy in Pharma and Healthcare. CO5: Understand government initiatives to provide healthcare facilities in each part of country.
32	MBA315	GLOBAL BUSINESS ENVIRONMENT	CO1: understand the social, political and economic environment in context of International business. CO2: understand about cross cultural management and different forms of business organization. CO3: understand the significance of Foreign Investment in the growth of any nation. CO4: understand the various trade blocks for regional integration. CO5: understand Global competitiveness and RTAs in new market creation.
33	MBA316	CROSS CULTURAL ISSUES IN INTERNATIONAL MANAGEMENT	CO1: Understand the basics of cross cultural issues and their application in international management. CO2: Understand the Communication across culture and their application in international management. CO3: identify key models used for comparative international management CO4: Describe Motivation across Cultures in international management. CO5: Explain Cultural Dimensions of HRM international context.
			CO1: Understand basic terms and concepts related to Logistics management.

34	MBA317	LOGISTICS MANAGEMENT	CO2: Understand the infrastructure of logistics, its linkage with various types of communication modes. CO3: Understand the various dimensions of logistics management and transport, their inter-linkages with different types of freights. CO4: Understand Warehousing, Handling, and Picking Systems. CO5: Understand a typical logistic framework and service providers.
35	MBA318	Sustainable Supply Chain	CO1: understand the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management CO2: understand the role and importance of sustainability and sustainable development in different types of supply chains. CO3: understand the relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management CO4: understand the fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems. CO5: understand the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain
36	MBA319	START UP AND NEW VENTURE MANAGEMENT	CO1: Understand the concepts relating to behaviour and motivations of an entrepreneur. CO2: Understand the customer discovery through market analysis. CO3: Understand the financial roadmap for entrepreneurs. CO4: Understand entrepreneurial leadership through various board models for different ventures. CO5: Understand to business plan description to communicate value of the new venture t customers, investors and other stakeholders.
37	MBA320	MANAGING INNOVATION	CO1: Understand the key ideas relevant to innovation, intellectual property, business models. CO2: Understand the various theories of innovation and EXPLAIN with examples the types of innovation. CO3: Understand innovation as a systematic process and generate innovative ideas for new products and services. CO4: Understand contemporary start-up businesses for their business models, extent of innovation, success and failure. CO5: Understand an inventory of product and process innovations for daily use consumer products and routine business processes in a typical organization.
			CO1: Understand the key concept of real estate sector and Residential Land Markets.

38	MBA321	REAL ESTATE ECONOMICS	CO2: Understand the fundamentals of Residential Development and Industrial Location CO3: Understand the different housing development programmes announced in India CO4: Understand the different theories of multiple centered cities and Public goods and "neighborhood" effects, Internalizing external effects through government or contracts. CO5: Understand Macro Analysis of Non-residential Property and Time Series Analysis of Real Estate Markets
39	MBA322	AFFORDABLE HOUSING	CO1: Recognize the role of central and state governments in developing the housing industry. CO2: Comprehend the current situation of conditions of housing in India. CO3: Identify the different housing development programmes announced in India. CO4: Awareness of the different government agencies and their approach to the improvement of the housing conditions in India. CO5: understand the various measures taken by the government towards provision of finance to the housing industry.
40	MBA323	BASIC BUSINESS ANALYTICS USING R	CO1: Understand the basic concept of Business analytics. CO2: Understand the use of Business Analytics in business. CO3: Understand the fundamental of R programming. CO4: Understand Data types & Data Structures in R. CO5: Understand the concept of Data Visualization.
41	MBA324	DATA MINING	CO1: Understand the basics of Data Mining. CO2: Understand the various aspects of Data processing. CO3: Understand classification models. CO4: Understand using clustering models. CO5: Understand association analysis and anomaly detection tools.
42	MBA325	Contemporary Political Theory	CO1: DESCRIBE the nature and approaches to the study of politics, decline and resurgence of Political Theory CO2: EXPLAIN various theories of State: liberal, neo-liberal, Marxist, pluralist, post-colonial and feminist CO3: PERFORM critical thinking based on inquiry of medieval social and political structure CO4: ANALYSE the theories of democracy: classical and contemporary models of democracy: representative, participatory and deliberative CO5: EVALUATE the meaning, definition and theories of justice

43	MBA326	International Relations	CO1: DESCRIBE the Contending theories and approaches to the study of International Relations: Idealism, Realism, Neo-Realism, Kaplan's Systems theory, Decision- Making theory and Game Theory
			CO2: EXPLAIN Key Concepts in International Relations: Power, Elements of Power, National Interest and Relevance of Ideology
			CO3: PERFORM Nuclear Proliferation and Dis armament, War and Pacifism, Conflict Resolution and Transformation Cold War, End of Cold War Uni-polarity, American Hegemony and Global Order
			CO4: ANALYSE Contemporary Global Concerns: Global Environmental Issues, Gendering World Politics and International Terrorism
			CO5: EVALUATE Diplomacy: Old World and New World, Legal conflicts. UN Principal Organs: General Assembly, Security Council and International Court of Justice Peaceful Settlement of Disputes: Negotiations, Mediation, Conciliation, Arbitration and Judicial Settlement
44	MBA327	Ethical and Regulatory affairs in Pharmaceutical Management	CO1: Enumerate the concept of product management in pharmaceutical industry
			CO2: Discuss the various components of promotion of pharmaceutical products
			CO3: Explain the different pharmaceutical marketing channels
			CO4: Discuss the role and responsibility of professional sales representative
			CO5: Discuss the roles and responsibilities of pricing authorities in India
			CO6: Overview of the way in which Pharma sector is organized
			CO7: Difference types of organizations and work done by them in the pharma sector
			CO8: Managerial Challenges faced by the Pharma sector managers
45	MBA328	Intellectual Property Rights in Pharma	CO1: This course will aim at helping participant to understand the concept of supply chain, and tools and techniques that can be used for strengthening
			CO2: The supply chain of Pharma companies.
			CO3: Identify and describe the critical aspects of chain management and explain
			CO4: The concept of and identify supply chain trade-offs.
			CO5: Analyse strategies and tactics for improving supply chain performance.
			CO6: Explain how supply chain management has a financial impact on companies
			CO7: Investigate current trends in supply chain management and explore how
			CO8: Global and domestic issues impact the supply chain.
			CO1: Understand the concepts of small business, self-employment, entrepreneurship and start – up.

46	MBA401	EXPLORING SMALL AND HOME BUSINESS	CO2: Understand the overall process of managing Small Business. CO3: Develop a strategic vision & building teamwork for small business CO4: Identify the Source of Fund for Small Business & Home Business. CO5: Study the process to conduct a SWOT Analysis in Small Business.
47	MBA402	STRATEGIC MANAGEMENT & BUSINESS ANALYTICS	CO1: Understand the relationship between strategic analysis and strategic implementation CO2: Apply strategy principles to understand the benefits and costs of diversification. CO3: Analyze competitive advantage in an international context. CO4: Understand the concept of Analytics. CO5: Study the major data mining techniques.
48	MBA403	ECA AND GI* (REPORT AND VIVA)	CO1: This will include all the Academic and Non-Academic Competitions Intra & Inter-College levels in which a student has to actively participate. Students have to participate and give a detailed presentation regarding the Extra Curricular Activities done by them. They will be evaluated on the basis of their Participation and Presentation of Report submitted. The students who have not participated in any of the activities of ECA & GI will have to undergo 20 hours of assigned Live Project/NGO Project and submit and submit the same to the Faculty-in-charges.
49	MBA404	MARKETING ANALYTICS	CO1: Understand the key concepts in marketing Analytics. CO2: Understand Analytics for Forecasting and Pricing. CO3: Able to explain Customer Profitability and Analytics on Sales & Distribution. CO4: Understand Analytics on Retailing. CO5: Understand Analytics on Promotion Web and Social Media Analytics.
50	MBA405	MARKETING OF HIGH TECHNOLOGY PRODUCTS	CO1: Understand key concepts associated with Marketing of High-Tech Products. CO2: Understand about Product and Branding decisions in High-Tech Markets. CO3: Understand Pricing decisions High-Tech Markets. CO4: Understand Place decisions in High-Tech Markets. CO5: Understand Promotion decisions in High-Tech Markets.
51	MBA406	HR ANALYTICS	CO1: Understand the key concepts related to the subject matter. CO2: Understand the Importance of HR Analytics. CO3: Understand the process Strategy Formulation. CO4: Understand the Concept of innovation. CO5: Understand case based Analysis.
			CO1: Define the key concepts of the Negotiation.

52	MBA407	CONFLICT & NEGOTIATION MANAGEMENT	CO2: Understand the negotiation process, Zone of possible agreement (ZOPA) and Best alternative to a negotiated agreement (BATNA). CO3: Understand the importance of in business negotiations and managing conflicts. CO4: Understand the logical thinking, communication skills and other prerequisite for successful business negotiations and handling organizational conflict. CO5: Understand theoretical concepts along with practical methods of managing and resolving organizational conflict in the organizational context.
53	MBA408	TECHNICAL ANALYSIS OF FINANCIAL MARKETS	CO1: Understand the concepts of Technical analysis. CO2: Understanding Company Analysis. CO3: Understand Company Analysis Using Market Information. CO4: Understand the Trading Strategies. CO5: Understand Trading Psychology and Risk Management.
54	MBA409	CORPORATE FINANCIAL RESTRUCTURING	CO1: Understand basic concepts of Corporate Restructuring. CO2: Understand the overview of Corporate Finance and Corporate restructuring. CO3: Understand the Dimensions of Mergers & Acquisitions. CO4: Understand Valuation Aspects of Corporate Restructuring. CO5: Understand Corporate Governance Aspects of Restructuring.
55	MBA410	E COMMERCE ANALYTICS	CO1: Understand the key concepts in e-commerce analytics. CO2: Understand the use of methods and techniques for ecommerce analysis. CO3: Understand visualizing, dash boarding, and reporting ecommerce data and analysis. CO4: Understand ecommerce analytics data model and technology. CO5: Understand the marketing and advertising analytics in ecommerce.
56	MBA411	CYBER LAWS AND SECURITY	CO1: Understand the Need and Role of cyber law. CO2: Understand the security issues in E commerce. CO3: Understand the concept of Client Server Network Security. CO4: Understand the Digital & Electronic Signature and its Authentication Electronic Governance. CO5: Understand the Loop-Hole in Law.
57	MBA412	RISK MANAGEMENT IN BANKS AND DERIVATIVES	CO1: Understand the concept of Risk Management in Banks. CO2: Understand fundamentals of derivative instruments. CO3: Understand of mechanism of F&O Segments and its implication for retail investors. CO4: Understand the Fundamentals of Futures.

			CO5: Understand Conditional applications of Swaps.
58	MBA413	RURAL BANKING AND MICROFINANCE	CO1: Understand the concept of Organization of Rural Credit in India.
			CO2: Understand RBI guidelines for the financing of agriculture by commercial banks
			CO3: Understand Perspectives of Microfinance.
			CO4: Understand Microfinance Delivery Methodologies.
			CO5: Understand SHG-Bank Linkage Programme.
59	MBA414	PHARMACEUTICAL IMPORT AND EXPORT	CO1: Understand the significance of procedures and documentation in international trade.
			CO2: Understand the process of export order.
			CO3: Understand the methods of payment in international trade.
			CO4: Understand export promotion schemes in India with respect to pharma and health care.
			CO5: Understand regulations for international Trade.
60	MBA415	PATIENT CARE MANAGEMENT IN HEALTHCARE INDUSTRY	CO1: IDENTIFY the different types of hospital and type of patient
			CO2: DESCRIBE the different types of Patient Networks and their level of satisfaction
			CO3: IDENTIFY the different Integrated patient care system used by hospitals
			CO4: SIMPLIFY the process of patient satisfaction methods
			CO5: DETERMINE the various components of patient care in healthcare industries
			CO6: DEVELOP number of patient satisfaction model
61	MBA416	GLOBAL STRATEGIC MANAGEMENT	CO1: Understand various typologies for strategies to be used in international business.
			CO2: Gain insights regarding the strategic management process to be applied at the international level.
			CO3: Understand the basis for gaining competitive advantage at international level for organizations.
			CO4: Understand the Overall concept of strategic alliances.
			CO5: Identify and implement International strategies.
62	MBA417	INTERNATIONAL TREATIES AND CONVENTIONS	CO1: Understand the concept of development of treaties.
			CO2: Understand the dimensions of international treaties and conventions.
			CO3: Understand the implications of General principles, equity, judicial decisions, and highly qualified publicists
			CO4: Understand the concept of Conflicts between statutes and treaties.
			CO5: Understand the constitutional power to terminate treaties.
			CO1: Understand the Key Concepts and Definitions associated with Quality Management, Six Sigma and Process of Six Sigma.

63	MBA418	SIX SIGMA FOR OPERATIONS	CO2: Understand the six-sigma philosophy along with understanding of 7 QC Tools. CO3: Understand the change due to Six Sigma Implementation and Application of Six Sigma tools in new settings. CO4: Understand use of Six Sigma for services performance improvement and strengthening the Organizational Structures CO5: Understand control chart to use for given set of data and ROSS (Return on Six Sigma). CO6: Understand a Case for Business Models in Different Industries/Proposing a Strategy by studying the cases of Successful Six Sigma Implementation.
64	MBA419	INDUSTRY 4.0	CO1: Understand industrial revolutions and its different aspects. CO2: Understand the role of technology pillars of Industry 4.0. CO3: Understand the use of data in effective decision making. CO4: Understand the need of cyber physical system for sustainable competitive advantage. CO5: Understand the challenges faced by various industries in full fledge implementation of Industry 4.0.
65	MBA420	BUSINESS PLAN FOR ENTREPRENEURSHIP	CO1: Understand the basic a project report for new business format. CO2: Understand the market analysis for startups. CO3: Understand the financial assessment by various methods of investment. CO4: Understand the 4 P's for the proposed start up. CO5: Understanding the process of building proposal for startup funding.
66	MBA421	ENTREPRENEURSHIP DEVELOPMENT	CO1: Understand the emerging models of corporate entrepreneurship. CO2: Understand the theories of Entrepreneurship. CO3: Understand the entrepreneur development Programs. CO4: Understand the role of central government and state government in promoting entrepreneurship. CO5: Understand a business plan for an entrepreneurial venture.
67	MBA422	CONSTRUCTION CONTRACT AND SAFETY MANAGEMENT	CO1: Understand the planning process, theory and practice and its role in planning of cities. CO2: Understand the role of historical developments in planning and its evolution and trace these influences to the current situation. CO3: Understand the institutional mechanisms involved in urban planning. CO4: Understand multiple often conflicting factors to be balanced in planning for an urban area. CO5: Understand safety management in construction.
			CO1: Understand the basics concept of term value.

68	MBA423	REAL ESTATE VALUATION AND PROJECT FINANCING	CO2: Understand the Investment in Real Property. CO3: Understand the Method of valuation. CO4: Understand valuation for rating and Agricultural land.
69	MBA424	WORKFORCE ANALYTICS	CO1: Understand the Fundamental of Workforce Analytics. CO2: Understand the concept of Recruitment Metrics. CO3: Understand Workforce diversity index, Gender mix, and Differently abled index. CO4: Understand the Retention index, Voluntary and involuntary turnover. CO5: Understand Learning & Development Metrics.
70	MBA425	RETAILING ANALYTICS	CO1: Understand Retailing in the Digital Era. CO2: Understand Marketing in a Consumer-Driven Era. CO3: Understand various kinds of data for performing Retailing Analytics. CO4: Understand the use of various tools and frameworks for predictive retail. CO5: Understand a variety of metrics and quantify key outcomes in multiple areas of Retail. CO6: Understand value for Retail and Marketing by deriving Marketing ROI metrics.
71	MBA426	International Law	CO1: DESCRIBE the nature of international law and the structure of the international legal system and explain the basic elements of public international law. CO2: EXPLAIN State and Government: Recognition, succession and Intervention State Territory: Modes of Acquiring and Losing State Territory CO3: APPLY International Law in practical contexts, including the law surrounding the use of force, laws of the sea, space law and humanitarian laws. CO4: ANALYSE International documents, resolutions and treaties and you will be able to assess to what extent these documents contain binding rules of public international law. Read, Analyse, explain and use judgments of international courts. CO5: EVALUATE the theory and practice of international law with reference to relevant rules of public international law and authority in case law and literature.
72	MBA427	India's Foreign Policy	CO1: DESCRIBE the nature of India's Foreign Policy: Basic Principles, Domestic and External Determinants CO2: EXPLAIN evolution of India's Foreign Policy through various Phases: Cold War & Non-alignment - End of Cold War & Uni-polarity - Regionalism - Nuclearization CO3: CREATE India's Security Concerns: Nuclear Issue/Proliferation - Indian Ocean - South China Sea - Terrorism - Kashmir - Role of China and Pakistan CO4: ANALYSE India's Engagement with Regional Forums: EU, OPEC, ASEAN, SAARC

			CO5: EVALUATE India's Relations with Major Powers: U.S.A, Russia, UK and France India's Relations with China and Other Neighbours
73	MBA428	Pharmaceutical Brand & Supply Chain Management	CO1: This course enables students to learn about the basics of brand and development of brand of a product. There is a difference between the general marketing and pharmaceutical marketing. This course enables students to learn about the channel of pharmaceutical marketing, effects of promotional strategies, and physician's prescriptions.
			CO2: The focus of this course will be to provide details of tool and techniques that can be used for managing quality of operations in Pharma sector.
			CO3: This course enables students to learn about the basics of brand and development of brand of a product
74	MBA429	Pharmaceutical Marketing	CO1: Understand all major marketing concepts
			CO2: 2- Understand how to apply the marketing concepts over the pharmaceutical market
			CO3: Realize how to manipulate the demand concept and how to use it in pricing pharmaceuticals
			CO4: Realize how the 4 P's are being composed together and how they are being manipulated
			CO5: Be able to understand the use of marketing management philosophies
			CO6: Apply pricing, promotion techniques over any proposed product

