

Criterion I – Curricular Aspects
Key Indicator –1.1 Curriculum Design and Development
Curriculum Relevance

Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2022-23	22MB1C01	Principles Of Management	✓	•	•	•	To familiarize the students with the basic concepts of management to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms
2022-23	22MB1C02	Organizational Behaviour	•	✓	•	•	To Understand how people and groups in an organisation behave, react and interpret events in a workplace.
2022-23	22MB1C03	Economics for Decision Making	•	✓	•	•	To introduce the concepts of scarcity and efficiency; to explain principles of microeconomics relevant to managing an organization; to describe principles of macroeconomics to have the understanding of the
2022-23	22MB1C04	Financial and Management Accounting	•	✓	•	•	To acquaint the students with the fundamental principles of accounting, interpret financially and cost statements and enhance the knowledge of students in Costing, Budgeting and Marginal costing techniques
2022-23	22MB1C05	Business Statistics	✓	•	•	•	To enable the application of statistical and probability techniques in managerial decision making and to understand the linear programming techniques
2022-23	22MB1C06	Legal Aspects Of Business	•	✓	•	•	To create the knowledge of Legal perspective and its practices to improvise the business.
2022-23	22MB1P07	Managerial Skill Development - I	✓	•	•	•	To help students better prepare for their career by enhancing the professional development and employability skills necessary to be successful.
2022-23	22MB2C08	Total Quality Management	✓	•	•	•	To assist in developing conceptual knowledge for an integrated approach to quality management and to expose to the latest tools and techniques in effective quality practices
2022-23	22MB2C09	Marketing Management	✓	•	•	•	Developing an understanding of marketing concepts, environment, functions and emerging trends, ideas and nuances of modern marketing viz. segmentation, targeting and Positioning

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2022-23	22MB2C10	Financial Management	.	✓	.	.	To understand the concepts and techniques of financial management for decision making
2022-23	22MB2C11	Human Resource Management	.	✓	.	.	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements
2022-23	22MB2C12	Entrepreneurship Development	.	✓	.	.	To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively
2022-23	22MB2C13	Business Research Methods	✓	.	.	.	To familiarise the students with the principles of scientific methodology in business enquiry; to develop analytical skills of business research; to develop the skills for scientific communications
2022-23	22MB2P14	Data Analysis and Business Modeling	.	.	✓	.	To Present and describe the basic concepts in business statistics and hypothesis testing to functional areas in management.
2022-23	22MB2P15	Managerial Skill Development - II	✓	.	.	.	Identify own personality skills and potentials for holistic development and imbibe team working skill & Familiarize events in business/Industry/Current Affairs.
2023-24	22MB3C16	Management Information System	✓	.	.	.	To get comprehensive knowledge and understanding of why information systems are so important today for business and management, evaluate the role of the major types of information systems in a business environment
2023-24	22MB3C17	Business Environment and Ethics	✓	.	.	.	To distinguish between ethics, morals, codes of conduct and the law and to understand the ethical dilemmas, CSR and corporate governance facing managers.
2023-24	22MB3V18	Project Work	.	.	✓	.	Expose the students to the corporate environment, managerial issues and problems concerning the industry and get to learn organizational culture and experiences in team working opportunities to network with people in and

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2023-24	22MB3P19	Managerial Skill Development - III	✓	▪	▪	▪	Understand the current job market and develop skills, Develop confidence and presenting ability required to face interview.
2023-24	22MB4C20	Strategic Management	▪	✓	▪	▪	To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments which entails specifying the organization's mission, vision and
2023-24	22MB4C21	International Business	✓	▪	▪	▪	To make students understand various international trade theories & trade agreements, supply chain strategies and techniques of investment decisions and the role of Regional trade blocks across the globe
2023-24	22MB3E01	Retail Management	▪	✓	▪	▪	To Analyze and evaluate the economies of Store operations, visual merchandising and customer behaviour
2023-24	22MB3E02	Services Marketing	▪	✓	▪	▪	To sensitize students to service operations and service quality, issues faced by service firms, Industry 4.0 concepts and application of IoT in consideration of customer experience
2023-24	22MB3E03	Marketing Metrics and Analytics	✓	▪	▪	▪	To develop the analytical understanding and skills needed to make fact-based decisions in managing marketing performance.
2023-24	22MB3E04	Rural Marketing	▪	▪	▪	✓	To understand the issues in rural markets, marketing environment, consumer behaviour, distribution channels, marketing strategies and issues in rural marketing mix
2023-24	22MB3E05	Banking System and Practices	▪	✓	▪	▪	To create awareness on the broad contours of export & import credit and expose the students to the recent developments in banking in India.
2023-24	22MB3E06	Financial Services	▪	▪	✓	▪	To appraise the students with the functions of Banks and NBFC's and their regulations and to make the students familiar with the payments and settlement system in India.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2023-24	22MB3E07	Financial Modeling	▪	✓	▪	▪	To acquaint the students with the Excel Tools for Financial Modelling and to do the Descriptive Analysis.
2023-24	22MB3E08	Equity Research and Portfolio Management	▪	✓	▪	▪	To appraise the students about Financial Investment, Risks and Return factors and their implication on investment decision making.
2023-24	22MB3E09	Organisation Design and Development	▪	✓	▪	▪	To understand the importance of organisational Database Management and to enrich knowledge in the area of System Analysis, Design and Implementation.
2023-24	22MB3E10	Managing Interpersonal Effectiveness	▪	▪	✓	▪	To assess different systems of management and relate these systems to organisational characteristics and self-managerial skills
2023-24	22MB3E11	Labour Welfare and Industrial Relations	▪	✓	▪	▪	To build awareness of certain important and critical issues in Industrial Relations and to impart basic knowledge of the Trade unions and Labour laws and their distinctive features
2023-24	22MB3E12	Performance Management	▪	✓	▪	▪	To comprehend the process of Performance Management System and its evaluation and to expose the various methods of measuring and monitoring performance.
2023-24	22MB3E13	Information Systems Design and Development	✓	▪	▪	▪	To understand the importance of e-Business and Database Management and to enrich knowledge in the area of System Analysis, Design and Implementation.
2023-24	22MB3E14	Business Data Analytics	✓	▪	▪	▪	To enable the students to understand Data Integration and Multidimensional Data Modelling in Measures, Metrics, KPIs, Performance Management and Basics of Enterprise Reporting
2023-24	22MB3E15	E-Commerce	✓	▪	▪	▪	To develop an understanding of the current practices and opportunities in electronic commerce and to insight about electronic payment system and its security.

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2023-24	22MB3E16	Knowledge Management	✓	▪	▪	▪	To learn the fundamental concepts in Knowledge Management Methods, Techniques Tools and the Ethical, legal issues of Knowledge Management.
2023-24	22MB3E17	Lean Six Sigma	✓	▪	▪	▪	To gain insights into the importance of lean manufacturing and six sigma practices.
2023-24	22MB3E18	Industry 4.0	✓	▪	▪	▪	Understand the application, opportunities and challenges of Industry 4.0 and Familiarise the concepts of IoT and AI in the manufacturing/service industry
2023-24	22MB3E19	Creativity, Innovation and Entrepreneurship	✓	▪	▪	▪	To provide students with an understanding of how they, as future leaders of innovative organizations, can recognize and harness creativity to use in their future careers for solving innovation dilemmas and challenges
2023-24	22MB3E20	Intellectual Property Rights	▪	✓	▪	▪	To introduces all aspects of the IPR Acts to demonstrate the application of the legal concepts in Science, Engineering, Technology and Creative Design. The course is designed for raising the awareness of a
2023-24	22MB3E21	Healthcare Management	▪	✓	▪	▪	To understand different aspects of drug management and quality control, Hospital Pharmacy Licenses, Drug Licenses, Narcotics drugs
2023-24	22MB3E22	Healthcare System Management	▪	✓	▪	▪	To understand the importance of Healthcare and Database Management and to enrich knowledge in the area of Healthcare system Analysis, Design and Implementation.
2023-24	22MB3E23	Agri Business Environment	▪	✓	▪	▪	To expose learners to the environment in which the agri-business is conducted. Focus will be on understanding micro and macro environmental forces and their impact on agri-business
2023-24	22MB3E24	Value Chain in Agribusiness	✓	▪	▪	▪	To familiarize learners with the concept of the value chain and recognize its importance in the different sectors of agribusiness development.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2023-24	22MB3E25	Retail Banking	▪	✓	▪	▪	To enable the students familiarising with operational aspects of retail banking products and developing suitable strategies to broaden the retail client base.
2023-24	22MB3E26	Corporate Banking	✓		▪	▪	To familiarise the students with the various services provided under head Corporate Banking with special reference to India
2023-24	22MB3E27	Strategic Food Business Management	✓	▪	▪	▪	To equip students to understand and apply structured strategic planning tools, which reflect intuitive, evolutionary, and innovative nature of Strategic Management with relatable to Food Business
2023-24	22MB3E28	International Food Business and Export	✓	▪	▪	▪	This course aims to provide a crisp, clear, and easy to understand view of the methods, processes and functioning of international business and Organizations in the WTO regime along with latest international business
2023-24	22MB3E29	Sustainable and Eco Tourism	✓	▪	▪	▪	Understand the fundamental concepts of ecology & the concepts of ecological considerations and Learn the concepts related to ecotourism & Familiarize the concepts of sustainability in ecotourism
2023-24	22MB3E30	Tourism Policy Planning and Development	✓	▪	▪	▪	The students will be acquainted with tourism planning process, strategy, and policies
2023-24	22MB3E31	Retail Operation Management	▪	✓	▪	▪	To explain channels of retail management
2023-24	22MB3E32	Retail Supply Chain Management	▪	✓	▪	▪	To develop an understanding of the strategic role of a retail supply chain and management of its various components
2023-24	22MB4E01	Consumer Behavior	▪	▪	✓	▪	To identify the dynamics of human behaviour and the basic factors that influence the consumers' decision process.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2023-24	22MB4E02	Integrated Marketing Communication	✓	▪	▪	▪	This course introduces students to the basic concepts of advertising and sales promotion and how business organizations and other institutions carry out such activities.
2023-24	22MB4E03	Brand Management	✓	▪	▪	▪	To impart knowledge on the concept of brand and its value, brand extensions and brand positioning and to understand the strategic issues in branding.
2023-24	22MB4E04	Digital Marketing	✓	▪	▪	▪	To make the students explore the various online modes of reaching customers and market the products and brand effectively and use online promotional media with appropriate analytical tools.
2023-24	22MB4E05	Rural Banking and Micro Finance	▪	▪	▪	✓	This course introduces microfinance as a tool for social and rural development. On completion of this course the students will be able to, recognize various credit lending models, identify role of microfinance institutions and
2023-24	22MB4E06	International Trade Finance	✓	▪	▪	▪	Understand export import finance and forex management and to Understand the documentation involved in international trade
2023-24	22MB4E07	Mergers, Acquisitions and Restructuring	▪	✓	▪	▪	To understand Mergers and Acquisitions as a powerful tool to build new generation companies and to know the corporate restructuring process in the business world
2023-24	22MB4E08	Derivatives Management	▪	✓	▪	▪	To understand the nuances involved in derivatives and to understand the basic operational mechanisms in derivatives.
2023-24	22MB4E09	Hr Analytics	✓	▪	▪	▪	To enable the students to identify need of HR metrics and Analytics and to understand staffing utility.
2023-24	22MB4E10	Behavioural Modification and Management	✓	▪	▪	▪	To understand the basic concepts in Spiritual Intelligence, Emotional Intelligence and Transaction Analysis and to comprehend the reasons for stress and the methods to relieve it.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2023-24	22MB4E11	Competency Mapping and Development	■	✓	■	■	To understand the role and importance of competency mapping in the development of an organization
2023-24	22MB4E12	Training and Development	■	■	■	✓	To enable the students to identify training needs and methods and To familiarize the students with pedagogical approaches for Management Development.
2023-24	22MB4E13	Enterprise Resource Planning	■	■	■	✓	To understand the business process of an enterprise, the emerging trends in ERP developments and to grasp the activities of the ERP Project Management Cycle.
2023-24	22MB4E14	Decision Support System	✓	■	■	■	To introduce various types of models in decision support systems and To help students understand the design and implementation process of Decision Support Systems
2023-24	22MB4E15	Business Intelligence	✓	■	■	■	To enable the students in understanding project planning and application development in Business Intelligence and its concepts
2023-24	22MB4E16	Software Project Management System	✓	■	■	■	To be aware of the issues and the problems of IT development and learn various areas in project management.
2023-24	22MB4E17	Supply Chain Concepts and Planning	✓	■	■	■	To familiarize the students with the knowledge of the supply chain concepts with relevance to the importance of supplier selection, relationship and evaluation.
2023-24	22MB4E18	Reverse and Contract Logistics	✓	■	■	■	To prepare students successfully implement a contract logistics and closed supply chain in Retail, FMCG and Automobile sectors.
2023-24	22MB4E19	Entrepreneurship and Small Business	■	■	■	✓	To enable the students to take up self-employment by exposing them to entrepreneurial competence and the environment of small business.

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2023-24	22MB4E20	Building A Sustainable Enterprise	▪	✓	▪		To enable the students to understand the importance of succession planning and e-commerce prospects of internationalization of the business.
2023-24	22MB4E21	Service Operation Management In Hospitals	▪	✓	▪	▪	To enable the students to understand the service design and management and service productivity in Hospitals.
2023-24	22MB4E22	Entrepreneurship In Healthcare Management	▪	✓	▪	▪	To enable the students to take up self-employment by exposing them to entrepreneurial competence and the environment of Pharma and Healthcare business.
2023-24	22MB4E23	Ict for Agriculture Management	✓	▪	▪	▪	The course aims to educate the students about the use and interrelationship of various information systems like crop production, market information, food processing, and weather forecasting.
2023-24	22MB4E24	Entrepreneurship In Agribusiness		✓	▪	▪	To enable the students to take up self-employment by exposing them to entrepreneurial competence and the environment of Agri business
2023-24	22MB4E25	Risk Management In Bank		✓	▪	▪	To enlighten the students with the concept of risk management in banks in general and techniques in measurement and control of credit risk, operational risk and market risk in particular.
2023-24	22MB4E26	International Banking & Forex Management	✓	▪	▪	▪	To enable the students familiarising with functions and performance of international financial institutions and operational mechanism of foreign exchange market in India
2023-24	22MB4E27	Branding and Food Retail Management	✓	▪	▪	▪	Students will learn how small and large retail organizations are structured, gain an understanding of basic retail operations, acquire knowledge of the various types of retailers and learn about multichannel retailing
2023-24	22MB4E28	Artificial Intelligence for Food Services	✓	▪	▪	▪	Students will learn about AI and theri various functions and relate it with the Food Business

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2023-24	22MB4E29	Tourism Entrepreneurship	✓	▪	▪	▪	The aim of this course is to enrich students with entrepreneurial styles and challenges in Hospitality & Tourism
2023-24	22MB4E30	Information Technology and Tourism	✓	▪	▪	▪	The course aims to educate the students about the use and interrelationship of various information systems in tourism industry
2023-24	22MB4E31	Retail Logistics and Sales Promotion	✓	▪	▪	▪	To explain various options for Logistics and steps to be taken for Sales Promotion
2023-24	22MB4E32	International Retailing	✓	▪	▪	▪	To explain channels of International retailing.
2021-22	21MB1C01	Principles Of Management	✓	▪	▪	▪	To familiarize the students with the basic concepts of management to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms
2021-22	21MB1C02	Organizational Behaviour	▪	✓	▪	▪	To Understand how people and groups in an organisation behave, react and interpret events in a workplace.
2021-22	21MB1C03	Economics for Decision Making	▪	✓	▪	▪	To introduce the concepts of scarcity and efficiency; to explain principles of microeconomics relevant to managing an organization; to describe principles of macroeconomics to have the understanding of the
2021-22	21MB1C04	Financial and Management Accounting	▪	✓	▪	▪	To acquaint the students with the fundamental principles of accounting, interpret financially and cost statements and enhance the knowledge of students in Costing, Budgeting and Marginal costing techniques

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2021-22	21MB1C05	Business Statistics	✓	▪	▪	▪	To enable the application of statistical and probability techniques in managerial decision making and to understand the linear programming techniques
2021-22	21MB1C06	Legal Aspects Of Business	▪	✓	▪	▪	To create the knowledge of Legal perspective and its practices to improvise the business.
2021-22	21MB1P07	Managerial Skill Development - I	✓	▪	▪	▪	To help students better prepare for their career by enhancing the professional development and employability skills necessary to be successful.
2021-22	21MB2C08	Total Quality Management	✓	▪	▪	▪	To assist in developing conceptual knowledge for an integrated approach to quality management and to expose to the latest tools and techniques in effective quality practices
2021-22	21MB2C09	Marketing Management	✓	▪	▪	▪	Developing an understanding of marketing concepts, environment, functions and emerging trends, ideas and nuances of modern marketing viz. segmentation, targeting and Positioning
2021-22	21MB2C10	Financial Management	▪	✓	▪	▪	To understand the concepts and techniques of financial management for decision making
2021-22	21MB2C11	Human Resource Management	▪	✓	▪	▪	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements
2021-22	21MB2C12	Entrepreneurship Development	▪	✓	▪	▪	To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively
2021-22	21MB2C13	Business Research Methods	✓	▪	▪	▪	To familiarise the students with the principles of scientific methodology in business enquiry; to develop analytical skills of business research; to develop the skills for scientific communications

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2021-22	21MB2P14	Data Analysis and Business Modeling	▪	▪	✓	▪	To Present and describe the basic concepts in business statistics and hypothesis testing to functional areas in management.
2021-22	21MB2P15	Managerial Skill Development - II	✓	▪	▪	▪	Identify own personality skills and potentials for holistic development and imbibe team working skill & Familiarize events in business/Industry/Current Affairs.
2022-23	21MB3C16	Management Information System	✓	▪	▪	▪	To get comprehensive knowledge and understanding of why information systems are so important today for business and management, evaluate the role of the major types of information systems in a business environment
2022-23	21MB3C17	Business Environment and Ethics	✓	▪	▪	▪	To distinguish between ethics, morals, codes of conduct and the law and to understand the ethical dilemmas, CSR and corporate governance facing managers.
2022-23	21MB3V18	Project Work	▪	▪	✓	▪	Expose the students to the corporate environment, managerial issues and problems concerning the industry and get to learn organizational culture and experiences in team working opportunities to network with people in and
2022-23	21MB3P19	Managerial Skill Development - III	✓	▪	▪	▪	Understand the current job market and develop skills, Develop confidence and presenting ability required to face interview.
2022-23	21MB4C20	Strategic Management	▪	✓	▪	▪	To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments which entails specifying the organization's mission, vision and
2022-23	21MB4C21	International Business	✓	▪	▪	▪	To make students understand various international trade theories & trade agreements, supply chain strategies and techniques of investment decisions and the role of Regional trade blocks across the globe
2022-23	21MB3E01	Retail Management	▪	✓	▪	▪	To Analyze and evaluate the economies of Store operations, visual merchandising and customer behaviour

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2022-23	21MB3E03	Marketing Metrics and Analytics	✓	▪	▪	▪	To develop the analytical understanding and skills needed to make fact-based decisions in managing marketing performance.
2022-23	21MB3E04	Rural Marketing	▪	▪	▪	✓	To understand the issues in rural markets,marketing environment, consumer behaviour, distribution channels, marketing strategies and issues in rural marketing mix
2022-23	21MB3E05	Banking System and Practices	▪	✓	▪	▪	To create awareness on the broad contours of export & import credit and expose the students to the recent developments in banking in India.
2022-23	21MB3E06	Financial Services	▪	▪	✓	▪	To appraise the students with the functions of Banks and NBFC's and their regulations and to make the students familiar with the payments and settlement system in India.
2022-23	21MB3E07	Financial Modeling	▪	✓	▪	▪	To acquaint the students with the Excel Tools for Financial Modelling and to do the Descriptive Analysis.
2022-23	21MB3E08	Equity Research and Portfolio Management	▪	✓	▪	▪	To appraise the students about Financial Investment, Risks and Return factors and their implication on investment decision making.
2022-23	21MB3E09	Organisation Design and Development	▪	✓	▪	▪	To understand the importance of organisational Database Management and to enrich knowledge in the area of System Analysis, Design and Implementation.
2022-23	21MB3E10	Managing Interpersonal Effectiveness	▪	▪	✓	▪	To assess different systems of management and relate these systems to organisational characteristics and self-managerial skills

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2022-23	21MB3E12	Performance Management	.	✓	.	.	To comprehend the process of Performance Management System and its evaluation and to expose the various methods of measuring and monitoring performance.
2022-23	21MB3E13	Information Systems Design and Development	✓	.	.	.	To understand the importance of e-Business and Database Management and to enrich knowledge in the area of System Analysis, Design and Implementation.
2022-23	21MB3E14	Business Data Analytics	✓	.	.	.	To enable the students to understand Data Integration and Multidimensional Data Modelling in Measures, Metrics, KPIs, Performance Management and Basics of Enterprise Reporting
2022-23	21MB3E15	E-Commerce	✓	.	.	.	To develop an understanding of the current practices and opportunities in electronic commerce and to insight about electronic payment system and its security.
2022-23	21MB3E16	Knowledge Management	✓	.	.	.	To learn the fundamental concepts in Knowledge Management Methods, Techniques Tools and the Ethical, legal issues of Knowledge Management.
2022-23	21MB3E17	Lean Six Sigma	✓	.	.	.	To gain insights into the importance of lean manufacturing and six sigma practices.
2022-23	21MB3E18	Industry 4.0	✓	.	.	.	Understand the application, opportunities and challenges of Industry 4.0 and Familiarise the concepts of IoT and AI in the manufacturing/service industry
2022-23	21MB3E19	Creativity, Innovation and Entrepreneurship	✓	.	.	.	To provide students with an understanding of how they, as future leaders of innovative organizations, can recognize and harness creativity to use in their future careers for solving innovation dilemmas and challenges

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2022-23	21MB3E20	Intellectual Property Rights	■	✓	■	■	To introduces all aspects of the IPR Acts to demonstrate the application of the legal concepts in Science, Engineering, Technology and Creative Design. The course is designed for raising the awareness of a
2022-23	21MB3E21	Healthcare Management	■	✓	■	■	To understand different aspects of drug management and quality control,Hospital Pharmacy Licenses, Drug Licenses, Narcotics drugs
2022-23	21MB3E22	Healthcare System Management	■	✓	■	■	To understand the importance of Healthcare and Database Management and to enrich knowledge in the area of Healthcare system Analysis, Design and Implementation.
2022-23	21MB3E23	Agri Business Environment	■	✓	■	■	To expose learners to the environment in which the agri-business is conducted. Focus will be on understanding micro and macro environmental forces and their impact on agri-business
2022-23	21MB3E24	Value Chain in Agribusiness	✓	■	■	■	To familiarize learners with the concept of the value chain and recognize its importance in the different sectors of agribusiness development.
2022-23	21MB3E25	Retail Banking	■	✓	■	■	To enable the students familiarising with operational aspects of retail banking products and developing suitable strategies to broaden the retail client base.
2022-23	21MB3E26	Corporate Banking	✓		■	■	To familiarise the students with the various services provided under head Corporate Banking with special reference to India
2022-23	21MB3E27	Strategic Food Business Management	✓	■	■	■	To equip students to understand and apply structured strategic planning tools, which reflect intuitive, evolutionary, and innovative nature of Strategic Management with relatable to Food Business
2022-23	21MB3E28	International Food Business and Export	✓	■	■	■	This course aims to provide a crisp, clear, and easy to understand view of the methods, processes and functioning of international business and Organizations in the WTO regime along with latest international business

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2022-23	21MB3E29	Sustainable and Eco Tourism	✓	▪	▪	▪	Understand the fundamental concepts of ecology & the concepts of ecological considerations and Learn the concepts related to ecotourism & Familiarize the concepts of sustainability in ecotourism
2022-23	21MB3E30	Tourism Policy Planning and Development	✓	▪	▪	▪	The students will be acquainted with tourism planning process, strategy, and policies
2022-23	21MB3E31	Retail Operation Management	▪	✓	▪	▪	To explain channels of retail management
2022-23	21MB3E32	Retail Supply Chain Management	▪	✓	▪	▪	To develop an understanding of the strategic role of a retail supply chain and management of its various components
2022-23	21MB4E01	Consumer Behavior	▪	▪	✓	▪	To identify the dynamics of human behaviour and the basic factors that influence the consumers' decision process.
2022-23	21MB4E02	Integrated Marketing Communication	✓	▪	▪	▪	This course introduces students to the basic concepts of advertising and sales promotion and how business organizations and other institutions carry out such activities
2022-23	21MB4E03	Brand Management	✓	▪	▪	▪	To impart knowledge on the concept of brand and its value, brand extensions and brand positioning and to understand understand the strategic issues in branding.
2022-23	21MB4E04	Digital Marketing	✓	▪	▪	▪	To make the students explore the various online modes of reaching customers and market the products and brand effectively and use online promotional media with appropriate analytical tools
2022-23	21MB4E05	Rural Banking and Micro Finance	▪	▪	▪	✓	This course introduces microfinance as a tool for social and rural development. On completion of this course the students will be able to, recognize various credit lending models, identify role of microfinance institutions and

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2022-23	21MB4E06	International Trade Finance	✓	▪	▪	▪	Understand export import finance and forex management and to Understand the documentation involved in international trade
2022-23	21MB4E07	Mergers, Acquisitions and Restructuring	▪	✓	▪	▪	To understand Mergers and Acquisitions as a powerful tool to build new generation companies and to know the corporate restructuring process in the business world
2022-23	21MB4E08	Derivatives Management	▪	✓	▪	▪	To understand the nuances involved in derivatives and to understand the basic operational mechanisms in derivatives.
2022-23	21MB4E09	Hr Analytics	✓	▪	▪	▪	To enable the students to identify need of HR metrics and Analytics and to understand staffing utility.
2022-23	21MB4E10	Behavioural Modification and Management	✓	▪	▪	▪	To understand the basic concepts in Spiritual Intelligence, Emotional Intelligence and Transaction Analysis and to comprehend the reasons for stress and the methods to relieve it
2022-23	21MB4E11	Competency Mapping and Development	▪	✓	▪	▪	To understand the role and importance of competency mapping in the development of an organization
2022-23	21MB4E12	Training and Development	▪	▪	▪	✓	To enable the students to identify training needs and methods and To familiarize the students with pedagogical approaches for Management Development.
2022-23	21MB4E13	Enterprise Resource Planning	▪	▪	▪	✓	To understand the business process of an enterprise, the emerging trends in ERP developments and to grasp the activities of the ERP Project Management Cycle.
2022-23	21MB4E14	Decision Support System	✓	▪	▪	▪	To introduce various types of models in decision support systems and To help students understand the design and implementation process of Decision Support Systems

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2022-23	21MB4E15	Business Intelligence	✓	▪	▪	▪	To enable the students in understanding project planning and application development in Business Intelligence and its concepts
2022-23	21MB4E16	Software Project Management System	✓	▪	▪	▪	To be aware of the issues and the problems of IT development and learn various areas in project management.
2022-23	21MB4E17	Supply Chain Concepts and Planning	✓	▪	▪	▪	To familiarize the students with the knowledge of the supply chain concepts with relevance to the importance of supplier selection, relationship and evaluation.
2022-23	21MB4E18	Reverse and Contract Logistics	✓	▪	▪	▪	To prepare students successfully implement a contract logistics and closed supply chain in Retail, FMCG and Automobile sectors.
2022-23	21MB4E19	Entrepreneurship and Small Business	▪	▪	▪	✓	To enable the students to take up self-employment by exposing them to entrepreneurial competence and the environment of small business.
2022-23	21MB4E20	Building A Sustainable Enterprise	▪	✓	▪	▪	To enable the students to understand the importance of succession planning and e-commerce prospects of internationalization of the business.
2022-23	21MB4E21	Service Operation Management In Hospitals	▪	✓	▪	▪	To enable the students to understand the service design and management and service productivity in Hospitals.
2022-23	21MB4E22	Entrepreneurship In Healthcare Management	▪	✓	▪	▪	To enable the students to take up self-employment by exposing them to entrepreneurial competence and the environment of Pharma and Healthcare business.
2022-23	21MB4E23	Ict for Agriculture Management	✓	▪	▪	▪	The course aims to educate the students about the use and interrelationship of various information systems like crop production, market information, food processing, and weather forecasting.

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2022-23	21MB4E24	Entrepreneurship In Agribusiness		✓	▪	▪	To enable the students to take up self-employment by exposing them to entrepreneurial competence and the environment of Agri business
2022-23	21MB4E25	Risk Management In Bank		✓	▪	▪	To enlighten the students with the concept of risk management in banks in general and techniques in measurement and control of credit risk, operational risk and market risk in particular
2022-23	21MB4E26	International Banking & Forex Management	✓	▪	▪	▪	To enable the students familiarising with functions and performance of international financial institutions and operational mechanism of foreign exchange market in India
2022-23	21MB4E27	Branding and Food Retail Management	✓	▪	▪	▪	Students will learn how small and large retail organizations are structured, gain an understanding of basic retail operations, acquire knowledge of the various types of retailers and learn about multichannel retailing
2022-23	21MB4E28	Artificial Intelligence for Food Services	✓	▪	▪	▪	Students will learn about AI and their various functions and relate it with the Food Business
2022-23	21MB4E29	Tourism Entrepreneurship	✓	▪	▪	▪	The aim of this course is to enrich students with entrepreneurial styles and challenges in Hospitality & Tourism
2022-23	21MB4E30	Information Technology and Tourism	✓	▪	▪	▪	The course aims to educate the students about the use and interrelationship of various information systems in tourism industry
2022-23	21MB4E31	Retail Logistics and Sales Promotion	✓	▪	▪	▪	To explain various options for Logistics and steps to be taken for Sales Promotion
2022-23	21MB4E32	International Retailing	✓	▪	▪	▪	To explain channels of International retailing.

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2020-21	20MB1C01	Management Principles and Practices	✓	•	•	•	To familiarize the students with the basic management concepts to understand how an organization functions and the complexity and wide variety of issues managers face in today's business firms.
2020-21	20MB1C02	Organizational Behaviour	•	✓	•	•	To Understand how people and groups in an organization behave, react and interpret events in a workplace.
2020-21	20MB1C03	Economics for Decision Making	•	✓	•	•	To introduce the concepts of scarcity and efficiency; To explain principles of microeconomics relevant to managing an organization; and describe macroeconomics principles to understand the economic environment of
2020-21	20MB1C04	Financial and Management Accounting	•	✓	•	•	To acquaint the students with the fundamental accounting principles, interpret financial and cost statements, and enhance students' knowledge in Costing, Budgeting, and Marginal costing techniques.
2020-21	20MB1C05	Business and Managerial Statistics	✓	•	•	•	To enable the application of statistical and probability techniques in managerial decision-making.
2020-21	20MB1C06	Business Communication	•	•	✓	•	To enable learners to speak fluently and flawlessly and write in English precisely and effectively in all kinds of communicative contexts with all nationalities.
2020-21	20MB1P01	Cyber Security and Computer Applications in Management	✓	•	•	•	To provide a foundational platform for Cyber Security Aspirants by providing Cyber Security Awareness and Training that heightens security chances.
2020-21	20MB2C01	Production and Operations Management	✓	•	•	•	To increase understanding of the problems and opportunities faced by the operations manager in manufacturing and service operations.
2020-21	20MB2C02	Marketing Management	✓	•	•	•	Developing an understanding of marketing concepts, environment, functions, and emerging trends, ideas, and nuances of modern marketing, viz. segmentation, targeting, and Positioning.

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2020-21	20MB2C03	Financial Management	•	✓	•	•	To understand the concepts and techniques of Capital Budgeting, Working Capital Management, and Dividends and Cost of Capital to decide the Capital Structure.
2020-21	20MB2C04	Human Resource Management	•	✓	•	•	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration, and compliance with human resource requirements
2020-21	20MB2C05	Operations Research	✓	•	•	•	To enable OR application in managerial decision-making and to understand linear programming techniques.
2020-21	20MB2C06	Research Methodology	✓	•	•	•	To familiarise the students with the principles of scientific methodology in business inquiry. To develop analytical skills in business research; To develop the skills for scientific communications
2020-21	20MB2FV1	Comprehensive Assessment and Field Visit	•	•	•	✓	
2021-22	20MB3C01	Management Information System	✓	•	•	•	Basic knowledge of computers
2021-22	20MB3C02	Business Environment and Ethics	✓	•	•	•	Basic knowledge of human ethics
2021-22	20MB3C03	Positive Psychology for Human Excellence	•	✓	•	•	To provide students with an introduction to positive psychology—the scientific study of happiness.
2021-22	20MB3CPV	Project	•	•	✓	•	

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2021-22	20MB4C01	Strategic Management	.	✓	.	.	To learn the significant initiatives a company's top management takes on behalf of corporates, involving resources and performance in external environments, specifying the organization's mission, vision, and
2021-22	20MB4C02	International Business	✓	.	.	.	To make students understand various international trade theories & trade agreements, supply chain strategies and techniques of investment decisions, and the role of Regional trade blocks across the globe
2021-22	20MB3E01	Equity Research and Portfolio Management	.	✓	.	.	To appraise the students about Financial Investment, Risks, and Return factors and their implications on investment decision-making.
2021-22	20MB3E02	Financial Services	.	.	✓	.	To appraise the students with the functions of Banks and NBFCs and their regulations and familiarize them with India's payments and settlement system.
2021-22	20MB3E03	Risk Management and Insurance	.	.	✓	.	The course aims to give the students a broad understanding of risk and insurance to manage it. This forms the foundation to facilitate the students' further insurance studies
2021-22	20MB3E04	International Financial Management	✓	.	.	.	To understand the concepts and techniques of Capital Budgeting, Working Capital Management, and Dividends and Cost of Capital to decide the Capital Structure.
2021-22	20MB3E05	Strategic Cost Management	.	.	✓	.	To Develop an understanding of various costing systems in different strategic decision situations.
2021-22	20MB3E06	Working Capital Management	.	✓	.	.	To analyze comprehensive analysis on managing working capital, working capital financing policies, increasing profits through operating capital management and adequately funding working capital
2021-22	20MB3E07	Human Resource Development	.	.	✓	.	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration, and compliance with human resource requirements

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2021-22	20MB3E08	Organisational Development	.	.	✓	.	Establishing the fundamental values, essential frameworks, and effective methods in organization development consulting: Elucidating the dynamics of entry, diagnosis, planning, intervention, and sustainability
2021-22	20MB3E09	Organizational Change and Intervention	.	.	✓	.	To emphasizes the theories and practices of managing change and the Organizational Development Process.
2021-22	20MB3E10	Business Leadership	✓	.	.	.	Identify a leadership profile and explore ways to use this knowledge to improve your success as a manager.
2021-22	20MB3E11	Performance Management	.	✓	.	.	To improve individual and organizational performance by identifying performance requirements, providing regular feedback, and assisting employees in their career development
2021-22	20MB3E12	Advanced Industrial Psychology	.	✓	.	.	To think and write critically about I-O psychology theory, research, and application.
2021-22	20MB3E13	Training and Development	.	.	.	✓	To focus on improving performance in the current role or overcoming future changes. Development is aimed at the long term. It revolves around the broadening or deepening of knowledge
2021-22	20MB3E14	Knowledge Management	.	✓	.	.	To prepare students to understand the current theories, practices, tools, and techniques in knowledge management (KM)To deal with the challenges with the organization and management of knowledge
2021-22	20MB3E15	Advertising and Promotional Management	.	✓	.	.	To demonstrate analytical skills in identifying and resolving problems in marketing management. Catalog Description.
2021-22	20MB3E16	Sales and Distribution Management	.	✓	.	.	To develop critical skills for generating, evaluating, and selecting sales and distribution strategies.

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2021-22	20MB3E17	Services Marketing	▪	✓	▪	▪	To supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing services and products.
2021-22	20MB3E18	Export Management	✓	▪	▪	▪	To impart knowledge on the critical functions in export and import processes and procedures.
2021-22	20MB3E19	Consumer Behavior	▪	▪	✓	▪	To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
2021-22	20MB3E20	Brand Management	✓	▪	▪	▪	Develop a consumer-centric approach to building, measuring, and evaluating strategies that build brand equity for new and existing brands.
2021-22	20MB3E21	Social Media Marketing	✓	▪	▪	▪	To Create a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics.
2021-22	20MB3E22	System Analysis and Design	✓	▪	▪	▪	To introduce a variety of new software used by analysts, designers manage projects, analyze and document
2021-22	20MB3E23	Software Project Management	✓	▪	▪	▪	To Understand the fundamental principles of Software Project management & will also have a good knowledge of responsibilities of the project manager and how to handle these
2021-22	20MB3E24	Electronic Commerce	✓	▪	▪	▪	To conduct business online and manage the technical issues associated with constructing an electronic-commerce website.
2021-22	20MB3E25	Data Warehousing and Mining	✓	▪	▪	▪	To introduce a wide range of clustering, estimation, prediction, and classification algorithms.

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2021-22	20MB3E26	E-Marketing	✓	•	•	•	To develop an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing
2021-22	20MB3E27	Enterprise Resource Planning	•	•	•	✓	To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning
2021-22	20MB3E28	Business Intelligence and Analytics	✓	•	•	•	Understand technologies, applications, and methods for collecting, integrating, analyzing, and presenting business information.
2021-22	20MB3E29	Behavioral Finance	•	•	✓	•	To provide the student with sufficient knowledge to understand the difference between classical financial theory and behavioral finance. The course focuses on the specific features of the decision-making process in a
2021-22	20MB3E30	Bonds, Derivatives and Commodities Market	•	✓	•	•	The course's main the aim is to popularize the specifics of derivatives with their broad practical usage possibilities (hedging, diversification, speculation).
2021-22	20MB3E31	Investment and Finance in India	•	✓	•	•	To know the different aspects of investment banking, mergers and acquisition, and the detailed SEBI guidelines on issue management.
2021-22	20MB3E32	Bank Management	•	✓	•	•	Understand the peculiarities of valuing a bank, factors shaping the banking industry
2021-22	20MB3E33	Insurance Laws and Regulations	•	✓	•	•	The course examines the theory and elements of the practice of insurance law concerning the most common forms of both first-party and third-party insurance
2021-22	20MB3E34	Actuarial Management	•	✓	•	•	To enable the students to learn the procedure of preparing different accounting systems.

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2021-22	20MB3E35	Hospital and Health Care Management	.	.	✓	.	To understand the role and functions of hospitals and their health care context and train to handle the management and development issues faced by a hospital manager, including structure and organization, planning and
2021-22	20MB3E36	Hospital Planning , Design and Maintenance	.	✓	✓	.	This Programme aims to offer relevant and recent knowledge and a skill base for professionals to familiarize themselves with hospital planning & design.
2021-22	20MB3E37	Legal and Ethical Issues in Hospitals	.	✓	.	.	To describe relevant legal, ethical, legislative, and regulatory issues relevant to healthcare facilities (e.g., laws, regulations, accreditation, licensure, human resources, information and risk management) and service
2021-22	20MB3E38	Hotel Information System	✓	.	.	.	to prepare students to meet the challenges associated with Hospitality Information Systems within the Hospitality Industry.
2021-22	20MB3E39	Tourism Concepts and Principles	✓	.	.	.	To provide training in tourism and travel industry management and related subjects.
2021-22	20MB3E40	Hotel and Resort Management	.	.	✓	.	This course examines hotel and resort management issues that emphasize general management, service, sales, forecasting, financial aspects, rate efficiencies, labor management, and guest relations
2021-22	20MB3E41	Retail Management	.	✓	.	.	To introduce the students to the world of retailing from a managerial viewpoint.
2021-22	20MB3E42	Mall Management	.	✓	.	.	To impart skills necessary for taking up positions in Mall administration.
2021-22	20MB3E43	Airport Planning and Management	✓	.	.	.	To provide a broad understanding of airports and their role in aviation transportation.

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2021-22	20MB3E44	Aviation Management	✓	•	•	•	To produce aviation management professionals with stellar communication, interpersonal, and excellent knowledge about air transport, airport operations, cabin crew training to ground staff and ticket management
2021-22	20MB3E45	Supply Chain Management	✓	•	•	•	To develop criteria and standards to achieve improved business performance by integrating and optimizing the total logistics and supply-chain process.
2021-22	20MB3E46	Transportation and Warehousing	•	✓	•	•	To understand how Warehouse Management and other functions in Logistics fit into Logistics & Supply Chain Management.
2021-22	20MB4E01	Financial Econometrics	✓	•	•	•	To familiarize the participants with techniques for analyzing data related to financial markets.
2021-22	20MB4E02	Investment Management	•	•	✓	•	To provide a conceptual foundation to undertake Investment analysis for securities and portfolios.
2021-22	20MB4E03	Project Management	•	✓	•	•	To teach students how to approach project management and understand all the essential concepts from theoretical and practical.
2021-22	20MB4E04	Mergers, Acquisitions and Restructuring	•	✓	•	•	To examine the reasons to acquire, target, and recognize the anticipated challenges, risks, and pitfalls of the approach.
2021-22	20MB4E05	Corporate Valuation and Taxation	•	✓	•	•	To enable students to describe how people analyze corporate leverage under different conditions and understand why people evaluate various corporates differently
2021-22	20MB4E06	Foreign Exchange Management	✓	•	•	•	To sensitize students to the complexities of managing the finance of multinational firms.

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2021-22	20MB4E07	Labour Welfare and Industrial Relations	•	✓	•	•	To learn the salient features of welfare and wage Legislation. Understand the laws relating to Industrial Relations, Social Security, and Working conditions.
2021-22	20MB4E08	Industrial Relations Management and Labour Legislations	•	✓	•	•	To understand industrial relations systems; developing awareness among students of various actors of IRS.
2021-22	20MB4E09	Talent Management	•	•	•	✓	To Acquire and retain talent. Understand the interplay between various aspects of Talent Acquisition, retention, and talent development.
2021-22	20MB4E10	International Human Resource Management	✓	•	•	•	To Identify and Understand issues and practices about the significant HRM functions within the context of a multinational environment.
2021-22	20MB4E11	Collective Bargaining and Negotiations Management	•	✓	•	•	To Outline the conditions and negotiation process between groups of employees (unions) and employers in the human resource frame.
2021-22	20MB4E12	Labour Welfare and Welfare Legislations	•	✓	•	•	To know the development and the judicial setup of Labour Laws. To learn the salient features of welfare and wage Legislation.
2021-22	20MB4E13	Managing Interpersonal Effectiveness	•	•	✓	•	Understand and adapt to others' communication styles and behavior patterns. Network and build rapport and trust.
2021-22	20MB4E14	Coaching, Counselling and Mentoring	•	•	✓	•	to provide an opportunity to young people to share their concerns and get both moral support and guidance for their development.
2021-22	20MB4E15	Rural Marketing	•	•	•	✓	To develop an understanding regarding issues in rural markets like marketing of rustic products and management

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2021-22	20MB4E16	Retail Management	✓	•	•	•	Understand the integration of merchandise management and supply chain strategies leading excellent customer service.
2021-22	20MB4E17	Event Management	•	•	•	✓	To provide the students with technical know-how and a solid knowledge base to excel, market effectively, promote themselves, and earn revenue through this trade.
2021-22	20MB4E18	New Product Development	✓	•	•	•	Examine the activities and competencies associated with developing new products in firms and provide students with technical and practical knowledge and skills required to engage in new product development projects
2021-22	20MB4E19	Marketing Research	✓	•	•	•	To explain the relationship and differences between marketing research and marketing information systems. Interpret development of marketing research.
2021-22	20MB4E20	International Marketing	✓	•	•	•	To have complex knowledge and understanding of global markets, related marketing opportunities and issues, the implications of global environmental factors for BusinessBusiness, and significant international marketing
2021-22	20MB4E21	Customer Relationship Management	•	✓	•	•	To Participate and interact meaningfully in a corporation where CRM has been implemented or to be able to participate in the implementation of CRM by understanding the business case and the importance of
2021-22	20MB4E22	Software Quality Management	✓	•	•	•	To understand the components of software quality assurance systems before, during, and after software development. The framework components include planning reviews testing configuration management etc
2021-22	20MB4E23	Decision Support System	✓	•	•	•	to provide the student with competency surrounding the disciplines of management systems, decision support, artificial intelligence, and data analysis
2021-22	20MB4E24	Knowledge Management System	✓	•	•	•	To provide the student with competency covering management systems, decision support, artificial intelligence, and data analysis to prepare students to understand current theories, practices tools, and

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2021-22	20MB4E25	E-Business	✓	•	•	•	To introduce concepts, tools, and approaches to electronic BusinessBusinessTo the students. Further, the subject will help the students to develop skills to manage businesses in the digital world
2021-22	20MB4E26	Relational Database Management	•	✓	•	•	to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently and effectively - information from a DBMS
2021-22	20MB4E27	Multimedia Application in Business	✓	•	•	•	To Develop competencies in designing and creating interactive multimedia applications by explaining how elements of these applications reflect a theory of how learning will occur
2021-22	20MB4E28	Big Data Analytics	✓	•	•	•	To study the programming aspects of cloud computing with a view to rapid prototyping of complex applications. Understand the specialized elements of big data, including extensive data application and big data analytics
2021-22	20MB4E29	Fund Management	•	•	✓	•	To give students a basic understanding of various investment alternatives and how to value those investments.
2021-22	20MB4E30	Wealth Management	•	✓	•	•	To Develop knowledge on the allocation, management, and funding of financial resources.
2021-22	20MB4E31	Real Estate Management	•	•	•	✓	To introduce the concepts and principles of the real estate sector. To explain the regulatory and legislative aspects and the key processes and strategies involved in developing and managing the real estate sector
2021-22	20MB4E32	E-Banking	•	✓	•	•	Recommend possible solutions/procedures to enhance e-banking/mobile banking security controls
2021-22	20MB4E33	Principles of Insurance	•	✓	•	•	To identify the relationship between Insurers and their Customers and the importance of Insurance Contacts

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2021-22	20MB4E34	Hospital Information System	✓	•	•	•	To understand information systems, databases, and analytical tools to structure, analyze and present information, legal and ethical issues affecting healthcare information management
2021-22	20MB4E35	Public Health System and Health Insurance	•	✓	•	•	To provide an overview of significant issues related to the design, function, management, regulation, and evaluation of health insurance programs and managed care organizations including HMOs
2021-22	20MB4E36	Hospital Operations Management	✓	•	•	•	To explore the progress made and the challenges in bringing the concepts, practices, and tools developed in engineering and manufacturing to the healthcare industry.
2021-22	20MB4E37	International Health Management	✓	•	•	•	To Demonstrate knowledge and understanding in health management, planning, and policy-making in global BusinessBusiness in the healthcare sector.
2021-22	20MB4E38	Eco-Tourism	✓	•	•	•	To create a basic understanding of the tourism industry and knowledge of current trends in Ecotourism.
2021-22	20MB4E39	Hospitality Management	•	✓	•	•	Train students at International Standards of Hospitality Education to impart knowledge, Skills, and Attitude for providing a qualified hospitality and service industry workforce
2021-22	20MB4E40	Travel Management	✓	•	•	•	To get a thorough understanding of the tourism industry's components and acquire knowledge and information about the tourism industry.
2021-22	20MB4E41	Direct and Network Marketing	•	✓	•	•	Describe significant bases for segmenting consumer and business markets; define and apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different
2021-22	20MB4E42	Retail Operations, Systems and Inventory	•	✓	•	•	To Understand store operation, visual merchandising, merchandising, inventory management, retail sales, etc. Class participation would be fundamental for the development of transferrable skills

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2021-22	20MB4E43	Retail Planning	.	✓	.	.	To devise sustainable strategies to survive and grow in competitive markets. Create and analyze retail metrics to monitor performance and enhance staff productivity.
2021-22	20MB4E44	Aviation Operations Management	✓	.	.	.	To analyze and assess airline and airport operations, government regulations, and safety and environmental concerns to plan and implement appropriate strategic and tactical business methodologies
2021-22	20MB4E45	Aviation Carrier Operations	✓	.	.	.	To apply quantitative methods of modern business management to improve organizational performance in the aviation industry.
2021-22	20MB4E46	Airline Route Planning Management	✓	.	.	.	To measure the impact of global competition and security issues on the U.S. aviation industry, identify progressive actions to overcome these issues, and utilize technology to enhance efficiency and competitiveness
2021-22	20MB4E47	Logistics and Supply Chain Management	✓	.	.	.	Understand how Logistics, Supply Chain, Operations, and Channels of Distribution fit into various BusinessBusiness, viz., Manufacturing, Service, and Project
2021-22	20MB4E48	Inventory Management	.	✓	.	.	Understand how Logistics, Supply Chain, Operations, and Channels of Distribution fit into various BusinessBusiness, viz., Manufacturing, Service, and Project
2021-22	20MB4E49	Environmental Impact Assessment and Disaster Management	✓	.	.	.	To provide a basic conceptual understanding of disasters and their relationships with development.
2021-22	20MB4E50	Disaster Management and Risk Assessment	✓	.	.	.	To understand Disaster Risk Reduction (DRR) approaches and the relationship between vulnerability, disasters, disaster prevention, and risk reduction.
2019-20	19MB1C01	Management Principles and Practices	✓	.	.	.	To familiarize the students with the basic management concepts to understand how an organization functions and the complexity and wide variety of issues managers face in today's business firms

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	19MB1C02	Organizational Behaviour	.	✓	.	.	To Understand how people and groups in an organization behave, react and interpret events in a workplace.
2019-20	19MB1C03	Economics for Decision Making	.	✓	.	.	To introduce the concepts of scarcity and efficiency; To explain principles of microeconomics relevant to managing an organization; and describe macroeconomics principles to understand the economic environment of
2019-20	19MB1C04	Financial and Management Accounting	.	✓	.	.	To acquaint the students with the fundamental accounting principles, interpret financial and cost statements, and enhance students' knowledge in Costing, Budgeting, and Marginal costing techniques
2019-20	19MB1C05	Business and Managerial Statistics	✓	.	.	.	To enable the application of statistical and probability techniques in managerial decision-making.
2019-20	19MB1C06	Business Communication	.	.	✓	.	To enable learners to speak fluently and flawlessly and write in English precisely and effectively in all kinds of communicative contexts with all nationalities.
2019-20	19MB1P01	Cyber Security and Computer Applications in Management	✓	.	.	.	To provide a foundational platform for Cyber Security Aspirants by providing Cyber Security Awareness and Training that heightens security chances.
2019-20	19MB2C01	Production and Operations Management	✓	.	.	.	To increase understanding of the problems and opportunities faced by the operations manager in manufacturing and service operations.
2019-20	19MB2C02	Marketing Management	✓	.	.	.	Developing an understanding of marketing concepts, environment, functions, and emerging trends, ideas, and nuances of modern marketing, viz. segmentation, targeting and Positioning
2019-20	19MB2C03	Financial Management	.	✓	.	.	To understand the concepts and techniques of Capital Budgeting, Working Capital Management, and Dividends and Cost of Capital to decide the Capital Structure.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	19MB2C04	Human Resource Management	.	✓	.	.	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration, and compliance with human resource requirements
2019-20	19MB2C05	Operations Research	✓	.	.	.	To enable OR application in managerial decision-making and to understand linear programming techniques.
2019-20	19MB2C06	Research Methodology	✓	.	.	.	To familiarise the students with the principles of scientific methodology in business inquiry. To develop analytical skills in business research; To develop the skills for scientific communications
2019-20	19MB2FV1	Comprehensive Assessment and Field Visit	.	.	.	✓	
2020-21	19MB3C01	Management Information System	✓	.	.	.	Basic knowledge of computers
2020-21	19MB3C02	Business Environment and Ethics	✓	.	.	.	Basic knowledge of human ethics
2020-21	19MB3C03	Positive Psychology for Human Excellence	.	✓	.	.	To provide students with an introduction to positive psychology—the scientific study of happiness.
2020-21	19MB3CPV	Project	.	.	✓	.	
2020-21	19MB4C01	Strategic Management	.	✓	.	.	To learn the significant initiatives a company's top management takes on behalf of corporates, involving resources and performance in external environments, specifying the organization's mission, vision, and

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB4C02	International Business	✓	•	•	•	To make students understand various international trade theories & trade agreements, supply chain strategies and techniques of investment decisions, and the role of <u>Regional trade blocks across the globe</u>
2020-21	19MB3E01	Equity Research and Portfolio Management	•	✓	•	•	To appraise the students about Financial Investment, Risks, and Return factors and their implications on investment decision-making.
2020-21	19MB3E02	Financial Services	•	•	✓	•	To appraise the students with the functions of Banks and NBFCs and their regulations and familiarize them with India's payments and settlement system.
2020-21	19MB3E03	Risk Management and Insurance	•	•	✓	•	The course aims to give the students a broad understanding of risk and insurance to manage it. This forms the foundation to facilitate the students' further <u>insurance studies</u>
2020-21	19MB3E04	International Financial Management	✓	•	•	•	To understand the concepts and techniques of Capital Budgeting, Working Capital Management, and Dividends and Cost of Capital to decide the Capital Structure.
2020-21	19MB3E05	Strategic Cost Management	•	•	✓	•	To Develop an understanding of various costing systems in different strategic decision situations.
2020-21	19MB3E06	Working Capital Management	•	✓	•	•	To analyze comprehensive analysis on managing working capital, working capital financing policies, increasing profits through operating capital management and <u>adequately funding working capital</u>
2020-21	19MB3E07	Human Resource Development	•	•	✓	•	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration, and compliance with human <u>resource requirements</u>
2020-21	19MB3E08	Organisational Development	•	•	✓	•	Establishing the fundamental values, essential frameworks, and effective methods in organization development consulting: Elucidating the dynamics of <u>entry, diagnosis, planning, intervention, and sustainability</u>

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB3E09	Organizational Change and Intervention	.	.	✓	.	To emphasizes the theories and practices of managing change and the Organizational Development Process.
2020-21	19MB3E10	Business Leadership	✓	.	.	.	Identify a leadership profile and explore ways to use this knowledge to improve your success as a manager.
2020-21	19MB3E11	Performance Management	.	✓	.	.	To improve individual and organizational performance by identifying performance requirements, providing regular feedback, and assisting employees in their career development
2020-21	19MB3E12	Advanced Industrial Psychology	.	✓	.	.	To think and write critically about I-O psychology theory, research, and application.
2020-21	19MB3E13	Training and Development	.	.	.	✓	To focus on improving performance in the current role or overcoming future changes. Development is aimed at the long term. It revolves around the broadening or deepening of knowledge
2020-21	19MB3E14	Knowledge Management	.	✓	.	.	To prepare students to understand the current theories, practices, tools, and techniques in knowledge management (KM)To deal with the challenges with the organization and management of knowledge
2020-21	19MB3E15	Advertising and Promotional Management	.	✓	.	.	To demonstrate analytical skills in identifying and resolving problems in marketing management. Catalog Description.
2020-21	19MB3E16	Sales and Distribution Management	.	✓	.	.	To develop critical skills for generating, evaluating, and selecting sales and distribution strategies.
2020-21	19MB3E17	Services Marketing	.	✓	.	.	To supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing services and products.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB3E18	Export Management	✓	•	•	•	To impart knowledge on the critical functions in export and import processes and procedures.
2020-21	19MB3E19	Consumer Behavior	•	•	✓	•	To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
2020-21	19MB3E20	Brand Management	✓	•	•	•	Develop a consumer-centric approach to building, measuring, and evaluating strategies that build brand equity for new and existing brands.
2020-21	19MB3E21	Social Media Marketing	✓	•	•	•	To Create a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics.
2020-21	19MB3E22	System Analysis and Design	✓	•	•	•	To introduce a variety of new software used by analysts, designers manage projects, analyze and document
2020-21	19MB3E23	Software Project Management	✓	•	•	•	To Understand the fundamental principles of Software Project management & will also have a good knowledge of responsibilities of the project manager and how to handle these
2020-21	19MB3E24	Electronic Commerce	✓	•	•	•	To conduct business online and manage the technical issues associated with constructing an electronic-commerce website.
2020-21	19MB3E25	Data Warehousing and Mining	✓	•	•	•	To introduce a wide range of clustering, estimation, prediction, and classification algorithms.
2020-21	19MB3E26	E-Marketing	✓	•	•	•	To develop an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing

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2020-21	19MB3E27	Enterprise Resource Planning	.	.	.	✓	To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning
2020-21	19MB3E28	Business Intelligence and Analytics	✓	.	.	.	Understand technologies, applications, and methods for collecting, integrating, analyzing, and presenting business information.
2020-21	19MB3E29	Behavioral Finance	.	.	✓	.	To provide the student with sufficient knowledge to understand the difference between classical financial theory and behavioral finance. The course focuses on the specific features of the decision-making process in a
2020-21	19MB3E30	Bonds, Derivatives and Commodities Market	.	✓	.	.	The course's main the aim is to popularize the specifics of derivatives with their broad practical usage possibilities (hedging, diversification, speculation).
2020-21	19MB3E31	Investment and Finance in India	.	✓	.	.	To know the different aspects of investment banking, mergers and acquisition, and the detailed SEBI guidelines on issue management.
2020-21	19MB3E32	Bank Management	.	✓	.	.	Understand the peculiarities of valuing a bank, factors shaping the banking industry
2020-21	19MB3E33	Insurance Laws and Regulations	.	✓	.	.	The course examines the theory and elements of the practice of insurance law concerning the most common forms of both first-party and third-party insurance
2020-21	19MB3E34	Actuarial Management	.	✓	.	.	To enable the students to learn the procedure of preparing different accounting systems.
2020-21	19MB3E35	Hospital and Health Care Management	.	.	✓	.	To understand the role and functions of hospitals and their health care context and train to handle the management and development issues faced by a hospital manager, including structure and organization; planning and

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB3E36	Hospital Planning , Design and Maintenance	.	✓	✓	.	This Programme aims to offer relevant and recent knowledge and a skill base for professionals to familiarize themselves with hospital planning & design.
2020-21	19MB3E37	Legal and Ethical Issues in Hospitals	.	✓	.	.	To describe relevant legal, ethical, legislative, and regulatory issues relevant to healthcare facilities (e.g., laws, regulations, accreditation, licensure, human resources, information and risk management) and service
2020-21	19MB3E38	Hotel Information System	✓	.	.	.	to prepare students to meet the challenges associated with Hospitality Information Systems within the Hospitality Industry.
2020-21	19MB3E39	Tourism Concepts and Principles	✓	.	.	.	To provide training in tourism and travel industry management and related subjects.
2020-21	19MB3E40	Hotel and Resort Management	.	.	✓	.	This course examines hotel and resort management issues that emphasize general management, service, sales, forecasting, financial aspects, rate efficiencies, labor management and guest relations
2020-21	19MB3E41	Retail Management	.	✓	.	.	To introduce the students to the world of retailing from a managerial viewpoint.
2020-21	19MB3E42	Mall Management	.	✓	.	.	To impart skills necessary for taking up positions in Mall administration.
2020-21	19MB3E43	Airport Planning and Management	✓	.	.	.	To provide a broad understanding of airports and their role in aviation transportation.
2020-21	19MB3E44	Aviation Management	✓	.	.	.	To produce aviation management professionals with stellar communication, interpersonal, and excellent knowledge about air transport, airport operations, cabin crew training to ground staff and ticket management

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB3E45	Supply Chain Management	✓	•	•	•	To develop criteria and standards to achieve improved business performance by integrating and optimizing the total logistics and supply-chain process.
2020-21	19MB3E46	Transportation and Warehousing	•	✓	•	•	To understand how Warehouse Management and other functions in Logistics fit into Logistics & Supply Chain Management.
2020-21	19MB4E01	Financial Econometrics	✓	•	•	•	To familiarize the participants with techniques for analyzing data related to financial markets.
2020-21	19MB4E02	Investment Management	•	•	✓	•	To provide a conceptual foundation to undertake Investment analysis for securities and portfolios.
2020-21	19MB4E03	Project Management	•	✓	•	•	To teach students how to approach project management and understand all the essential concepts from theoretical and practical.
2020-21	19MB4E04	Mergers, Acquisitions and Restructuring	•	✓	•	•	To examine the reasons to acquire, target, and recognize the anticipated challenges, risks, and pitfalls of the approach.
2020-21	19MB4E05	Corporate Valuation and Taxation	•	✓	•	•	To enable students to describe how people analyze corporate leverage under different conditions and understand why people evaluate various corporates differently.
2020-21	19MB4E06	Foreign Exchange Management	✓	•	•	•	To sensitize students to the complexities of managing the finance of multinational firms.
2020-21	19MB4E07	Labour Welfare and Industrial Relations	•	✓	•	•	To learn the salient features of welfare and wage Legislation. Understand the laws relating to Industrial Relations, Social Security, and Working conditions.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB4E08	Industrial Relations Management and Labour Legislations	•	✓	•	•	To understand industrial relations systems; developing awareness among students of various actors of IRS.
2020-21	19MB4E09	Talent Management	•	•	•	✓	To Acquire and retain talent. Understand the interplay between various aspects of Talent Acquisition, retention, and talent development.
2020-21	19MB4E10	International Human Resource Management	✓	•	•	•	To Identify and Understand issues and practices about the significant HRM functions within the context of a multinational environment.
2020-21	19MB4E11	Collective Bargaining and Negotiations Management	•	✓	•	•	To Outline the conditions and negotiation process between groups of employees (unions) and employers in the human resource frame.
2020-21	19MB4E12	Labour Welfare and Welfare Legislations	•	✓	•	•	To know the development and the judicial setup of Labour Laws. To learn the salient features of welfare and wage Legislation.
2020-21	19MB4E13	Managing Interpersonal Effectiveness	•	•	✓	•	Understand and adapt to others' communication styles and behavior patterns. Network and build rapport and trust.
2020-21	19MB4E14	Coaching, Counselling and Mentoring	•	•	✓	•	to provide an opportunity to young people to share their concerns and get both moral support and guidance for their development.
2020-21	19MB4E15	Rural Marketing	•	•	•	✓	To develop an understanding regarding issues in rural markets like marketing of rustic products and management
2020-21	19MB4E16	Retail Management	✓	•	•	•	Understand the integration of merchandise management and supply chain strategies leading excellent customer service.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB4E17	Event Management	•	•	•	✓	To provide the students with technical know-how and a solid knowledge base to excel, market effectively, promote themselves, and earn revenue through this trade.
2020-21	19MB4E18	New Product Development	✓	•	•	•	Examine the activities and competencies associated with developing new products in firms and provide students with technical and practical knowledge and skills required to engage in new product development projects
2020-21	19MB4E19	Marketing Research	✓	•	•	•	To explain the relationship and differences between marketing research and marketing information systems. Interpret development of marketing research.
2020-21	19MB4E20	International Marketing	✓	•	•	•	To have complex knowledge and understanding of global markets, related marketing opportunities and issues, the implications of global environmental factors for BusinessBusiness and significant international marketing
2020-21	19MB4E21	Customer Relationship Management	•	✓	•	•	To Participate and interact meaningfully in a corporation where CRM has been implemented or to be able to participate in the implementation of CRM by understanding the business case and the importance of
2020-21	19MB4E22	Software Quality Management	✓	•	•	•	To understand the components of software quality assurance systems before, during, and after software development. The framework components include planning reviews testing configuration management etc
2020-21	19MB4E23	Decision Support System	✓	•	•	•	to provide the student with competency surrounding the disciplines of management systems, decision support, artificial intelligence, and data analysis
2020-21	19MB4E24	Knowledge Management System	✓	•	•	•	To provide the student with competency covering management systems, decision support, artificial intelligence, and data analysis to prepare students to understand current theories practices tools and
2020-21	19MB4E25	E-Business	✓	•	•	•	To introduce concepts, tools, and approaches to electronic BusinessBusinessTo the students. Further, the subject will help the students to develop skills to manage businesses in the digital world

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB4E26	Relational Database Management	.	✓	.	.	to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently and effectively - information from a DBMS
2020-21	19MB4E27	Multimedia Application in Business	✓	.	.	.	To Develop competencies in designing and creating interactive multimedia applications by explaining how elements of these applications reflect a theory of how learning will occur
2020-21	19MB4E28	Big Data Analytics	✓	.	.	.	To study the programming aspects of cloud computing with a view to rapid prototyping of complex applications. Understand the specialized elements of big data, including extensive data application and big data analytics
2020-21	19MB4E29	Fund Management	.	.	✓	.	To give students a basic understanding of various investment alternatives and how to value those investments.
2020-21	19MB4E30	Wealth Management	.	✓	.	.	To Develop knowledge on the allocation, management, and funding of financial resources.
2020-21	19MB4E31	Real Estate Management	.	.	.	✓	To introduce the concepts and principles of the real estate sector. To explain the regulatory and legislative aspects and the key processes and strategies involved in developing and managing the real estate sector
2020-21	19MB4E32	E-Banking	.	✓	.	.	Recommend possible solutions/procedures to enhance e-banking/mobile banking security controls
2020-21	19MB4E33	Principles of Insurance	.	✓	.	.	To identify the relationship between Insurers and their Customers and the importance of Insurance Contracts
2020-21	19MB4E34	Hospital Information System	✓	.	.	.	To understand information systems, databases, and analytical tools to structure, analyze and present information, legal and ethical issues affecting healthcare information management

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB4E35	Public Health System and Health Insurance	.	✓	.	.	To provide an overview of significant issues related to the design, function, management, regulation, and evaluation of health insurance programs and managed care organizations including HMOs.
2020-21	19MB4E36	Hospital Operations Management	✓	.	.	.	To explore the progress made and the challenges in bringing the concepts, practices, and tools developed in engineering and manufacturing to the healthcare industry.
2020-21	19MB4E37	International Health Management	✓	.	.	.	To Demonstrate knowledge and understanding in health management, planning, and policy-making in global BusinessBusiness in the healthcare sector.
2020-21	19MB4E38	Eco-Tourism	✓	.	.	.	To create a basic understanding of the tourism industry and knowledge of current trends in Ecotourism.
2020-21	19MB4E39	Hospitality Management	.	✓	.	.	Train students at International Standards of Hospitality Education to impart knowledge, Skills, and Attitude for providing a qualified hospitality and service industry workforce.
2020-21	19MB4E40	Travel Management	✓	.	.	.	To get a thorough understanding of the tourism industry's components and acquire knowledge and information about the tourism industry.
2020-21	19MB4E41	Direct and Network Marketing	.	✓	.	.	Describe significant bases for segmenting consumer and business markets; define and apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different
2020-21	19MB4E42	Retail Operations, Systems and Inventory	.	✓	.	.	To Understand store operation, visual merchandising, merchandising, inventory management, retail sales, etc. Class participation would be fundamental for the development of transferrable skills
2020-21	19MB4E43	Retail Planning	.	✓	.	.	To devise sustainable strategies to survive and grow in competitive markets. Create and analyze retail metrics to monitor performance and enhance staff productivity.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2020-21	19MB4E44	Aviation Operations Management	✓	•	•	•	To analyze and assess airline and airport operations, government regulations, and safety and environmental concerns to plan and implement appropriate strategic and tactical business methodologies.
2020-21	19MB4E45	Aviation Carrier Operations	✓	•	•	•	To apply quantitative methods of modern business management to improve organizational performance in the aviation industry.
2020-21	19MB4E46	Airline Route Planning Management	✓	•	•	•	To measure the impact of global competition and security issues on the U.S. aviation industry, identify progressive actions to overcome these issues, and utilize technology to enhance efficiency and competitiveness.
2020-21	19MB4E47	Logistics and Supply Chain Management	✓	•	•	•	Understand how Logistics, Supply Chain, Operations, and Channels of Distribution fit into various BusinessBusiness, viz., Manufacturing, Service, and Project.
2020-21	19MB4E48	Inventory Management	•	✓	•	•	Understand how Logistics, Supply Chain, Operations, and Channels of Distribution fit into various BusinessBusiness, viz., Manufacturing, Service, and Project.
2020-21	19MB4E49	Environmental Impact Assessment and Disaster Management	✓	•	•	•	To provide a basic conceptual understanding of disasters and their relationships with development.
2020-21	19MB4E50	Disaster Management and Risk Assessment	✓	•	•	•	To understand Disaster Risk Reduction (DRR) approaches and the relationship between vulnerability, disasters, disaster prevention, and risk reduction.
2018-19	18MB1C01	Management Principles and Practices	✓	•	•	•	To familiarize the students with the basic management concepts to understand how an organization functions and the complexity and wide variety of issues managers face in today's business firms.
2018-19	18MB1C02	Organizational Behaviour	•	✓	•	•	To Understand how people and groups in an organization behave, react and interpret events in a workplace.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2018-19	18MB1C03	Economics for Decision Making	.	✓	.	.	To introduce the concepts of scarcity and efficiency; To explain principles of microeconomics relevant to managing an organization; and describe macroeconomics principles to understand the economic environment of
2018-19	18MB1C04	Financial and Management Accounting	.	✓	.	.	To acquaint the students with the fundamental accounting principles, interpret financial and cost statements, and enhance students' knowledge in Costing, Budgeting, and Marginal costing techniques
2018-19	18MB1C05	Business and Managerial Statistics	✓	.	.	.	To enable the application of statistical and probability techniques in managerial decision-making.
2018-19	18MB1C06	Business Communication	.	.	✓	.	To enable learners to speak fluently and flawlessly and write in English precisely and effectively in all kinds of communicative contexts with all nationalities.
2018-19	18MB1P01	Cyber Security and Computer Applications in Management	✓	.	.	.	To provide a foundational platform for Cyber Security Aspirants by providing Cyber Security Awareness and Training that heightens security chances.
2018-19	18MB2C01	Production and Operations Management	✓	.	.	.	To increase understanding of the problems and opportunities faced by the operations manager in manufacturing and service operations.
2018-19	18MB2C02	Marketing Management	✓	.	.	.	Developing an understanding of marketing concepts, environment, functions, and emerging trends, ideas, and nuances of modern marketing, viz. segmentation, targeting, and Positioning
2018-19	18MB2C03	Financial Management	.	✓	.	.	To understand the concepts and techniques of Capital Budgeting, Working Capital Management, and Dividends and Cost of Capital to decide the Capital Structure.
2018-19	18MB2C04	Human Resource Management	.	✓	.	.	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration, and compliance with human resource requirements

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2018-19	18MB2C05	Operations Research	✓	▪	▪	▪	To enable OR application in managerial decision-making and to understand linear programming techniques.
2018-19	18MB2C06	Research Methodology	✓	▪	▪	▪	To familiarise the students with the principles of scientific methodology in business inquiry. To develop analytical skills in business research; To develop the skills for scientific communications
2018-19	18MB2FV1	Comprehensive Assessment and Field Visit	▪	▪	▪	✓	
2019-20	18MB3C01	Management Information System	✓	▪	▪	▪	Basic knowledge of computers
2019-20	18MB3C02	Business Environment and Ethics	✓	▪	▪	▪	Basic knowledge of human ethics
2019-20	18MB3C03	Positive Psychology for Human Excellence	▪	✓	▪	▪	To provide students with an introduction to positive psychology—the scientific study of happiness.
2019-20	18MB3CPV	Project	▪	▪	✓	▪	
2019-20	18MB4C01	Strategic Management	▪	✓	▪	▪	To learn the significant initiatives a company's top management takes on behalf of corporates, involving resources and performance in external environments, specifying the organization's mission, vision, and
2019-20	18MB4C02	International Business	✓	▪	▪	▪	To make students understand various international trade theories & trade agreements, supply chain strategies and techniques of investment decisions, and the role of Regional trade blocks across the globe

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB3E01	Equity Research and Portfolio Management	•	✓	•	•	To appraise the students about Financial Investment, Risks, and Return factors and their implications on investment decision-making.
2019-20	18MB3E02	Financial Services	•	•	✓	•	To appraise the students with the functions of Banks and NBFCs and their regulations and familiarize them with India's payments and settlement system.
2019-20	18MB3E03	Risk Management and Insurance	•	•	✓	•	The course aims to give the students a broad understanding of risk and insurance to manage it. This forms the foundation to facilitate the students' further insurance studies
2019-20	18MB3E04	International Financial Management	✓	•	•	•	To understand the concepts and techniques of Capital Budgeting, Working Capital Management, and Dividends and Cost of Capital to decide the Capital Structure.
2019-20	18MB3E05	Strategic Cost Management	•	•	✓	•	To Develop an understanding of various costing systems in different strategic decision situations.
2019-20	18MB3E06	Working Capital Management	•	✓	•	•	To analyze comprehensive analysis on managing working capital, working capital financing policies, increasing profits through operating capital management and adequately funding working capital
2019-20	18MB3E07	Human Resource Development	•	•	✓	•	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration, and compliance with human resource requirements
2019-20	18MB3E08	Organisational Development	•	•	✓	•	Establishing the fundamental values, essential frameworks, and effective methods in organization development consulting: Elucidating the dynamics of entry, diagnosis, planning, intervention and sustainability
2019-20	18MB3E09	Organizational Change and Intervention	•	•	✓	•	To emphasizes the theories and practices of managing change and the Organizational Development Process.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB3E10	Business Leadership	✓	•	•	•	Identify a leadership profile and explore ways to use this knowledge to improve your success as a manager.
2019-20	18MB3E11	Performance Management	•	✓	•	•	To improve individual and organizational performance by identifying performance requirements, providing regular feedback, and assisting employees in their career development.
2019-20	18MB3E12	Advanced Industrial Psychology	•	✓	•	•	To think and write critically about I-O psychology theory, research, and application.
2019-20	18MB3E13	Training and Development	•	•	•	✓	To focus on improving performance in the current role or overcoming future changes. Development is aimed at the long term. It revolves around the broadening or deepening of knowledge.
2019-20	18MB3E14	Knowledge Management	•	✓	•	•	To prepare students to understand the current theories, practices, tools, and techniques in knowledge management (KM) To deal with the challenges with the organization and management of knowledge.
2019-20	18MB3E15	Advertising and Promotional Management	•	✓	•	•	To demonstrate analytical skills in identifying and resolving problems in marketing management. Catalog Description.
2019-20	18MB3E16	Sales and Distribution Management	•	✓	•	•	To develop critical skills for generating, evaluating, and selecting sales and distribution strategies.
2019-20	18MB3E17	Services Marketing	•	✓	•	•	To supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing services and products.
2019-20	18MB3E18	Export Management	✓	•	•	•	To impart knowledge on the critical functions in export and import processes and procedures.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB3E19	Consumer Behavior	.	.	✓	.	To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
2019-20	18MB3E20	Brand Management	✓	.	.	.	Develop a consumer-centric approach to building, measuring, and evaluating strategies that build brand equity for new and existing brands.
2019-20	18MB3E21	Social Media Marketing	✓	.	.	.	To Create a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics.
2019-20	18MB3E22	System Analysis and Design	✓	.	.	.	To introduce a variety of new software used by analysts, designers manage projects, analyze and document
2019-20	18MB3E23	Software Project Management	✓	.	.	.	To Understand the fundamental principles of Software Project management & will also have a good knowledge of responsibilities of the project manager and how to handle these
2019-20	18MB3E24	Electronic Commerce	✓	.	.	.	To conduct business online and manage the technical issues associated with constructing an electronic-commerce website.
2019-20	18MB3E25	Data Warehousing and Mining	✓	.	.	.	To introduce a wide range of clustering, estimation, prediction, and classification algorithms.
2019-20	18MB3E26	E-Marketing	✓	.	.	.	To develop an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing
2019-20	18MB3E27	Enterprise Resource Planning	.	.	.	✓	To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB3E28	Business Intelligence and Analytics	✓	•	•	•	Understand technologies, applications, and methods for collecting, integrating, analyzing, and presenting business information.
2019-20	18MB3E29	Behavioral Finance	•	•	✓	•	To provide the student with sufficient knowledge to understand the difference between classical financial theory and behavioral finance. The course focuses on the specific features of the decision-making process in a
2019-20	18MB3E30	Bonds, Derivatives and Commodities Market	•	✓	•	•	The course's main the aim is to popularize the specifics of derivatives with their broad practical usage possibilities (hedging, diversification, speculation).
2019-20	18MB3E31	Investment and Finance in India	•	✓	•	•	To know the different aspects of investment banking, mergers and acquisition, and the detailed SEBI guidelines on issue management.
2019-20	18MB3E32	Bank Management	•	✓	•	•	Understand the peculiarities of valuing a bank, factors shaping the banking industry
2019-20	18MB3E33	Insurance Laws and Regulations	•	✓	•	•	The course examines the theory and elements of the practice of insurance law concerning the most common forms of both first-party and third-party insurance
2019-20	18MB3E34	Actuarial Management	•	✓	•	•	To enable the students to learn the procedure of preparing different accounting systems.
2019-20	18MB3E35	Hospital and Health Care Management	•	•	✓	•	To understand the role and functions of hospitals and their health care context and train to handle the management and development issues faced by a hospital manager, including structure and organization; planning and
2019-20	18MB3E36	Hospital Planning , Design and Maintenance	•	✓	✓	•	This Programme aims to offer relevant and recent knowledge and a skill base for professionals to familiarize themselves with hospital planning & design.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB3E37	Legal and Ethical Issues in Hospitals	.	✓	.	.	To describe relevant legal, ethical, legislative, and regulatory issues relevant to healthcare facilities (e.g., laws, regulations, accreditation, licensure, human resources, information and risk management) and service
2019-20	18MB3E38	Hotel Information System	✓	.	.	.	to prepare students to meet the challenges associated with Hospitality Information Systems within the Hospitality Industry.
2019-20	18MB3E39	Tourism Concepts and Principles	✓	.	.	.	To provide training in tourism and travel industry management and related subjects.
2019-20	18MB3E40	Hotel and Resort Management	.	.	✓	.	This course examines hotel and resort management issues that emphasize general management, service, sales, forecasting, financial aspects, rate efficiencies, labor management and guest relations
2019-20	18MB3E41	Retail Management	.	✓	.	.	To introduce the students to the world of retailing from a managerial viewpoint.
2019-20	18MB3E42	Mall Management	.	✓	.	.	To impart skills necessary for taking up positions in Mall administration.
2019-20	18MB3E43	Airport Planning and Management	✓	.	.	.	To provide a broad understanding of airports and their role in aviation transportation.
2019-20	18MB3E44	Aviation Management	✓	.	.	.	To produce aviation management professionals with stellar communication, interpersonal, and excellent knowledge about air transport, airport operations, cabin crew training to ground staff and ticket management
2019-20	18MB3E45	Supply Chain Management	✓	.	.	.	To develop criteria and standards to achieve improved business performance by integrating and optimizing the total logistics and supply-chain process.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB3E46	Transportation and Warehousing	.	✓	.	.	To understand how Warehouse Management and other functions in Logistics fit into Logistics & Supply Chain Management.
2019-20	18MB4E01	Financial Econometrics	✓	.	.	.	To familiarize the participants with techniques for analyzing data related to financial markets.
2019-20	18MB4E02	Investment Management	.	.	✓	.	To provide a conceptual foundation to undertake Investment analysis for securities and portfolios.
2019-20	18MB4E03	Project Management	.	✓	.	.	To teach students how to approach project management and understand all the essential concepts from theoretical and practical.
2019-20	18MB4E04	Mergers, Acquisitions and Restructuring	.	✓	.	.	To examine the reasons to acquire, target, and recognize the anticipated challenges, risks, and pitfalls of the approach.
2019-20	18MB4E05	Corporate Valuation and Taxation	.	✓	.	.	To enable students to describe how people analyze corporate leverage under different conditions and understand why people evaluate various corporates differently.
2019-20	18MB4E06	Foreign Exchange Management	✓	.	.	.	To sensitize students to the complexities of managing the finance of multinational firms.
2019-20	18MB4E07	Labour Welfare and Industrial Relations	.	✓	.	.	To learn the salient features of welfare and wage Legislation. Understand the laws relating to Industrial Relations, Social Security, and Working conditions.
2019-20	18MB4E08	Industrial Relations Management and Labour Legislations	.	✓	.	.	To understand industrial relations systems; developing awareness among students of various actors of IRS.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB4E09	Talent Management	▪	▪	▪	✓	To Acquire and retain talent. Understand the interplay between various aspects of Talent Acquisition, retention, and talent development.
2019-20	18MB4E10	International Human Resource Management	✓	▪	▪	▪	To Identify and Understand issues and practices about the significant HRM functions within the context of a multinational environment.
2019-20	18MB4E11	Collective Bargaining and Negotiations Management	▪	✓	▪	▪	To Outline the conditions and negotiation process between groups of employees (unions) and employers in the human resource frame.
2019-20	18MB4E12	Labour Welfare and Welfare Legislations	▪	✓	▪	▪	To know the development and the judicial setup of Labour Laws. To learn the salient features of welfare and wage Legislation.
2019-20	18MB4E13	Managing Interpersonal Effectiveness	▪	▪	✓	▪	Understand and adapt to others' communication styles and behavior patterns. Network and build rapport and trust.
2019-20	18MB4E14	Coaching, Counselling and Mentoring	▪	▪	✓	▪	to provide an opportunity to young people to share their concerns and get both moral support and guidance for their development.
2019-20	18MB4E15	Rural Marketing	▪	▪	▪	✓	To develop an understanding regarding issues in rural markets like marketing of rustic products and management
2019-20	18MB4E16	Retail Management	✓	▪	▪	▪	Understand the integration of merchandise management and supply chain strategies leading excellent customer service.
2019-20	18MB4E17	Event Management	▪	▪	▪	✓	To provide the students with technical know-how and a solid knowledge base to excel, market effectively, promote themselves, and earn revenue through this trade.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB4E18	New Product Development	✓	•	•	•	Examine the activities and competencies associated with developing new products in firms and provide students with technical and practical knowledge and skills required to engage in new product development projects
2019-20	18MB4E19	Marketing Research	✓	•	•	•	To explain the relationship and differences between marketing research and marketing information systems. Interpret development of marketing research.
2019-20	18MB4E20	International Marketing	✓	•	•	•	To have complex knowledge and understanding of global markets, related marketing opportunities and issues, the implications of global environmental factors for BusinessBusiness, and significant international marketing
2019-20	18MB4E21	Customer Relationship Management	•	✓	•	•	To Participate and interact meaningfully in a corporation where CRM has been implemented or to be able to participate in the implementation of CRM by understanding the business case and the importance of
2019-20	18MB4E22	Software Quality Management	✓	•	•	•	To understand the components of software quality assurance systems before, during, and after software development. The framework components include planning, reviews, testing, configuration management, etc.
2019-20	18MB4E23	Decision Support System	✓	•	•	•	to provide the student with competency surrounding the disciplines of management systems, decision support, artificial intelligence, and data analysis
2019-20	18MB4E24	Knowledge Management System	✓	•	•	•	To provide the student with competency covering management systems, decision support, artificial intelligence, and data analysis to prepare students to understand current theories, practices, tools, and
2019-20	18MB4E25	E-Business	✓	•	•	•	To introduce concepts, tools, and approaches to electronic BusinessBusinessTo the students. Further, the subject will help the students to develop skills to manage businesses in the digital world
2019-20	18MB4E26	Relational Database Management	•	✓	•	•	to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently and effectively - information from a DBMS

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB4E27	Multimedia Application in Business	✓	•	•	•	To Develop competencies in designing and creating interactive multimedia applications by explaining how elements of these applications reflect a theory of how learning will occur
2019-20	18MB4E28	Big Data Analytics	✓	•	•	•	To study the programming aspects of cloud computing with a view to rapid prototyping of complex applications. Understand the specialized elements of big data, including extensive data application and big data analytics
2019-20	18MB4E29	Fund Management	•	•	✓	•	To give students a basic understanding of various investment alternatives and how to value those investments.
2019-20	18MB4E30	Wealth Management	•	✓	•	•	To Develop knowledge on the allocation, management, and funding of financial resources.
2019-20	18MB4E31	Real Estate Management	•	•	•	✓	To introduce the concepts and principles of the real estate sector. To explain the regulatory and legislative aspects and the key processes and strategies involved in developing and managing the real estate sector
2019-20	18MB4E32	E-Banking	•	✓	•	•	Recommend possible solutions/procedures to enhance e-banking/mobile banking security controls
2019-20	18MB4E33	Principles of Insurance	•	✓	•	•	To identify the relationship between Insurers and their Customers and the importance of Insurance Contracts
2019-20	18MB4E34	Hospital Information System	✓	•	•	•	To understand information systems, databases, and analytical tools to structure, analyze and present information, legal and ethical issues affecting healthcare information management
2019-20	18MB4E35	Public Health System and Health Insurance	•	✓	•	•	To provide an overview of significant issues related to the design, function, management, regulation, and evaluation of health insurance programs and managed care organizations, including HMOs

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB4E36	Hospital Operations Management	✓	•	•	•	To explore the progress made and the challenges in bringing the concepts, practices, and tools developed in engineering and manufacturing to the healthcare industry.
2019-20	18MB4E37	International Health Management	✓	•	•	•	To Demonstrate knowledge and understanding in health management, planning, and policy-making in global BusinessBusiness in the healthcare sector.
2019-20	18MB4E38	Eco-Tourism	✓	•	•	•	To create a basic understanding of the tourism industry and knowledge of current trends in Ecotourism.
2019-20	18MB4E39	Hospitality Management	•	✓	•	•	Train students at International Standards of Hospitality Education to impart knowledge, Skills, and Attitude for providing a qualified hospitality and service industry workforce
2019-20	18MB4E40	Travel Management	✓	•	•	•	To get a thorough understanding of the tourism industry's components and acquire knowledge and information about the tourism industry.
2019-20	18MB4E41	Direct and Network Marketing	•	✓	•	•	Describe significant bases for segmenting consumer and business markets; define and apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different
2019-20	18MB4E42	Retail Operations, Systems and Inventory	•	✓	•	•	To Understand store operation, visual merchandising, merchandising, inventory management, retail sales, etc. Class participation would be fundamental for the development of transferrable skills
2019-20	18MB4E43	Retail Planning	•	✓	•	•	To devise sustainable strategies to survive and grow in competitive markets. Create and analyze retail metrics to monitor performance and enhance staff productivity.
2019-20	18MB4E44	Aviation Operations Management	✓	•	•	•	To analyze and assess airline and airport operations, government regulations, and safety and environmental concerns to plan and implement appropriate strategic and tactical business methodologies

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2019-20	18MB4E45	Aviation Carrier Operations	✓	•	•	•	To apply quantitative methods of modern business management to improve organizational performance in the aviation industry.
2019-20	18MB4E46	Airline Route Planning Management	✓	•	•	•	To measure the impact of global competition and security issues on the U.S. aviation industry, identify progressive actions to overcome these issues, and utilize technology to enhance efficiency and competitiveness.
2019-20	18MB4E47	Logistics and Supply Chain Management	✓	•	•	•	Understand how Logistics, Supply Chain, Operations, and Channels of Distribution fit into various BusinessBusiness, viz., Manufacturing, Service, and Project.
2019-20	18MB4E48	Inventory Management	•	✓	•	•	Understand how Logistics, Supply Chain, Operations, and Channels of Distribution fit into various BusinessBusiness, viz., Manufacturing, Service, and Project.
2019-20	18MB4E49	Environmental Impact Assessment and Disaster Management	✓	•	•	•	To provide a basic conceptual understanding of disasters and their relationships with development.
2019-20	18MB4E50	Disaster Management and Risk Assessment	✓	•	•	•	To understand Disaster Risk Reduction (DRR) approaches and the relationship between vulnerability, disasters, disaster prevention, and risk reduction.
2017-18	17MB1C01	Management Principles and Practices	✓	•	•	•	To familiarize the students with the basic management concepts to understand how an organization functions and the complexity and wide variety of issues managers face in today's business firms.
2017-18	17MB1C02	Organizational Behaviour	•	✓	•	•	To Understand how people and groups in an organization behave, react and interpret events in a workplace.
2017-18	17MB1C03	Economics for Decision Making	•	✓	•	•	To introduce the concepts of scarcity and efficiency; To explain principles of microeconomics relevant to managing an organization; and describe macroeconomics principles to understand the economic environment of

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2017-18	17MB1C04	Financial and Management Accounting	•	✓	•	•	To acquaint the students with the fundamental accounting principles, interpret financial and cost statements, and enhance students' knowledge in Costing, Budgeting, and Marginal costing techniques .
2017-18	17MB1C05	Business and Managerial Statistics	✓	•	•	•	To enable the application of statistical and probability techniques in managerial decision-making.
2017-18	17MB1C06	Business Communication	•	•	✓	•	To enable learners to speak fluently and flawlessly and write in English precisely and effectively in all kinds of communicative contexts with all nationalities.
2017-18	17MB1P01	Cyber Security and Computer Applications in Management	✓	•	•	•	To provide a foundational platform for Cyber Security Aspirants by providing Cyber Security Awareness and Training that heightens security chances.
2017-18	17MB2C01	Production and Operations Management	✓	•	•	•	To increase understanding of the problems and opportunities faced by the operations manager in manufacturing and service operations.
2017-18	17MB2C02	Marketing Management	✓	•	•	•	Developing an understanding of marketing concepts, environment, functions, and emerging trends, ideas, and nuances of modern marketing, viz. segmentation, targeting, and Positioning .
2017-18	17MB2C03	Financial Management	•	✓	•	•	To understand the concepts and techniques of Capital Budgeting, Working Capital Management, and Dividends and Cost of Capital to decide the Capital Structure.
2017-18	17MB2C04	Human Resource Management	•	✓	•	•	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration, and compliance with human resource requirements .
2017-18	17MB2C05	Operations Research	✓	•	•	•	To enable OR application in managerial decision-making and to understand linear programming techniques.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2017-18	17MB2C06	Research Methodology	✓	•	•	•	To familiarise the students with the principles of scientific methodology in business inquiry. To develop analytical skills in business research; To develop the skills for scientific communications
2017-18	17MB2FV1	Comprehensive Assessment and Field Visit	•	•	•	✓	
2018-19	17MB3C01	Management Information System	✓	•	•	•	Basic knowledge of computers
2018-19	17MB3C02	Business Environment and Ethics	✓	•	•	•	Basic knowledge of human ethics
2018-19	17MB3C03	Positive Psychology for Human Excellence	•	✓	•	•	To provide students with an introduction to positive psychology—the scientific study of happiness.
2018-19	17MB3CPV	Project	•	•	✓	•	
2018-19	17MB4C01	Strategic Management	•	✓	•	•	To learn the significant initiatives a company's top management takes on behalf of corporates, involving resources and performance in external environments, specifying the organization's mission, vision, and
2018-19	17MB4C02	International Business	✓	•	•	•	To make students understand various international trade theories & trade agreements, supply chain strategies and techniques of investment decisions, and the role of Regional trade blocks across the globe
2018-19	17MB3E01	Equity Research and Portfolio Management	•	✓	•	•	To appraise the students about Financial Investment, Risks, and Return factors and their implications on investment decision-making.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2018-19	17MB3E02	Financial Services	•	•	✓	•	To appraise the students with the functions of Banks and NBFCs and their regulations and familiarize them with India's payments and settlement system.
2018-19	17MB3E03	Risk Management and Insurance	•	•	✓	•	The course aims to give the students a broad understanding of risk and insurance to manage it. This forms the foundation to facilitate the students' further insurance studies.
2018-19	17MB3E04	International Financial Management	✓	•	•	•	To understand the concepts and techniques of Capital Budgeting, Working Capital Management, and Dividends and Cost of Capital to decide the Capital Structure.
2018-19	17MB3E05	Strategic Cost Management	•	•	✓	•	To Develop an understanding of various costing systems in different strategic decision situations.
2018-19	17MB3E06	Working Capital Management	•	✓	•	•	To analyze comprehensive analysis on managing working capital, working capital financing policies, increasing profits through operating capital management and adequately funding working capital.
2018-19	17MB3E07	Human Resource Development	•	•	✓	•	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration, and compliance with human resource requirements.
2018-19	17MB3E08	Organisational Development	•	•	✓	•	Establishing the fundamental values, essential frameworks, and effective methods in organization development consulting: Elucidating the dynamics of entry, diagnosis, planning, intervention and sustainability.
2018-19	17MB3E09	Organizational Change and Intervention	•	•	✓	•	To emphasizes the theories and practices of managing change and the Organizational Development Process.
2018-19	17MB3E10	Business Leadership	✓	•	•	•	Identify a leadership profile and explore ways to use this knowledge to improve your success as a manager.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2018-19	17MB3E11	Performance Management	.	✓	.	.	To improve individual and organizational performance by identifying performance requirements, providing regular feedback, and assisting employees in their career development.
2018-19	17MB3E12	Advanced Industrial Psychology	.	✓	.	.	To think and write critically about I-O psychology theory, research, and application.
2018-19	17MB3E13	Training and Development	.	.	.	✓	To focus on improving performance in the current role or overcoming future changes. Development is aimed at the long term. It revolves around the broadening or deepening of knowledge.
2018-19	17MB3E14	Knowledge Management	.	✓	.	.	To prepare students to understand the current theories, practices, tools, and techniques in knowledge management (KM) To deal with the challenges with the organization and management of knowledge.
2018-19	17MB3E15	Advertising and Promotional Management	.	✓	.	.	To demonstrate analytical skills in identifying and resolving problems in marketing management. Catalog Description.
2018-19	17MB3E16	Sales and Distribution Management	.	✓	.	.	To develop critical skills for generating, evaluating, and selecting sales and distribution strategies.
2018-19	17MB3E17	Services Marketing	.	✓	.	.	To supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing services and products.
2018-19	17MB3E18	Export Management	✓	.	.	.	To impart knowledge on the critical functions in export and import processes and procedures.
2018-19	17MB3E19	Consumer Behavior	.	.	✓	.	To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2018-19	17MB3E20	Brand Management	✓	•	•	•	Develop a consumer-centric approach to building, measuring, and evaluating strategies that build brand equity for new and existing brands.
2018-19	17MB3E21	Social Media Marketing	✓	•	•	•	To Create a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics.
2018-19	17MB3E22	System Analysis and Design	✓	•	•	•	To introduce a variety of new software used by analysts, designers manage projects, analyze and document
2018-19	17MB3E23	Software Project Management	✓	•	•	•	To Understand the fundamental principles of Software Project management & will also have a good knowledge of responsibilities of the project manager and how to handle these
2018-19	17MB3E24	Electronic Commerce	✓	•	•	•	To conduct business online and manage the technical issues associated with constructing an electronic-commerce website.
2018-19	17MB3E25	Data Warehousing and Mining	✓	•	•	•	To introduce a wide range of clustering, estimation, prediction, and classification algorithms.
2018-19	17MB3E26	E-Marketing	✓	•	•	•	To develop an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing
2018-19	17MB3E27	Enterprise Resource Planning	•	•	•	✓	To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning
2018-19	17MB3E28	Business Intelligence and Analytics	✓	•	•	•	Understand technologies, applications, and methods for collecting, integrating, analyzing, and presenting business information.

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2018-19	17MB3E29	Behavioral Finance	•	•	✓	•	To provide the student with sufficient knowledge to understand the difference between classical financial theory and behavioral finance. The course focuses on the specific features of the decision-making process in a
2018-19	17MB3E30	Bonds, Derivatives and Commodities Market	•	✓	•	•	The course's main aim is to popularize the specifics of derivatives with their broad practical usage possibilities (hedging, diversification, speculation).
2018-19	17MB3E31	Investment and Finance in India	•	✓	•	•	To know the different aspects of investment banking, mergers and acquisition, and the detailed SEBI guidelines on issue management.
2018-19	17MB3E32	Bank Management	•	✓	•	•	Understand the peculiarities of valuing a bank, factors shaping the banking industry
2018-19	17MB3E33	Insurance Laws and Regulations	•	✓	•	•	The course examines the theory and elements of the practice of insurance law concerning the most common forms of both first-party and third-party insurance
2018-19	17MB3E34	Actuarial Management	•	✓	•	•	To enable the students to learn the procedure of preparing different accounting systems.
2018-19	17MB3E35	Hospital and Health Care Management	•	•	✓	•	To understand the role and functions of hospitals and their health care context and train to handle the management and development issues faced by a hospital manager, including structure and organization; planning and
2018-19	17MB3E36	Hospital Planning , Design and Maintenance	•	✓	✓	•	This Programme aims to offer relevant and recent knowledge and a skill base for professionals to familiarize themselves with hospital planning & design.
2018-19	17MB3E37	Legal and Ethical Issues in Hospitals	•	✓	•	•	To describe relevant legal, ethical, legislative, and regulatory issues relevant to healthcare facilities (e.g., laws, regulations, accreditation, licensure, human resources, information and risk management) and service

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Academic year	Course Code	Course Name	Global	National	Regional	Local	Description
2018-19	17MB3E38	Hotel Information System	✓	•	•	•	to prepare students to meet the challenges associated with Hospitality Information Systems within the Hospitality Industry.
2018-19	17MB3E39	Tourism Concepts and Principles	✓	•	•	•	To provide training in tourism and travel industry management and related subjects.
2018-19	17MB3E40	Hotel and Resort Management	•	•	✓	•	This course examines hotel and resort management issues that emphasize general management, service, sales, forecasting, financial aspects, rate efficiencies, labor management and guest relations.
2018-19	17MB3E41	Retail Management	•	✓	•	•	To introduce the students to the world of retailing from a managerial viewpoint.
2018-19	17MB3E42	Mall Management	•	✓	•	•	To impart skills necessary for taking up positions in Mall administration.
2018-19	17MB3E43	Airport Planning and Management	✓	•	•	•	To provide a broad understanding of airports and their role in aviation transportation.
2018-19	17MB3E44	Aviation Management	✓	•	•	•	To produce aviation management professionals with stellar communication, interpersonal, and excellent knowledge about air transport, airport operations, cabin crew training to ground staff and ticket management.
2018-19	17MB3E45	Supply Chain Management	✓	•	•	•	To develop criteria and standards to achieve improved business performance by integrating and optimizing the total logistics and supply-chain process.
2018-19	17MB3E46	Transportation and Warehousing	•	✓	•	•	To understand how Warehouse Management and other functions in Logistics fit into Logistics & Supply Chain Management.

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2018-19	17MB4E01	Financial Econometrics	✓	•	•	•	To familiarize the participants with techniques for analyzing data related to financial markets.
2018-19	17MB4E02	Investment Management	•	•	✓	•	To provide a conceptual foundation to undertake Investment analysis for securities and portfolios.
2018-19	17MB4E03	Project Management	•	✓	•	•	To teach students how to approach project management and understand all the essential concepts from theoretical and practical.
2018-19	17MB4E04	Mergers, Acquisitions and Restructuring	•	✓	•	•	To examine the reasons to acquire, target, and recognize the anticipated challenges, risks, and pitfalls of the approach.
2018-19	17MB4E05	Corporate Valuation and Taxation	•	✓	•	•	To enable students to describe how people analyze corporate leverage under different conditions and understand why people evaluate various corporates differently.
2018-19	17MB4E06	Foreign Exchange Management	✓	•	•	•	To sensitize students to the complexities of managing the finance of multinational firms.
2018-19	17MB4E07	Labour Welfare and Industrial Relations	•	✓	•	•	To learn the salient features of welfare and wage Legislation. Understand the laws relating to Industrial Relations, Social Security, and Working conditions.
2018-19	17MB4E08	Industrial Relations Management and Labour Legislations	•	✓	•	•	To understand industrial relations systems; developing awareness among students of various actors of IRS.
2018-19	17MB4E09	Talent Management	•	•	•	✓	To Acquire and retain talent. Understand the interplay between various aspects of Talent Acquisition, retention, and talent development.

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2018-19	17MB4E10	International Human Resource Management	✓	•	•	•	To Identify and Understand issues and practices about the significant HRM functions within the context of a multinational environment.
2018-19	17MB4E11	Collective Bargaining and Negotiations Management	•	✓	•	•	To Outline the conditions and negotiation process between groups of employees (unions) and employers in the human resource frame.
2018-19	17MB4E12	Labour Welfare and Welfare Legislations	•	✓	•	•	To know the development and the judicial setup of Labour Laws. To learn the salient features of welfare and wage Legislation.
2018-19	17MB4E13	Managing Interpersonal Effectiveness	•	•	✓	•	Understand and adapt to others' communication styles and behavior patterns. Network and build rapport and trust.
2018-19	17MB4E14	Coaching, Counselling and Mentoring	•	•	✓	•	to provide an opportunity to young people to share their concerns and get both moral support and guidance for their development.
2018-19	17MB4E15	Rural Marketing	•	•	•	✓	To develop an understanding regarding issues in rural markets like marketing of rustic products and management
2018-19	17MB4E16	Retail Management	✓	•	•	•	Understand the integration of merchandise management and supply chain strategies leading excellent customer service.
2018-19	17MB4E17	Event Management	•	•	•	✓	To provide the students with technical know-how and a solid knowledge base to excel, market effectively, promote themselves, and earn revenue through this trade.
2018-19	17MB4E18	New Product Development	✓	•	•	•	Examine the activities and competencies associated with developing new products in firms and provide students with technical and practical knowledge and skills required to engage in new product development projects

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2018-19	17MB4E19	Marketing Research	✓	•	•	•	To explain the relationship and differences between marketing research and marketing information systems. Interpret development of marketing research.
2018-19	17MB4E20	International Marketing	✓	•	•	•	To have complex knowledge and understanding of global markets, related marketing opportunities and issues, the implications of global environmental factors for Business Business and significant international marketing
2018-19	17MB4E21	Customer Relationship Management	•	✓	•	•	To Participate and interact meaningfully in a corporation where CRM has been implemented or to be able to participate in the implementation of CRM by understanding the business case and the importance of
2018-19	17MB4E22	Software Quality Management	✓	•	•	•	To understand the components of software quality assurance systems before, during, and after software development. The framework components include planning reviews testing configuration management etc
2018-19	17MB4E23	Decision Support System	✓	•	•	•	to provide the student with competency surrounding the disciplines of management systems, decision support, artificial intelligence, and data analysis
2018-19	17MB4E24	Knowledge Management System	✓	•	•	•	To provide the student with competency covering management systems, decision support, artificial intelligence, and data analysis to prepare students to understand current theories practices tools and
2018-19	17MB4E25	E-Business	✓	•	•	•	To introduce concepts, tools, and approaches to electronic BusinessBusinessTo the students. Further, the subject will help the students to develop skills to manage businesses in the digital world
2018-19	17MB4E26	Relational Database Management	•	✓	•	•	to present an introduction to database management systems, with an emphasis on how to organize, maintain and retrieve - efficiently and effectively - information from a DBMS
2018-19	17MB4E27	Multimedia Application in Business	✓	•	•	•	To Develop competencies in designing and creating interactive multimedia applications by explaining how elements of these applications reflect a theory of how learning will occur

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2018-19	17MB4E28	Big Data Analytics	✓	•	•	•	To study the programming aspects of cloud computing with a view to rapid prototyping of complex applications. Understand the specialized elements of big data, including extensive data application and big data analytics
2018-19	17MB4E29	Fund Management	•	•	✓	•	To give students a basic understanding of various investment alternatives and how to value those investments.
2018-19	17MB4E30	Wealth Management	•	✓	•	•	To Develop knowledge on the allocation, management, and funding of financial resources.
2018-19	17MB4E31	Real Estate Management	•	•	•	✓	To introduce the concepts and principles of the real estate sector. To explain the regulatory and legislative aspects and the key processes and strategies involved in developing and managing the real estate sector
2018-19	17MB4E32	E-Banking	•	✓	•	•	Recommend possible solutions/procedures to enhance e-banking/mobile banking security controls
2018-19	17MB4E33	Principles of Insurance	•	✓	•	•	To identify the relationship between Insurers and their Customers and the importance of Insurance Contracts
2018-19	17MB4E34	Hospital Information System	✓	•	•	•	To understand information systems, databases, and analytical tools to structure, analyze and present information, legal and ethical issues affecting healthcare information management
2018-19	17MB4E35	Public Health System and Health Insurance	•	✓	•	•	To provide an overview of significant issues related to the design, function, management, regulation, and evaluation of health insurance programs and managed care organizations including HMOs
2018-19	17MB4E36	Hospital Operations Management	✓	•	•	•	To explore the progress made and the challenges in bringing the concepts, practices, and tools developed in engineering and manufacturing to the healthcare industry.

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2018-19	17MB4E37	International Health Management	✓	•	•	•	To Demonstrate knowledge and understanding in health management, planning, and policy-making in global BusinessBusiness in the healthcare sector.
2018-19	17MB4E38	Eco-Tourism	✓	•	•	•	To create a basic understanding of the tourism industry and knowledge of current trends in Ecotourism.
2018-19	17MB4E39	Hospitality Management	•	✓	•	•	Train students at International Standards of Hospitality Education to impart knowledge, Skills, and Attitude for providing a qualified hospitality and service industry workforce
2018-19	17MB4E40	Travel Management	✓	•	•	•	To get a thorough understanding of the tourism industry's components and acquire knowledge and information about the tourism industry.
2018-19	17MB4E41	Direct and Network Marketing	•	✓	•	•	Describe significant bases for segmenting consumer and business markets; define and apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different
2018-19	17MB4E42	Retail Operations, Systems and Inventory	•	✓	•	•	To Understand store operation, visual merchandising, merchandising, inventory management, retail sales, etc. Class participation would be fundamental for the development of transferrable skills
2018-19	17MB4E43	Retail Planning	•	✓	•	•	To devise sustainable strategies to survive and grow in competitive markets. Create and analyze retail metrics to monitor performance and enhance staff productivity.
2018-19	17MB4E44	Aviation Operations Management	✓	•	•	•	To analyze and assess airline and airport operations, government regulations, and safety and environmental concerns to plan and implement appropriate strategic and tactical business methodologies
2018-19	17MB4E45	Aviation Carrier Operations	✓	•	•	•	To apply quantitative methods of modern business management to improve organizational performance in the aviation industry.

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2018-19	17MB4E46	Airline Route Planning Management	✓	•	•	•	To measure the impact of global competition and security issues on the U.S. aviation industry, identify progressive actions to overcome these issues, and utilize technology to enhance efficiency and competitiveness.
2018-19	17MB4E47	Logistics and Supply Chain Management	✓	•	•	•	Understand how Logistics, Supply Chain, Operations, and Channels of Distribution fit into various BusinessBusiness, viz., Manufacturing, Service, and Project.
2018-19	17MB4E48	Inventory Management	•	✓	•	•	Understand how Logistics, Supply Chain, Operations, and Channels of Distribution fit into various BusinessBusiness, viz., Manufacturing, Service, and Project.
2018-19	17MB4E49	Environmental Impact Assessment and Disaster Management	✓	•	•	•	To provide a basic conceptual understanding of disasters and their relationships with development.
2018-19	17MB4E50	Disaster Management and Risk Assessment	✓	•	•	•	To understand Disaster Risk Reduction (DRR) approaches and the relationship between vulnerability, disasters, disaster prevention, and risk reduction.

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15/11/2023

Principal

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