



## **Course Outcome**

### **Master of Business Administration (MBA)**

**(Semester 60-40 pattern)**

**(w.e.from A.Y. 2024-25)**

Department of MBA

**School of Management Studies**

**KCES'S Institute of Management and Research, Jalgaon  
(Autonomous)**

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**SEMESTER: I****MBA-DSC-511 Management Science**

<b>C01</b>	<b>Understand</b> core management concepts and analyze the evolution of management approaches.
<b>C02</b>	<b>Utilize</b> principles of planning and organizing in management scenarios
<b>C03</b>	<b>Apply</b> staffing techniques, understand coordination strategies, and <b>evaluate</b> decision-making processes.
<b>C04</b>	<b>Identify</b> the principles of directing and controlling in various management contexts, and understand recent management trends
<b>C05</b>	<b>Compare</b> global management styles and apply modern tools like TOWS matrix and benchmarking
<b>C06</b>	<b>Analyze</b> and <b>evaluate</b> the impact of digital transformation on modern business models

**MBA-DSC-512 Managerial Economics**

<b>C01</b>	<b>Describe</b> the Key concepts of Managerial Economics and the role of managerial economist
<b>C02</b>	<b>Analyze</b> the factors influencing demand and supply to make informed production and pricing decisions
<b>C03</b>	<b>Apply</b> the economic laws related to demand, supply and production for business decision making
<b>C04</b>	<b>Identify</b> Cost and Revenue Relationships in short run and long run
<b>C05</b>	<b>Classify</b> various Market structures and assess its impact on pricing decisions
<b>C06</b>	<b>Develop</b> Pricing strategies and policies based on different products

**MBA-DSC-513 - Organizational Behavior**

<b>C01</b>	<b>Define</b> various concepts in Organizational Behavior
<b>C02</b>	<b>Focus</b> on improvement of the individual attributes and <b>articulate</b> the process of group development
<b>C03</b>	<b>Practice</b> cordial Interpersonal Relationship
<b>C04</b>	<b>Apply</b> appropriate techniques of Motivation
<b>C05</b>	<b>Administer</b> power tactics to deal with organizational politics
<b>C06</b>	<b>Assess</b> work stress and devise Stress management techniques

**MBA-DSC-514 Business Accounting**

<b>C01</b>	<b>Memorize</b> key accounting concepts, principles, and conventions.
<b>C02</b>	<b>Demonstrate</b> the process of journalizing the transactions, ledger Posting and preparing the Trial Balance
<b>C03</b>	<b>Prepare</b> Proprietors Final Accounts considering various adjustments
<b>C04</b>	<b>Differentiate</b> between various elements of cost
<b>C05</b>	<b>Prepare</b> Cost Sheet
<b>C06</b>	<b>Reconcile</b> the Profits of Cost & Financial Records

### **MBA-DSC-515 Business Communication**

<b>C01</b>	<b>Understand</b> the principles and concepts of business communication.
<b>C02</b>	<b>Develop</b> and apply effective communication strategies for various stakeholders.
<b>C03</b>	<b>Demonstrate</b> proficiency in business writing and presentation skills
<b>C04</b>	<b>Utilize</b> digital tools and platforms for business communication.
<b>C05</b>	<b>Analyze</b> the role of communication in organizational success and crisis management
<b>C06</b>	<b>Utilize</b> SEO techniques for effective content creation

### **MBA-DSC-516 AI Basics for Managers**

<b>C01</b>	<b>Recall</b> and <b>explain</b> fundamental concepts of Artificial Intelligence.
<b>C02</b>	<b>Describe</b> the applications of AI in various business contexts.
<b>C03</b>	<b>Understand</b> the basics of Machine learning and role of data in AI.
<b>C04</b>	<b>Apply</b> AI principles to develop a strategic plan for integrating AI into business operations.
<b>C05</b>	<b>Analyze</b> business data using AI tools to evaluate decision-making processes
<b>C06</b>	<b>Evaluate</b> the ethical implications of AI deployment

### **MBA-DSE-517 A Management of Services**

<b>C01</b>	<b>Understand</b> the foundational concepts of service management.
<b>C02</b>	<b>Analyze</b> the unique challenges and opportunities in managing services.
<b>C03</b>	<b>Develop</b> strategies for service quality improvement and customer satisfaction
<b>C04</b>	<b>Utilize</b> technology and innovation in enhancing service delivery
<b>C05</b>	<b>Apply</b> service marketing principles to drive business success
<b>C06</b>	<b>Evaluate</b> the ethical and societal implications of service management practices

### **MBA-DSE-517 B Operation Management**

<b>C01</b>	<b>Understand</b> the concept of operation Management.
<b>C02</b>	<b>Explain</b> Product & Service Design.
<b>C03</b>	<b>Analyze</b> factors determining capacity planning & Facility layout.
<b>C04</b>	Get <b>knowledge</b> about various quality standards & methods of inventory management.
<b>C05</b>	<b>Evaluate</b> logistics & distribution networks.
<b>C06</b>	<b>Describe</b> advanced concepts in production and operations management.

### **MBA-RM-518 Research Methodology**

<b>C01</b>	<b>Understand</b> the basics of Research methodology.
<b>C02</b>	<b>Formulate</b> research problem
<b>C03</b>	<b>Prepare</b> research design.
<b>C04</b>	<b>Collect</b> and <b>interpret</b> Qualitative and quantitative data
<b>C05</b>	<b>Apply</b> SPSS for hypothesis testing
<b>C06</b>	<b>Report</b> and present research findings

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**SEMESTER: II****MBA-DSC-521 Business Ethics & Corporate Governance**

<b>C01</b>	<b>Acquire</b> conceptual understanding of Business Ethics
<b>C02</b>	<b>Understand</b> ethical issues in functional areas of management
<b>C03</b>	<b>Analyze</b> and apply CSR Principles & Strategies
<b>C04</b>	<b>Plan and execute</b> CSR activities in organization
<b>C05</b>	<b>Acquire</b> conceptual understanding of Corporate Governance
<b>C06</b>	<b>Evaluate</b> Corporate Governance Practices

**MBA-DSC-522 Indian Economy and Policies**

<b>C01</b>	<b>Explain</b> the concept and indicators of Economic Growth and Development
<b>C02</b>	<b>Describe</b> the structure and features of the Indian economy and assess trends in national income.
<b>C03</b>	<b>Identify</b> the issues related Planning, Growth & Development and Unemployment in the Indian Economy
<b>C04</b>	<b>Evaluate</b> macroeconomic policies such as fiscal, monetary, and their role in macroeconomic stability in India
<b>C05</b>	<b>Identify</b> assess the role of public and private sectors and the process of privatization in the Indian economy.
<b>C06</b>	<b>Analyze</b> the impact of globalization on the Indian economy and explain India's role in the WTO.

**MBA- DSC-523 Human Resource Management**

<b>C01</b>	<b>Describe</b> HRM, its functions and practices
<b>C02</b>	<b>Explain</b> Human Resource Procurement process.
<b>C03</b>	<b>Prepare</b> for Career Development and Succession Planning.
<b>C04</b>	<b>Administer</b> performance Appraisal system and
<b>C05</b>	<b>Plan</b> and <b>Organize</b> employee training, and executive development programs
<b>C06</b>	<b>Interpret</b> and <b>Connect</b> with other Practices of Human Resource Management

### MBA- DSC-524 Marketing Management

<b>C01</b>	<b>Understand</b> the foundational concepts and principles of marketing.
<b>C02</b>	<b>Analyze</b> market environments and consumer behavior to identify opportunities and threats.
<b>C03</b>	<b>Apply</b> marketing strategies to different business contexts.
<b>C04</b>	<b>Develop</b> effective product, pricing, and distribution strategies.
<b>C05</b>	<b>Utilize</b> digital marketing tools and techniques.
<b>C06</b>	<b>Evaluate</b> the ethical and social implications of marketing decisions.

### MBA-DSC-525 Financial Management

<b>C01</b>	<b>Describe</b> and recall basic financial management concepts, including financial statement analysis, working capital management, and budgetary controls.
<b>C02</b>	<b>Explain</b> detailed theoretical concepts across the syllabus, demonstrating an understanding of key financial principles.
<b>C03</b>	<b>Apply</b> the learned concepts through calculations and problem-solving in financial scenarios.
<b>C04</b>	<b>Analyze</b> financial statements and situations to find effective solutions
<b>C05</b>	<b>Evaluate</b> the impact of financial decisions on the overall financial position of an organization.
<b>C06</b>	<b>Develop</b> effective financial strategies that align with organizational goals and enhance value creation.

### MBA- DSC-526 Business Statistics and Analytics

<b>C01</b>	<b>Explain</b> the significance of different measures of central tendency and dispersion in summarizing data distributions
<b>C02</b>	<b>Apply</b> correlation, regression and index numbers calculations to real-world datasets to make predictions
<b>C03</b>	<b>Formulate</b> null and alternative hypotheses for different research scenarios and specify the appropriate statistical test to use
<b>C04</b>	<b>Evaluate</b> different scenarios and their effects on project completion in CPM and PERT as well as the optimal solution in LPP
<b>C05</b>	<b>Explain</b> the evolution of business analytics and the growing need for analytics in decision-making
<b>C06</b>	<b>Describe</b> how business analytics software's' features support data analysis and decision-making

### **MBA-DSE-527A: Entrepreneurship & Start-up Ecosystem**

<b>C01</b>	<b>Understand</b> the entrepreneurial role and mindset.
<b>C02</b>	<b>Identify</b> creative ideas & decision making strategies.
<b>C03</b>	<b>Assessing</b> new concepts in Entrepreneurship
<b>C04</b>	<b>Understand</b> key components of the start-up ecosystem and how to leverage them for success.
<b>C05</b>	<b>Gain</b> practical skills in business model development, funding acquisition, and start-up scaling.
<b>C04</b>	<b>Explain</b> the concept of Family business.

### **MBA-DSE-527 B Sustainability Development**

<b>C01</b>	<b>Understand</b> the basics of Sustainability Management
<b>C02</b>	<b>Formulate</b> the design and technology application to forecast technology.
<b>C03</b>	<b>Understand Air pollution and Dispersion</b>
<b>C04</b>	<b>Apply</b> techniques for low Carbon infrastructure
<b>C05</b>	<b>Study</b> wastewater sampling and treatment
<b>C06</b>	<b>Study and Understand</b> Solid waste Management

### **MBA-DSE-527C SWAYAM/NPTEL/ MOOC Course**

#### **Course Objectives:**

1. To provide access to the best teaching and learning resources to all, including the most disadvantaged.
2. To create suitable content for courses up to the post-graduate level.
3. To offer certification for online learning.
4. To address the needs and concerns of students studying in universities and colleges.
5. To bridge the digital divide and make online learning accessible to all.

### **MBA-FP-528 Field Project**

<b>C01</b>	<b>Recall</b> survey research concepts, sampling strategies, and statistical techniques.
<b>C02</b>	<b>Explain</b> the processes of designing and conducting surveys.
<b>C03</b>	<b>Apply</b> research methodologies to design and execute a survey-based project.
<b>C04</b>	<b>Analyze</b> survey data using statistical tools to identify insights.
<b>C05</b>	<b>Evaluate</b> the effectiveness of survey design and methods.
<b>C06</b>	<b>Create</b> a report and presentation with actionable business recommendations.



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**SEMESTER: III****MBA-DSC-631 Strategic Management**

<b>C01</b>	<b>Understand</b> basic concepts and the evolution of strategic management.
<b>C02</b>	<b>Apply</b> tools like SWOT, PESTEL, and organizational appraisal for strategic analysis.
<b>C03</b>	<b>Analyze</b> strategic alternatives using portfolio models and industry frameworks.
<b>C04</b>	<b>Understand</b> the practical challenges and approaches in strategy implementation.
<b>C05</b>	<b>Evaluate</b> the effectiveness of strategies using control mechanisms and techniques.
<b>C06</b>	<b>Interpret</b> strategic management concepts through real-world Indian case lets.

**MBA-DSC-632 Business Law**

<b>C01</b>	<b>Explain</b> the fundamental legal concepts related to the business law
<b>C02</b>	<b>Interpret</b> the provisions of the Indian Contract Act related to the formation, discharge, and breach of contracts.
<b>C03</b>	<b>Analyze</b> the rights and duties of buyers and sellers under the Sale of Goods Act.
<b>C04</b>	<b>Describe</b> the characteristics, types, and parties of negotiable instruments and relevant legal implications.
<b>C05</b>	<b>Recognize</b> the importance and components of intellectual property rights relevant to business.
<b>C06</b>	<b>Apply</b> legal knowledge to address basic issues related to contracts, goods transactions, instruments, and intellectual property in a business context.

**MBA-DSE-633A Banking and Investment Management**

<b>C01</b>	<b>Explain</b> the structure, functions, and emerging trends across banking and investment sectors.
<b>C02</b>	<b>Describe</b> the Indian banking system, credit mechanisms, digital payments, and regulatory aspects.
<b>C03</b>	<b>Compare</b> various investment avenues based on risk, return, and liquidity.
<b>C04</b>	<b>Analyze</b> the functioning of financial and commodity markets, including key institutions and indices.
<b>C05</b>	<b>Interpret</b> the features and performance of insurance and mutual fund schemes.
<b>C06</b>	<b>Apply</b> techniques of security analysis and portfolio management to investment decisions.

### **MBA-DSE-634A Income Tax**

<b>C01</b>	<b>Understand</b> key income tax terms such as assessment year, exempt income, PAN , residential status etc.
<b>C02</b>	Compute taxable income under the head Salaries by analyzing allowances, perquisites and deductions
<b>C03</b>	Apply provisions of the Income Tax Act to determine income from self-occupied and let-out house properties
<b>C04</b>	Evaluate allowable and disallowable expenses to accurately compute taxable income under the head Profits and Gains of Business or Profession
<b>C05</b>	Determine taxable capital gains by applying the rules for Short Term and Long Term asset transfers.
<b>C06</b>	Develop a complete tax computation integrating all income heads including Income from other Sources

### **MBA-DSE-635A Strategic Financial Management**

<b>C01</b>	<b>Identify</b> between various long-term and short-term sources of finance and compute the cost of capital
<b>C02</b>	<b>Analyze</b> capital structure and leverages to evaluate organization's financial decisions.
<b>C03</b>	<b>Apply</b> capital budgeting techniques to evaluate investment proposals.
<b>C04</b>	<b>Evaluate</b> dividend policies to understand their impact on organization's valuation.
<b>C05</b>	<b>Assess</b> causes of corporate sickness and formulate effective turnaround strategies.
<b>C06</b>	<b>Critically</b> analyze Mergers and Acquisitions including post-merger integration

### **MBA-DSE-636A International Financial Management**

<b>C01</b>	<b>Explain</b> the scope of international financial management and compare domestic vs. international financial operations.
<b>C02</b>	<b>Analyze</b> foreign exchange market structures, determine exchange rates using forecasting models and understand derivative instruments
<b>C03</b>	<b>Interpret</b> IFRS, Ind-AS 1 and understand key transfer pricing issues.
<b>C04</b>	<b>Apply</b> international payment systems to support foreign trade and evaluate the role of Eurocurrency markets as well as depository receipts.
<b>C05</b>	<b>Describe</b> the role of IMF and assess its funding mechanisms towards international liquidity.
<b>C06</b>	<b>Analyze</b> India's balance of payment components and examine its relationship with exchange rates and money supply.

### MBA-DSE-633B Consumer Behavior and Marketing Research

<b>C01</b>	<b>Describe</b> the basic concepts of consumer value, satisfaction, and retention.
<b>C02</b>	<b>Analyze</b> buyer behavior and cultural/social influences on decisions
<b>C03</b>	<b>Understand</b> the psychological processes like perception, learning, and attitude formation.
<b>C04</b>	<b>Apply</b> marketing research processes and tools in consumer behavior analysis
<b>C05</b>	<b>Evaluate</b> qualitative and quantitative research techniques.
<b>C06</b>	<b>Conduct</b> basic consumer research and interpret findings for marketing decisions.

### MBA-DSE-634B Product and Brand Management

<b>C01</b>	<b>Understand</b> core concepts of product and brand management, including product life cycle, new product development, agile practices, and branding foundations.
<b>C02</b>	<b>Analyze</b> product and brand strategies using frameworks for positioning, differentiation, and innovation, with emphasis on Indian and global contexts.
<b>C03</b>	<b>Apply</b> models like Keller's and Aaker's to build brand identity, equity, and messaging across digital and traditional media platforms.
<b>C04</b>	<b>Evaluate</b> brand architecture, brand portfolio management, and co-branding strategies through real-world case studies of Indian conglomerates.
<b>C05</b>	<b>Develop</b> integrated product and branding strategies by leveraging digital tools, customer insights, design thinking, and ethical branding principles.
<b>C06</b>	<b>Assess</b> the effectiveness of brand equity measurement, internal branding, and legal, sustainable, and AI-driven approaches to modern brand management.

### MBA-DSE-635B Sales and Distribution Management

<b>C01</b>	<b>Understand</b> the role, objectives, and process of sales management.
<b>C02</b>	<b>Explain</b> how to train, motivate, and evaluate the sales force.
<b>C03</b>	<b>Apply</b> the principles of sales planning including quotas and territories
<b>C04</b>	<b>Analyze</b> marketing channels and the functions of intermediaries
<b>C05</b>	<b>Evaluate</b> logistics and distribution decisions in channel performance
<b>C06</b>	<b>Recognize</b> emerging technologies in sales and distribution

### MBA-DSE-636B Digital Marketing

<b>C01</b>	<b>Understand</b> the fundamentals and evolution of digital marketing
<b>C02</b>	<b>Explain</b> and <b>apply</b> digital marketing tools such as SEO, SEM, and social media
<b>C03</b>	<b>Develop</b> a simple digital marketing plan for a product or service.
<b>C04</b>	<b>Analyze</b> content strategies for engagement and conversions
<b>C05</b>	<b>Interpret</b> key digital metrics for campaign effectiveness.
<b>C06</b>	<b>Understand</b> emerging trends and ethical aspects in digital marketing

#### **MBA-DSE-633C Labour Welfare and Compensation Management**

<b>C01</b>	<b>Define</b> and <b>explain</b> labour welfare concepts and welfare officer roles.
<b>C02</b>	<b>Analyze</b> employee participation and empowerment mechanisms.
<b>C03</b>	<b>Apply</b> key concepts in designing a compensation system.
<b>C04</b>	<b>Interpret</b> job evaluation processes and techniques.
<b>C05</b>	<b>Summarize</b> wage administration methods and wage differentials.
<b>C06</b>	<b>Identify</b> incentive plans, fringe benefits, and social security provisions.

#### **MBA-DSE-634C Organizational Leadership Change & Development**

<b>C01</b>	<b>Understand</b> the context and utility of leadership.
<b>C02</b>	<b>Apply</b> leadership theories in various organizational settings and decision-making processes
<b>C03</b>	<b>Evaluate</b> leadership behavior in multicultural teams and ethical contexts.
<b>C04</b>	<b>Explore</b> evolving leadership approaches and skills required to lead effectively in a VUCA world.
<b>C05</b>	<b>Manage</b> change successfully
<b>C06</b>	<b>Implement</b> Organizational interventions for Development of organization.

#### **MBA-DSE-635C Strategic Human Resource Management**

<b>C01</b>	<b>Understand</b> SHRM and its strategic role.
<b>C02</b>	<b>Analyze</b> HR strategies for value creation.
<b>C03</b>	<b>Apply</b> strategic staffing and separation practices.
<b>C04</b>	<b>Design</b> jobs and organizational structures.
<b>C05</b>	<b>Evaluate</b> performance systems and global HR issues.
<b>C06</b>	<b>Use</b> HR technologies and innovations strategically.

### **MBA-DSE-636C Labour Laws and Industrial Relations**

<b>C01</b>	<b>Understand</b> the provisions of The Factories Act and their application in employee welfare.
<b>C02</b>	<b>Analyze</b> wage legislations and their role in safeguarding employee remuneration rights.
<b>C03</b>	<b>Examine</b> the framework of social security legislation and its importance in employee safety.
<b>C04</b>	<b>Understand</b> the principles of industrial relations and employee discipline.
<b>C05</b>	<b>Evaluate</b> the Industrial Disputes Act and other related acts in resolving workplace conflict.
<b>C06</b>	<b>Demonstrate</b> the process of grievance handling and collective bargaining in organizations.

### **MBA-DSE-633D World Class Manufacturing & Process Management**

<b>C01</b>	<b>Understand</b> the recent trends in manufacturing.
<b>C02</b>	<b>Demonstrate</b> the relevance and basics of World Class Manufacturing.
<b>C03</b>	<b>Analyze</b> the innovative ways adopted in manufacturing.
<b>C04</b>	<b>Understand</b> the safety measures followed in production units.
<b>C05</b>	<b>Evaluate</b> various process management tools and techniques used to improve manufacturing performance.
<b>C06</b>	<b>Apply</b> maintenance and technology transfer strategies to enhance manufacturing efficiency and sustainability.

### **MBA-DSE-634D Management of Technology**

<b>C01</b>	<b>Understand</b> the fundamentals of technology development, sources and types of technology, and their strategic implications in business environments.
<b>C02</b>	<b>Analyze</b> how competitive advantage is achieved through new technologies, including the roles of R&D, government policies, and intellectual property management.
<b>C03</b>	<b>Apply</b> methods of technological forecasting and assessment to support innovation and effective technology acquisition.
<b>C04</b>	<b>Formulate</b> and evaluate technology strategies including aspects like diffusion, absorption, financial planning, and project management.
<b>C05</b>	<b>Assess</b> the human factors in technology management, focusing on integration of people with technology, leadership, and organizational change.
<b>C06</b>	<b>Examine</b> the broader social and environmental impacts of technology, including its influence on industrial relations and ecological sustainability.

### **MBA-DSE-635D Global Supply Chain Management and International Logistics**

<b>C01</b>	<b>Understand</b> the foundational concepts, structure, and evolution of supply chain management and its integration challenges.
<b>C02</b>	<b>Explain</b> the scope of logistics and its role in domestic and global supply chain excellence.
<b>C03</b>	<b>Analyze</b> strategic alliances, including 3PL/4PL, and their impact on supply chain partnerships.
<b>C04</b>	<b>Evaluate</b> warehousing and material handling systems in terms of design, cost, and logistics efficiency.
<b>C05</b>	<b>Assess</b> human-technology integration in supply chains, emphasizing leadership and change management.
<b>C06</b>	<b>Examine</b> customer service and demand management to develop strategies for enhancing competitiveness.

### **MBA-DSE-636D Operations Research**

<b>C01</b>	<b>Understand</b> the origin, scope, features, and limitations of Operations Research in managerial decision-making.
<b>C02</b>	<b>Formulate</b> and solve Linear Programming Problems using graphical and simplex methods.
<b>C03</b>	<b>Apply</b> transportation model techniques to find optimal distribution solutions.
<b>C04</b>	<b>Solve</b> assignment problems using the Hungarian method and compare with transportation models.
<b>C05</b>	<b>Apply</b> decision theory and game theory for decision-making under risk, uncertainty, and competition.
<b>C06</b>	<b>Analyze</b> and solve inventory management problems using deterministic models like EOQ and EBQ.

### **MBA-DSE-633E System Analysis and Design**

<b>C01</b>	<b>Describe</b> fundamental concepts of systems, the role of a systems analyst, and various models of the System Development Life Cycle (SDLC)
<b>C02</b>	<b>Explain</b> system requirements gathering techniques, feasibility analysis, and system documentation methods.
<b>C03</b>	<b>Apply</b> system analysis tools like Data Flow Diagrams (DFD), Entity-Relationship Diagrams (ERD), and Use Case modeling for system development
<b>C04</b>	<b>Analyze</b> system design requirements to develop efficient user interfaces, database structures, and system architectures.
<b>C05</b>	<b>Evaluate</b> system implementation, testing methodologies, and maintenance plan
<b>C06</b>	<b>Evaluate</b> and <b>apply</b> advanced system development approaches

### MBA-DSE-634E - IT Asset Management

<b>C01</b>	<b>Understand</b> the basics of IT Asset Management.
<b>C02</b>	<b>Identify</b> the key roles of IT managers.
<b>C03</b>	<b>Describe</b> the Tools and Process of IT Asset Management
<b>C04</b>	<b>Demonstrate</b> the fundamentals of Software Asset Management and HAM.
<b>C05</b>	<b>Demonstrate</b> the fundamentals of Hardware Asset Management.
<b>C06</b>	<b>Describe</b> the concepts SEAM and PINAM.

### MBA-DSE-635E – RDBMS using SQL Server

<b>C01</b>	<b>Remember</b> concepts of RDBMS and data modeling techniques.
<b>C02</b>	<b>Understand</b> normalization techniques to improve database design.
<b>C03</b>	<b>Apply</b> SQL knowledge to design relational databases.
<b>C04</b>	<b>Demonstrate</b> data manipulation techniques on database tables.
<b>C05</b>	<b>Analyze</b> data and perform complex queries in SQL.
<b>C06</b>	<b>Manage</b> database transactions, security, and integrity constraints.

### MBA-DSE-636E Web Designing using HTML, CSS & Java Script

<b>C01</b>	<b>Understand</b> the basic structure of HTML and apply fundamental tags to create simple web pages
<b>C02</b>	<b>Design</b> and implement tables, hyperlinks, and graphic elements in web pages
<b>C03</b>	<b>Develop</b> interactive forms using HTML form elements to capture and process user inputs efficiently
<b>C04</b>	<b>Utilize</b> Bootstrap framework features to enhance the design and styling of web components
<b>C05</b>	<b>Apply</b> Cascading Style Sheets (CSS) for consistent and attractive designs
<b>C06</b>	<b>Develop</b> web pages using JavaScript

### MBA-DSE-633F Data Science

<b>C01</b>	<b>Understand</b> the basic concepts and importance of Data Science.
<b>C02</b>	<b>Identify</b> and collect simple data sets for analysis.
<b>C03</b>	<b>Organize</b> and <b>clean</b> data using basic tools and techniques.
<b>C04</b>	<b>Create</b> simple charts and graphs to explore and present data.
<b>C05</b>	<b>Describe</b> basic patterns and trends in data and share findings in a clear manner.
<b>C06</b>	<b>Develop</b> and <b>present</b> data visualizations effectively using Excel or Python.

### MBA-DSE-634F Big Data Analytics

<b>C01</b>	<b>Understand</b> the fundamental concepts, characteristics, and tools of Big Data.
<b>C02</b>	<b>Describe</b> Big Data storage systems, processing techniques, and scalability concepts..
<b>C03</b>	<b>Apply</b> statistical techniques to explore and analyze Big Data for decision-making.
<b>C04</b>	<b>Analyze</b> business problems and apply Big Data for analytical decision-making across industries.
<b>C05</b>	<b>Utilize</b> Big Data tools and data visualization techniques to present analytical results.
<b>C06</b>	<b>Explain</b> predictive modeling and assess the strategic role of Big Data in business decisions.

### MBA-DSE-635F Tableau

<b>C01</b>	<b>Understand</b> the fundamentals of data visualization and navigate Tableau's interface, products, and data connection features.
<b>C02</b>	<b>Prepare</b> and transform datasets in Tableau using data types, joins, hierarchies, Tableau Prep, and cleaning operations.
<b>C03</b>	<b>Create</b> effective visualizations using basic and advanced charts, calculated fields, filters, and formatting techniques.
<b>C04</b>	<b>Design</b> interactive dashboards using actions, KPIs, layout best practices, and performance optimization techniques.
<b>C05</b>	<b>Analyze</b> functional business problems using Tableau applications and real-world case studies.
<b>C06</b>	<b>Publish</b> and share Tableau reports effectively while exploring Tableau Public and career opportunities.

### MBA-DSE-636F Business Analytics using R

<b>C01</b>	<b>Understand</b> the fundamental concepts, evolution, and significance of Business Analytics in organizations.
<b>C02</b>	<b>Apply</b> analytical decision-making processes to break down business problems into analytical questions.
<b>C03</b>	<b>Demonstrate</b> proficiency in using R programming for data handling, exploration, and transformation.
<b>C04</b>	<b>Utilize</b> data structures and perform basic statistical analyses and hypothesis testing in R.
<b>C05</b>	<b>Conduct</b> hypothesis testing and perform Exploratory Data Analysis (EDA) using R tools.
<b>C06</b>	<b>Develop</b> and <b>customize</b> data visualizations in R to communicate business insights effectively.



### **MBA-DSE- 633G Epidemiology in Medical and Health Systems Management**

<b>C01</b>	<b>Explain</b> the principles, evolution, scope, and applications of epidemiology in analyzing disease patterns and public health achievements.
<b>C02</b>	<b>Measure</b> and interpret health and disease indicators using mortality, morbidity, and other population health metrics.
<b>C03</b>	<b>Differentiate</b> between epidemiological study types and analyze potential errors and biases in studies.
<b>C04</b>	<b>Apply</b> epidemiological concepts in preventing, investigating, and controlling communicable and non-communicable diseases.
<b>C05</b>	<b>Evaluate</b> diagnostic tests, prognostic data, and evidence-based clinical epidemiology in relation to environmental exposures and occupational risks.
<b>C06</b>	<b>Utilize</b> epidemiological evidence in health policy-making, health planning, and program evaluation.

### **MBA-DSE- 634G Healthcare Services and Operation management**

<b>C01</b>	<b>Understand</b> the structure, classification, and functioning of hospitals and the scope of hospital operations management.
<b>C02</b>	<b>Demonstrate</b> knowledge of medical record documentation, patient admission-discharge processes, and biomedical equipment maintenance.
<b>C03</b>	<b>Analyze</b> the layout and service delivery mechanisms of clinical, diagnostic, and nursing departments in hospitals.
<b>C04</b>	<b>Apply</b> hospital statistics for operational evaluation and understand national health program indicators.
<b>C05</b>	<b>Examine</b> the role of operations research in optimizing hospital systems including wait times and managerial decisions.
<b>C06</b>	<b>Evaluate</b> hospital purchase operations and inventory management practices including HIS integration.

### **MBA-DSE- 635G Total Quality Management in Healthcare**

<b>C01</b>	<b>Understand</b> the key quality concepts, terminologies, and frameworks of Total Quality Management (TQM) in healthcare systems.
<b>C02</b>	<b>Examine</b> the roles of ISO, NABH, JCI, and other accreditation systems and quality committees in hospitals.
<b>C03</b>	<b>Evaluate</b> processes like quality audits, quality circles, and performance evaluations in hospitals.
<b>C04</b>	<b>Apply</b> tools and techniques such as flowcharts, Pareto charts, fishbone diagrams, and benchmarking for quality improvement.
<b>C05</b>	<b>Design</b> and manage quality strategies, policies, and business process reengineering in healthcare organizations.
<b>C06</b>	<b>Develop</b> and implement quality training programs based on organizational needs and quality goals.

### **MBA-DSE- 636G Hospital Safety and Waste Management**

<b>C01</b>	<b>Evaluate</b> the technical and operational aspects of hospital fire safety and physical security systems.
<b>C02</b>	<b>Understand</b> the structure, preparedness, and execution of hospital disaster management plans.
<b>C03</b>	<b>Assess</b> the legal, regulatory, and policy frameworks surrounding hospital safety and waste management.
<b>C04</b>	<b>Identify</b> , classify, and implement appropriate hospital waste handling, treatment, and disposal techniques.
<b>C05</b>	<b>Develop</b> strategies for infection control, safe injection practices, and hospital-acquired infection prevention.
<b>C06</b>	<b>Design</b> comprehensive waste management and safety training programs in compliance with national health accreditation standards.

### **MBA-DSE-633H International Business Environment**

<b>C01</b>	<b>Describe</b> the nature and trends of international business in the era of digital globalization.
<b>C02</b>	<b>Apply</b> classical and contemporary trade theories to analyze trade and investment flows.
<b>C03</b>	<b>Evaluate</b> global business environments including political risk, socio-cultural diversity, and regulatory frameworks.
<b>C04</b>	<b>Formulate</b> sustainable and ethical international business strategies across functions.
<b>C05</b>	<b>Examine</b> the role and impact of WTO, FTAs, and global institutions in shaping business opportunities.
<b>C06</b>	<b>Solve</b> real-world international business challenges using case-based analysis and negotiation tools.

### **MBA-DSE-634H Export and Import Management**

<b>C01</b>	<b>Describe</b> the role and evolving trends in export-import operations including e-commerce and digital trade.
<b>C02</b>	<b>Apply</b> procedural knowledge of registration, compliance, customs, and incentives in EXIM management.
<b>C03</b>	<b>Interpret</b> and <b>prepare</b> key international trade documents using modern digital systems.
<b>C04</b>	<b>Evaluate</b> import planning strategies, procurement methods, and forex regulatory frameworks.
<b>C05</b>	<b>Analyze</b> India's EXIM policy, FTAs, and export potential across sectors and services.
<b>C06</b>	<b>Assess</b> the role of key trade institutions and technologies in enabling sustainable and efficient trade.

### **MBA-DSE-635H Global Supply Chain Management and International Logistics**

<b>C01</b>	<b>Understand</b> the foundational concepts, structure, and evolution of supply chain management and its integration challenges.
<b>C02</b>	<b>Explain</b> the scope of logistics and its role in domestic and global supply chain excellence.
<b>C03</b>	<b>Analyze</b> strategic alliances, including 3PL/4PL, and their impact on supply chain partnerships.
<b>C04</b>	<b>Evaluate</b> warehousing and material handling systems in terms of design, cost, and logistics efficiency.
<b>C05</b>	<b>Assess</b> human-technology integration in supply chains, emphasizing leadership and change management.
<b>C06</b>	<b>Examine</b> customer service and demand management to develop strategies for enhancing competitiveness.

### **MBA-DSE-636H International Financial Management**

<b>C01</b>	<b>Explain</b> the scope of international financial management and compare domestic vs. international financial operations.
<b>C02</b>	<b>Analyze</b> foreign exchange market structures, determine exchange rates using forecasting models and understand derivative instruments
<b>C03</b>	<b>Interpret</b> IFRS, Ind-AS 1 and understand key transfer pricing issues.
<b>C04</b>	<b>Apply</b> international payment systems to support foreign trade and evaluate the role of Eurocurrency markets as well as depository receipts.
<b>C05</b>	<b>Describe</b> the role of IMF and assess its funding mechanisms towards international liquidity.
<b>C06</b>	<b>Analyze</b> India's balance of payment components and examine its relationship with exchange rates and money supply.

### **MBA-OJT-637 OJT/SIP**

<b>C01</b>	<b>Demonstrate</b> an understanding of professional work environments, organizational structures, and workplace culture.
<b>C02</b>	<b>Apply</b> classroom knowledge to real-life business problems within the functional area of specialization.
<b>C03</b>	<b>Identify</b> organizational challenges and develop practical, evidence-based solutions.
<b>C04</b>	<b>Communicate</b> findings, insights, and recommendations effectively through reports and presentations.
<b>C05</b>	<b>Exhibit</b> professional behavior, time management, and teamwork in a real-world setting.
<b>C06</b>	<b>Reflect</b> on internship experiences to assess personal learning, skill development, and career preparedness

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**SEMESTER: IV****MBA-DSC-641 Design Thinking and Innovation Management**

<b>C01</b>	<b>Understand</b> the principles and process of design thinking.
<b>C02</b>	<b>Apply</b> design thinking to solve business problems.
<b>C03</b>	<b>Describe</b> the innovation function and evaluate innovation performance.
<b>C04</b>	<b>Identify</b> innovation opportunities and formulate strategies.
<b>C05</b>	<b>Understand</b> the process of new product development.
<b>C06</b>	<b>Explain</b> the open innovation framework and intellectual property rights.

**MBA-DSC-642 Indian Commercial Law**

<b>C01</b>	<b>Explain</b> the fundamental legal concepts and frameworks applicable to Indian commercial law.
<b>C02</b>	<b>Describe</b> the procedures for company formation, governance, and winding up under the Companies Act, 2013.
<b>C03</b>	<b>Compare</b> the features, formation, and dissolution of LLPs with other business structures.
<b>C04</b>	<b>Identify</b> the rights and responsibilities of consumers and available grievance redressal mechanisms.
<b>C05</b>	<b>Illustrate</b> the scope and implications of IT Act and digital transaction regulations.
<b>C06</b>	<b>Apply</b> commercial law knowledge to analyze legal issues using real-life business case scenarios.

**MBA-DSC-643 Management Information System**

<b>C01</b>	<b>Understand</b> the fundamental concepts Management Information Systems
<b>C02</b>	<b>Explain</b> the processes involved in SDLC, and the creation of SRS while identifying barriers to successful MIS implementation.
<b>C03</b>	<b>Analyze and apply</b> the use of Management Information Systems across key functional areas
<b>C04</b>	<b>Evaluate</b> emerging trends and technologies and assess their impact on modern business operations and decision-making.
<b>C05</b>	<b>Assess</b> the technological aspects, benefits, risks, ethical and security concerns related to E-Commerce and Electronic Payment Systems.
<b>C06</b>	Apply MIS concepts through real-world case studies to design solutions for organizational problems and improve managerial decision-making.

### **MBA-DSE-644A Financial Derivatives**

<b>C01</b>	<b>Describe the basic concepts of financial derivatives.</b>
<b>C02</b>	<b>Explain</b> the structure, features, and hedging applications of forward and futures contracts.
<b>C03</b>	<b>Identify</b> key option terminologies, types, pricing components, and basic trading strategies
<b>C04</b>	<b>Illustrate</b> the trading mechanism of derivatives including entities, order types, and regulatory criteria.
<b>C05</b>	<b>Assess</b> the clearing, settlement, margining, and risk management processes in derivatives markets.
<b>C06</b>	<b>Interpret</b> the features, types, and functions of swaps in financial markets.

### **MBA-DSE-645A Goods & Services Tax**

<b>C01</b>	<b>Explain</b> the need, structure and components of GST
<b>C02</b>	<b>Interpret</b> and <b>define</b> basic GST terminology and Reverse Charge Mechanism.
<b>C03</b>	<b>Apply</b> the registration procedures under GST and distinguish between different registration categories.
<b>C04</b>	<b>Analyze</b> the concept of supply and valuation under GST and composition schemes.
<b>C05</b>	<b>Evaluate</b> the eligibility and calculation of Input Tax Credit
<b>C06</b>	<b>Create</b> compliant tax documents, make tax payments and file GST returns

### **MBA-DSE-646A Case Studies in Financial Management**

<b>C01</b>	<b>Interpret</b> financial ratios to assess business health and analyze strategies for receivables management.
<b>C02</b>	<b>Analyze</b> the implications of marginal costing for managerial decisions.
<b>C03</b>	<b>Apply</b> capital budgeting techniques to evaluate investment proposals.
<b>C04</b>	<b>Apply</b> techniques to manage the Cash and working capital efficiently
<b>C05</b>	<b>Analyze</b> capital structure and leverages to evaluate organization's financial decisions.
<b>C06</b>	<b>Evaluate</b> dividend policies to understand their impact on organization's valuation.

### **MBA-DSE-644B International Marketing Management**

<b>C01</b>	<b>Explain</b> the scope and environment of international marketing.
<b>C02</b>	<b>Apply</b> product strategies suited to global markets.
<b>C03</b>	<b>Evaluate</b> pricing decisions and cost implications for international trade
<b>C04</b>	<b>Understand</b> global promotion strategies and marketing communication.
<b>C05</b>	<b>Analyze</b> international distribution decisions and logistics strategies
<b>C06</b>	<b>Describe</b> export procedures and policy frameworks

### **MBA-DSE-645B Retail Management**

<b>C01</b>	<b>Describe</b> the basic concepts and structure of the retail industry.
<b>C02</b>	<b>Explain</b> retail consumer behavior and key strategies in merchandise and pricing.
<b>C03</b>	<b>Understand</b> store management and supply chain integration in retail.
<b>C04</b>	<b>Analyze</b> recent innovations and formats in Indian retailing.
<b>C05</b>	<b>Explain</b> the forms of organized and unorganized retailing in India
<b>C06</b>	<b>Discuss</b> current models of e-tailing and digital marketing strategies.

### **MBA-DSE-646B Cases in Marketing**

<b>C01</b>	<b>Analyze</b> real-life marketing problems using structured frameworks.
<b>C02</b>	<b>Integrate</b> marketing concepts across disciplines like branding, sales, and international marketing
<b>C03</b>	<b>Evaluate</b> strategic options and recommend marketing solutions.
<b>C04</b>	<b>Develop</b> critical thinking through analysis of case-based evidence.
<b>C05</b>	<b>Communicate</b> findings and strategies effectively in both oral and written formats.
<b>C06</b>	<b>Apply</b> data and insights to formulate actionable marketing recommendations.

### **MBA-DSE-644C Performance Management & HR Analytics**

<b>C01</b>	<b>Understand</b> the concepts, principles, and importance of performance management systems.
<b>C02</b>	<b>Demonstrate</b> the performance management cycle and its components, including planning, monitoring, counselling, and reward systems.
<b>C03</b>	<b>Identify</b> and <b>analyze</b> high-potential employees and apply competency management techniques.
<b>C04</b>	<b>Identify</b> ethical concerns and strategies in the application of performance management systems.
<b>C05</b>	<b>Apply</b> HR analytics tools for decision-making and performance enhancement.
<b>C06</b>	<b>Analyze</b> the strategic role of innovation and HR analytics in workforce planning and organizational growth

### **MBA-DSE-645C International HRM**

<b>C01</b>	<b>Examine</b> the role of HRM in international context
<b>C02</b>	<b>Manage</b> effectively HR functions across cultures
<b>C03</b>	<b>Identify</b> role of HRM during International Joint Ventures
<b>C04</b>	<b>Adapt</b> to Human Resource Practices w.r.t. International environment
<b>C05</b>	<b>Improve</b> cordial Industrial Relations in the global context
<b>C06</b>	<b>Manage</b> repatriation successfully

### **MBA-DSE-646C Case Studies in HRM**

<b>C01</b>	Critically <b>analyze</b> HR cases to identify key problems and underlying causes.
<b>C02</b>	<b>Apply</b> HR theories and tools to develop appropriate and practical solutions.
<b>C03</b>	<b>Evaluate</b> multiple perspectives in HR decision-making for effective conflict resolution.
<b>C04</b>	<b>Demonstrate</b> effective communication of case analysis outcomes in written and oral formats.
<b>C05</b>	<b>Develop</b> ethical and professional judgment in handling HR issues.
<b>C06</b>	<b>Integrate</b> learning from case studies to enhance problem-solving and strategic HR management skills.

### **MBA-DSE-644D Industrial & Productivity Management**

<b>C01</b>	<b>Understand</b> the role and growth of industrial engineering and globalization in improving productivity.
<b>C02</b>	<b>Apply</b> work study techniques to analyze and improve workplace efficiency.
<b>C03</b>	<b>Utilize</b> work measurement tools to assess and optimize job performance and ergonomics.
<b>C04</b>	<b>Evaluate</b> productivity concepts, indices, and strategies for performance improvement.
<b>C05</b>	<b>Analyze</b> and manage waste, scrap, and disposal operations to reduce resource wastage.
<b>C06</b>	<b>Apply</b> constraint management techniques and TOC principles for capacity planning and bottleneck resolution.

### **MBA-DSE-645D International Quality Management**

<b>C01</b>	<b>Understand</b> key concepts and importance of quality management.
<b>C02</b>	<b>Explain</b> the Fork Model and administrative systems of quality management.
<b>C03</b>	<b>Describe</b> quality assurance, control techniques, and their role.
<b>C04</b>	<b>Interpret</b> major ISO quality standards and their applications.
<b>C05</b>	<b>Apply</b> TQM tools like 5-S, quality circles, and process re-engineering..
<b>C06</b>	<b>Implement</b> Six Sigma and Kaizen for continuous quality improvement.

### **MBA-DSE-646D Case Studies in Operations Management**

<b>C01</b>	<b>Identify and articulate</b> key problems in operational case scenarios.
<b>C02</b>	<b>Develop</b> analytical and critical thinking skills for solving operations management problems.
<b>C03</b>	<b>Assess</b> case situations from the perspective of key stakeholders and decision-makers.
<b>C04</b>	<b>Evaluate</b> alternative solutions using operations management concepts and tools
<b>C05</b>	<b>Recommend</b> feasible, practical solutions aligned with organizational goals.
<b>C06</b>	<b>Apply</b> decision-making frameworks to real-world business cases to improve operational outcomes.



### MBA-DSE-644E Cyber Security

<b>C01</b>	<b>Describe</b> fundamental cybersecurity concepts and terminologies.
<b>C02</b>	<b>Explain</b> various cyber threats, vulnerabilities, and attack vectors.
<b>C03</b>	<b>Apply</b> cybersecurity principles to identify organizational security needs.
<b>C04</b>	<b>Analyze</b> legal and ethical implications of cybersecurity
<b>C05</b>	<b>Evaluate</b> organizational cybersecurity policies and controls.
<b>C06</b>	<b>Design</b> a basic cybersecurity strategy or incident response plan for an organization.

### MBA-DSE-645E Machine Learning using Python

<b>C01</b>	<b>Explain</b> core concepts, types, and applications of machine learning in business.
<b>C02</b>	<b>Apply</b> model training, evaluation metrics, and regression algorithms to real-world datasets.
<b>C03</b>	<b>Use</b> supervised and unsupervised learning techniques like classification, clustering, and ensemble methods.
<b>C04</b>	<b>Analyze</b> model performance using bias-variance tradeoff, loss functions, regularization, and optimization techniques.
<b>C05</b>	<b>Perform</b> data loading, cleaning, transformation, and aggregation using appropriate tools and techniques.
<b>C06</b>	<b>Build</b> complete machine learning pipelines with preprocessed data using scikit-learn and interpret results effectively.

### MBA-DSE-646E Cloud Computing for Business

<b>C01</b>	<b>Recall and define</b> fundamental cloud computing terms, including the three service models (IaaS, PaaS, SaaS) and the four deployment models (Public, Private, Hybrid, Multi-Cloud).
<b>C02</b>	<b>Explain</b> the strategic business advantages of using cloud technology, such as the shift from CapEx to OpEx, improved scalability, and increased business agility.
<b>C03</b>	<b>Identify</b> and select appropriate core cloud services (like compute, storage, and databases) to solve a given business problem or scenario.
<b>C04</b>	<b>Analyze</b> the financial implications of different cloud pricing models and compare the total cost of ownership (TCO) of an on-premises solution versus a cloud-based one.
<b>C05</b>	<b>Evaluate</b> the security and compliance aspects of a cloud strategy, and defend a recommendation based on the Shared Responsibility Model.
<b>C06</b>	<b>Formulate</b> a high-level business case and design a basic migration plan for a company seeking to adopt cloud technology for competitive advantage.

### MBA-DSE-644F E-Commerce Analytics

C01	<b>Describe</b> the scope, benefits, and technological framework of E-Commerce, including EDI and web-based systems....
C02	<b>Apply</b> analytics tools to collect, analyze, and interpret E-Commerce data for business insights
C03	<b>Analyze</b> KPIs and performance metrics across various E-Commerce functions
C04	<b>Evaluate</b> digital consumer behavior in B2C and B2B contexts.
C05	<b>Integrate</b> analytics data from multiple platforms to support omnichannel E-Commerce strategies
C06	<b>Compare</b> SEO and SEM techniques and apply SEM tools to improve conversion and user experience.

### MBA-DSE-645F Machine Learning using Python

C01	<b>Explain</b> core concepts, types, and applications of machine learning in business.
C02	<b>Apply</b> model training, evaluation metrics, and regression algorithms to real-world datasets.
C03	<b>Use</b> supervised and unsupervised learning techniques like classification, clustering, and ensemble methods.
C04	<b>Analyze</b> model performance using bias-variance tradeoff, loss functions, regularization, and optimization techniques.
C05	<b>Perform</b> data loading, cleaning, transformation, and aggregation using appropriate tools and techniques.
C06	<b>Build</b> complete machine learning pipelines with preprocessed data using scikit-learn and interpret results effectively.

### MBA-DSE-646F Management Application of Business Analytics

C01	<b>Apply</b> segmentation and product design analytics for effective marketing strategies.
C02	<b>Analyze</b> customer behavior and retail data for informed retail decision-making.
C03	<b>Implement</b> HR analytics for talent acquisition, retention, and organizational innovation.
C04	<b>Utilize</b> web, social media, and text analytics tools to derive insights from unstructured data.
C05	<b>Apply</b> text analytics tools to derive insights from unstructured data.
C06	<b>Apply</b> financial and supply chain analytics using Python to optimize operational performance.

### **MBA-DSE-644G Healthcare Ethics & Law**

<b>C01</b>	<b>Understand</b> the ethical foundations and legal frameworks governing the practice of healthcare and medicine.
<b>C02</b>	<b>Analyze</b> legal and ethical concerns related to patient rights, negligence, and liability in healthcare practice.
<b>C03</b>	<b>Evaluate</b> national healthcare policies and acts shaping ethical and legal standards in India.
<b>C04</b>	<b>Apply</b> legal and ethical principles to public health issues, including consent, vaccinations, and abuse reporting.
<b>C05</b>	<b>Examine</b> ethical challenges and professional responsibilities in workplace settings and record-keeping.
<b>C06</b>	<b>Critically</b> assess modern bioethical dilemmas such as genetic engineering, abortion, and end-of-life care.

### **MBA-DSE-645G Health Insurance & Medical Tourism**

<b>C01</b>	<b>Understand</b> the structure, benefits, and types of health insurance policies and systems in India.
<b>C02</b>	<b>Analyze</b> legal provisions, fraud types, and policy clauses in health insurance.
<b>C03</b>	<b>Evaluate</b> mechanisms, stakeholders, and policies governing the medical tourism industry.
<b>C04</b>	<b>Examine</b> economic impacts, destinations, and factors influencing medical tourism.
<b>C05</b>	<b>Design</b> solutions that integrate ethical, sustainable, and effective service delivery in both insurance and tourism.
<b>C06</b>	<b>Assess</b> emerging issues such as surrogacy, hospital-borne diseases, and environmental concerns in medical tourism.

### **MBA-DSE-646G Marketing of Healthcare and Medical Devices**

<b>C01</b>	<b>Understand</b> the basic concepts of medical devices and IVDs, product development, quality standards, and ethical considerations.
<b>C02</b>	<b>Analyze</b> harmonization initiatives and marketing requirements for medical devices across international markets.
<b>C03</b>	<b>Understand</b> the country-specific regulatory approval processes for medical devices in India, US, EU, Japan, and ASEAN.
<b>C04</b>	<b>Explain</b> the structure and role of clinical evaluation, post-marketing surveillance, and device identification mechanisms.
<b>C05</b>	<b>Apply</b> knowledge of global digital marketing, brand building, and CRM strategies in healthcare and medical device sectors.
<b>C06</b>	<b>Evaluate</b> the role of international bodies (e.g., IMDRF) and quality frameworks in enhancing global regulatory compliance

### **MBA-DSE-644H International Marketing Management**

<b>C01</b>	<b>Explain</b> the scope and environment of international marketing.
<b>C02</b>	<b>Apply</b> product strategies suited to global markets.
<b>C03</b>	<b>Evaluate</b> pricing decisions and cost implications for international trade
<b>C04</b>	<b>Understand</b> global promotion strategies and marketing communication.
<b>C05</b>	<b>Analyze</b> international distribution decisions and logistics strategies
<b>C06</b>	<b>Describe</b> export procedures and policy frameworks

### **MBA-DSE-645H International HRM**

<b>C01</b>	<b>Examine</b> the role of HRM in international context
<b>C02</b>	<b>Manage</b> effectively HR functions across cultures
<b>C03</b>	<b>Identify</b> role of HRM during International Joint Ventures
<b>C04</b>	<b>Adapt</b> to Human Resource Practices w.r.t. International environment
<b>C05</b>	<b>Improve</b> cordial Industrial Relations in the global context
<b>C06</b>	<b>Manage</b> repatriation successfully

### **MBA-DSE-646H Cases in International Business Management**

<b>C01</b>	<b>Analyze</b> real-life marketing problems using structured frameworks.
<b>C02</b>	<b>Integrate</b> marketing concepts across disciplines like branding, sales, and international marketing
<b>C03</b>	<b>Evaluate</b> strategic options and recommend marketing solutions.
<b>C04</b>	<b>Develop</b> critical thinking through analysis of case-based evidence.
<b>C05</b>	<b>Communicate</b> findings and strategies effectively in both oral and written formats.
<b>C06</b>	<b>Apply</b> data and insights to formulate actionable marketing recommendations.

### **MBA-RP-647 Research Project**

<b>C01</b>	<b>Identify</b> and define a real-life business research problem with appropriate objectives and hypotheses
<b>C02</b>	<b>Conduct</b> a comprehensive literature review and develop a strong conceptual framework.
<b>C03</b>	<b>Design</b> suitable research methodology including sampling, tools, and techniques
<b>C04</b>	<b>Collect</b> and <b>analyze</b> data using appropriate statistical tools and interpret the results.
<b>C05</b>	<b>Prepare</b> a structured and academically sound research report.
<b>C06</b>	<b>Effectively</b> communicate and defend research findings through oral presentation and viva-voce.