

**DEPARTMENT OF MANAGEMENT**  
**MASTER OF BUSINESS ADMINISTRATION**

**VISION**

- To be a centre of excellence in management education, research.
- To develop competent, ethical, and innovative leaders with a global outlook.
- To contribute to sustainable organizational growth and societal development through knowledge and values.

**MISSION**

- To provide quality education in management through innovative pedagogy, experiential learning, and industry collaboration.
- To promote research, innovation, and entrepreneurship that address contemporary business and societal challenges.
- To develop leadership skills in dynamic global environments, while fostering social responsibility, sustainability, and lifelong learning in future leaders.

**PROGRAMME EDUCATIONAL OBJECTIVES:**

1. PEO1: Graduates will demonstrate knowledge and skills in management theories and apply them to solve business problems effectively in diverse functional areas.
2. PEO2: Graduates will exhibit leadership qualities, interpersonal skills and work collaboratively in cross-functional and multicultural teams.
3. PEO3: The MBA graduates engaging formal and informal learning opportunities to maintain and enhance professional and personal growth.

**PROGRAM SPECIFIC OUTCOME (PSOs)**

PSO1: To enable students to occupy managerial roles in business, industry, public system, and the government through the application of knowledge and skills imparted.

PSO2: Develop the ability to analyze the impact of the changing environment and to respond appropriately at the tactical and strategic levels.

PSO3: Develop essential decision-making, critical and creative thinking, leadership, and entrepreneurial abilities.

**PROGRAMME OUTCOMES:**

PO-01 (Management Knowledge): To Demonstrate management principles to solve the domain specific problems.

PO-02 (Problem Solution): To Demonstrate the ability to integrate tools and concepts from multiple functional areas to solve specific business problems.

PO-03 (Leadership and Organization Skills): To develop ethically and effectively as an leaders, leading in a multicultural work setting.

PO-04 (Environment and Sustainability): To develop socially responsible professionals, with focus on sustainable development

PO-05 (Life-long Learning): To illustrate the importance of constant personal and professional growth in order to adapt to technology breakthroughs and changing business landscapes.

### Credit Definition

Type	Duration (in hours)	Credit
Lecture (L)	1	1
Tutorial (T)	1	1
Practical (P)	2	1

**Total Credit Distribution for the Entire Programme (sample structure with arbitrary values)**

Semester	Credits/Semester						Total Credit
	CC	SEC	AEC	USC/MUS	GE	DSE	
1	24	1	2	2	0	0	29
2	16	1	2	2	4	0	25
3	8	8	2	2	0	12	32
4	8	4	0	2	0	12	26
<b>Credits/Course</b>	<b>56</b>	<b>14</b>	<b>6</b>	<b>8</b>	<b>4</b>	<b>24</b>	<b>112</b>

### Category Definition

Definition of Category/Type	Abbreviation
Compulsory Course	CC
Ability Enhancement Courses	AEC
Skill Enhancement Courses	SEC
Discipline Specific Elective	DSE
General Elective	GE
Multidisciplinary University Specific Course	MUS

## FIRST YEAR

### SEMESTER-I

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Principles & Practice of Management	MGMTP001T01	CC	4	3	1	
2	Economics for Managerial Decisions	MGMTP001T03	CC	4	3	1	
3	Statistics & Data Analysis	MGMTP001T04	CC	4	3	1	
4	Business Ethics and Corporate Governance	MGMTP001T05	CC	4	3	1	
5	Organizational Behaviour	MGMTP001T06	CC	4	3	1	
6	Effective Business Communication-I	MGMTP001T07	ACCE	2			
7	MENTORED SEMINAR-I	MVMSP005S01	SEC	1		2	
8	Foreign Language - I			2			
10	GE/OE			4			
<b>Total Credits</b>				<b>29 Credits</b>			

### SEMESTER-II

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Financial Management	MGMTTP101T01	CC	4	3	1	
2	Marketing Management	MGMTTP101T02	CC	4	3	1	
3	Production & Operations Management	MGMTTP101T03	CC	2	3	1	
4	Human Resource Management	MGMTTP101T04	CC	4	3	1	
5	Management Information System & Enterprise Resource Planning	MGMTTP101T05	CC	2	3	1	
6	Mentored Seminar-II	MGMTTP105S07	SEC	1	3	1	
7	Effective Business Communication-II	MGMTTP101T06	AECC	2			
8	Foreign Language - II		MUS	2	2		
9	GE/OE			4			
<b>Total Credits</b>				<b>25 Credits</b>			

## SECOND YEAR

### SEMESTER-III

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Business Policy & Strategic Management	MGMTP201T01	CC	4	3	1	
2	Design Thinking	MGMTP201T02	CC	4	3	1	
3	Corporate Finance	MGMTP202T03 C	DSE (Finance)	4	3	1	
4	Corporate Tax	MGMTP202T05 C	DSE (Finance)	4	3	1	
5	Portfolio Management	MGMTP202T04 C	DSE (Finance)	4	3	1	
6	Employment & Compensation Administration	MGMTP202T04 A	DSE(HR)	4	3	1	
7	Human Resource Planning	MGMTP202T05 A	DSE(HR)	4	3	1	
8	Performance Management & Competency Mapping	MGMTP202T03 A	DSE(HR)	4	3	1	
9	Branding & Integrated Marketing Communication	MGMTP202T05 B	DSE (Marketing)	4	3	1	
10	Consumer Behaviour & Marketing Research	MGMTP202T03 B	DSE (Marketing)	4	3	1	
11	Sales and Distribution Management	MGMTP202T04 B	DSE (Marketing)	4	3	1	

12	EFFECTIVE BUSINESS COMMUNICATION - III	MGMT104T06	ACCE	2			
13	Foreign Language -III		MUS	2	2		
14	SUMMER INTERNSHIP & PROJECT VIVA	MGMT205S06	SEC	4			8
15	STRATEGIC CRM AND BUSINESS TRANSFORMATION WITH SALESFORCE	MGMT205B10	SEC	4	2		4
Total Credits				<b>32 Credits</b>			

#### SEMESTER-IV

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Entrepreneurship Development & Family Business	MGMT301T01	CC	4	3	1	
2	Application of Analytics in Business	MGMT301T02	CC	4	3	1	
3	Security Analysis	MGMT302T03C	DSE (Finance)	4	3	1	
4	International Finance	MGMT302T04C	DSE (Finance)	4	3	1	
5	Financial Derivatives	MGMT302T05C	DSE (Finance)	4	1	1	
6	Human Resource Development & Organizational Development	MGMT302T05A	DSE(HR)	4	1	1	
7	Labour Laws	MGMT302T03A	DSE(HR)	4	1	1	
8	International Human Resource Management	MGMT302T04A	DSE(HR)	4	1	1	
9	Services Marketing	MGMT302T04B	DSE (Marketing)	4	1	1	
10	Emerging Marketing Practices	MGMT302T03B	DSE (Marketing)	4	1	1	
11	Digital Marketing & E-Commerce	MGMT302T05B	DSE (Marketing)	4	1	1	
12	Comprehensive Viva	MGMT305S06	SEC/PSE/CLE	4	1	1	

13	Foreign Language-IV		MUS	2	2		
Total Credits				<b>26 Credits</b>			

## COURSE CO-PO-PSO MAPPING

### SEMESTER-I

#### PRINCIPLES AND PRACTICE OF MANAGEMENT

**SUBJECT CODE: MGMTP001T01**

**COURSE  
OUTCOMES:**

- CO1:** Discuss the various aspects of management & evolution of management thoughts and the challenges of managerial activities in a global business environment.
- CO2:** Apply different management theories & their applicability in the modern business concept.
- CO3:** Understand the types of Planning and Decision-making methodologies followed in the Organizations.
- CO4:** Summarize various types of Organization structures and associated Human Resources activities for manpower utilization.
- CO5:** Explain various motivation theories, behavioural theories & leadership theories, and communication processes and methods for effective directing.

#### CO-PO-PSO Mapping

Course Outcome	Programme Outcome					Programme Specific Outcome		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	3	3	1	3	3	3	4	3
CO 2	2	3	3	3	3	3	3	1
CO 3	3	3	2	3	4	3	2	3
CO 4	3	3	3	3	3	3	5	5
CO 5	3	1	3	4	3	4	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

**1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation**

**ECONOMICS FOR MANAGERIAL DECISIONS**

**CODE: MGMTP001T03**

**CREDIT: 4 (L=3, T=1)**

**COURSE OUTCOMES:**

At the end of this course, the students should be able to

**CO1:** Define key economic principles.

**CO2:** Demonstrate the use of microeconomic and macroeconomic tools.

**CO3:** Differentiate among various market forms, microeconomic and macroeconomic indicators.

**CO4:** Appraise interventions and policy.

**CO5:** Design economic arguments to support managerial decisions under different contexts.

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	3	1	1	2	2	3
CO2	1	3	2	1	2	1	3	3
CO3	2	3	2	3	1	1	3	2
CO4	2	2	1	2	1	1	3	2
CO5	1	2	2	2	2	3	2	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

**BUSINESS ETHICS & CORPORATE GOVERNANCE**

SUBJECT CODE: MGMTP001T05

**CO1:** Understand the concept, nature, and importance of ethics and its relevance in business decisions.

**CO2:** Identify and analyze ethical issues and dilemmas in organizational and managerial contexts.

**CO3:** Apply ethical principles and frameworks to resolve real-life business situations.

**CO4:** Evaluate the impact of corporate governance, CSR, and sustainability on ethical business practices.

**CO5:** Demonstrate ethical awareness and responsible behavior as future business leaders and professionals.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAM SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PS01	PS02	PS03
CO1	3	3	1	1	1	3	2	1
CO2	3	2	3	1	1	1	2	3
CO3	2	3	2	2	3	3	1	1
CO4	3	2	3	2	2	3	3	1
CO5	1	1	2	3	3	3	2	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

**Course Title: Statistics & Data Analysis**

**Subject Code: MGMTP001T04**

**Course Outcomes (COs):** After learning this course, students will be able to:

**CO1:** Explain measures of descriptive data analysis.

**CO2:** Implement trend estimation and index numbers in time series with business relevance.

**CO3:** Differentiate discrete and continuous probability distributions using expectation and variance.

**CO4:** Verify properties of estimators with suitable methods.

**CO5:** Formulate hypotheses and design appropriate testing procedures.

### CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO2	PSO3
CO1	3	2	1	-	2	3	2	1
CO2	3	3	2	1	2	3	3	2
CO3	2	3	1	1	2	2	3	2
CO4	3	3	1	-	2	3	3	2
CO5	3	3	2	2	3	3	3	3

1. LOW

2. MODERATE

3. SUBSTANTIAL

### **Subject: Managerial Accounting**

**Subject Code: ACCTP001T02**

### **Course Outcome (CO)**

- CO-1:** Recognize the appropriate accounting concept for the business situation
- CO-2:** Examine the financial statements
- CO-3:** Illustrate the cost and Management accounting concepts for Management Decision Making.

**CO-4:** Appraise the concept of standard costing, Budgetary control and variance for Management Control system.

**CO-5:** Combine the accounting techniques for effective management

### CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO <sub>2</sub>	PSO3
<b>CO1</b>	3	2	3	3	3	3	3	3
<b>CO2</b>	3	2	1	0	0	2	2	3
<b>CO3</b>	3	2	3	3	2	3	2	3
<b>CO4</b>	0	1	2	0	3	3	0	2
<b>CO5</b>	3	3	3	3	2	3	3	1

1. LOW    2. MODERATE    3.SUBSTANTIAL

### SEMESTER II

**Subject: Production & Operations Management**

**Subject Code: MGMTP101T03**

**Course Outcomes (COs)**

**After successful completion of this course, the student will be able to:**

**CO1.** Explain the fundamentals, scope, characteristics, recent trends, production systems, lean concepts, bottleneck operations, and QOTC of modern operations management.

**CO2.** Apply decision tools of operations planning for business decision making.

**CO3.** Analyse product and process-related decisions, including product design, product life cycle, process planning, and process selection for designing effective operational systems.

**CO4.** Implementing Production planning and control methods—like work studies, job evaluation, scheduling, queuing models, and the Johnson–Bellman algorithm—enhance efficiency.

**CO5.** Understand the role of various project tools, maintenance strategies, and quality methods to plan and improve projects and processes.

### CO PO PSO MAPPING

Course Outcome	Programme Outcome					Programme Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	1	1	2	2	2	1
CO2	3	3	2	1	2	3	3	2
CO3	3	3	2	1	2	3	3	2
CO4	2	3	2	1	2	2	3	3
CO5	2	3	3	2	3	3	3	3
CO 5	3	3	3	3	2	2	3	1

1= LOW 2= MODERATE 3= SIGNIFICANT

### Management Information System & Enterprise Resource Planning

**SUBJECT CODE: MGMTP101T05**

#### Course Outcome

CO1: Implement different types of information system in an organization like MIS & DSS and understand the phases for SDLC.

CO2: Able to gather data to analyze and specify the requirements of a system.

CO3 Develop and analyze data flow diagrams and explain how to develop the project budget.

CO4: Design system input/output components and environments and also describe the process of moving from logical to physical data models.

CO5: Identify the techniques in testing phase for better quality assurance.

## CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	1	-	2	2	1	1
CO2	3	3	2	1	2	3	3	2
CO3	3	3	2	1	2	3	2	2
CO4	3	3	2	-	2	3	2	3
CO5	2	2	1	1	2	2	1	2

1. LOW                      2. MODERATE                      3. SUBSTANTIAL

**Subject: Financial Management**

**SUBJECT CODE: MGMTP101T01**

**Course Outcome (CO)**

- CO1:** List different concepts of Financial Management.
- CO2:** Solve practical problems using various Financial Management concepts.
- CO3:** Integrate the knowledge gained from the various concepts of Financial Management for solving real world business problems.
- CO4:** Critique different investment proposals using various Financial Management techniques.
- CO5:** Formulate different financial models catering to the needs of various industries.

### CO-PO -PSO MAPPING

COURSE OUTCOMES	PROGRAM OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
<b>CO 1</b>	3	2	3	3	3	<b>3</b>	<b>3</b>	<b>3</b>
<b>CO 2</b>	3	2	1	0	0	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO 3</b>	3	2	3	3	2	<b>3</b>	<b>2</b>	<b>3</b>
<b>CO 4</b>	0	1	2	0	3	<b>3</b>	<b>0</b>	<b>2</b>
<b>CO 5</b>	3	3	3	3	2	<b>3</b>	<b>3</b>	<b>1</b>

1. LOW      2. MODERATE      3. SUBSTANTIAL

### Human Resource Management

Subject Code: MGMTP101T04

#### Course Outcome (CO):

CO1: Explain the fundamental concepts, functions, and importance of Human Resource Management in organizational effectiveness.

CO2: Analyze various HR processes such as recruitment, selection, training, performance appraisal, and compensation management.

CO3: Apply HRM tools and techniques to address workforce planning, employee motivation, and talent development challenges.

CO4: Evaluate legal and ethical issues in HRM, including compliance with labour laws, employee rights, and workplace policies.

CO5: Demonstrate effective communication, teamwork, and problem-solving skills in handling HR-related situations and managerial decision-making.

### CO-PO-PSO MAPPING

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1	3	2	3	1	2	2	1	1
CO 2	3	2	2	1	3	2	2	1
CO 3	3	2	3	3	-	3	2	2
CO 4	3	2	2	-		3	3	2
CO 5	3	3	3	-	-	2	3	3

1=LOW 2= MODERATE 3=SUBSTANTIAL

**SUBJECT: Marketing Management**

**SUBJECT CODE: MGMTP101T02**

### COURSE OUTCOME

- CO1:** Identifying the conceptual knowledge in the functional area of marketing management.
- CO2:** Discussing effective understanding of relevant functional areas of marketing management.
- CO3:** Describing the dynamics of how marketing environment operates.
- CO4:** Describing the marketing strategies related to product, price, place, promotion.
- CO5:** Comprehending the various strategies at corporate and functional levels.

### CO-PO-PSO MAPPING

Course Outcome	Programme Outcome					Programme Specific Outcomes		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	3	3	1	2	3	1	3	1
CO 2	3	2	2	2	3	2	1	1
CO 3	2	1	1	3	3	2	3	2
CO 4	2	2	2	2	2	3	1	3
CO 5	2	1	1	2	3	3	2	3
Average	2.4	1.8	1.2	2.2	2.8	2.2	2	2

1: (Low) 2: Moderate (Medium) 3: Substantial (High)

### SEMESTER III

#### **BUSINESS POLICY & STRATEGIC MANAGEMENT**

**SUBJECT CODE: MGMTP201T01**

#### **COURSE OUTCOME**

CO1: Explain the fundamental concepts, principles, and processes of business policy and strategic management.

CO2: Analyze internal and external business environments to identify strategic opportunities and threats.

CO3: Formulate appropriate corporate, business, and functional level strategies for organizational growth.

CO4: Evaluate strategic alternatives using various analytical models and frameworks.

CO5: Demonstrate decision-making and implementation skills in executing effective strategic plans.

### CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAM SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PS01	PS02	PS03
CO1	3	3	1	1	1	3	2	1
CO2	3	2	3	1	1	1	2	3
CO3	2	3	2	2	3	3	1	1
CO4	3	2	3	2	2	3	3	1
CO5	1	1	2	3	3	3	2	2

1= LOW 2= MODERATE 3= SUBSTANTIAL

### **SUBJECT: DESIGN THINKING**

**SUBJECT CODE: MGMTP201T02**

#### **Course Outcomes:**

CO1: Explain the principles, origin, and five-stage process model of Design Thinking and differentiate it from traditional problem-solving methods.

CO2: Analyze user needs by applying Empathy tools (e.g., Personas, Journey Maps) to synthesize insights and formulate a clear Problem Statement.

CO3: Generate diverse and innovative solutions using creative Ideation techniques (e.g., Brainstorming, HMW) and evaluate ideas for feasibility and desirability.

CO4: Develop prototypes of varying fidelity (e.g., MVP) for selected solutions to effectively visualize and test underlying assumptions.

CO5: Evaluate prototypes by conducting user testing, iterating the design based on feedback, and presenting the final solution using the storytelling method.

## CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	1	-	2	2	2	1
CO2	2	3	2	1	2	2	3	3
CO3	2	3	3	1	2	3	2	3
CO4	2	2	2	-	2	3	1	3
CO5	2	3	3	3	3	3	3	3

1=LOW      2= MODERATE      3=SUBSTANTIAL

### Subject: Portfolio Management

Subject Code: MGMTP204T03C

#### Course Outcome

- CO1: Provide a theoretical and practical background in the field of investments
- CO2: Analyse risk and return of individual security and relationship between risk and return for a Portfolio
- CO3: Explain the meaning, characteristics and objectives of Portfolio Management.
- CO4: Describe Asset Pricing theory: Capital Asset Pricing Model.
- CO5: Explain Efficient Set of Portfolios, Selection of Optimal Portfolios, Single Index Model and Multi Index Model and Measure the portfolio performances

## CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO <sub>2</sub>	PSO3
CO1	3	3	3	3	3	3	2	3
CO2	3	2	2	1	1	2	3	2
CO3	3	2	2	2	2	2	3	2
CO4	1	1	2	1	2	3	1	2
CO5	3	2	3	3	2	2	3	1

1 = LOW    2 = MODERATE    3 = SUBSTANTIAL

**Subject: Corporate Finance**

**Subject Code: MGMTP202T03C**

**COURSE OUTCOME**

- CO1: List different concepts of Corporate Finance.  
 CO2: Solve practical problems using various Corporate Finance concepts.  
 CO3: Integrate the knowledge gained from the various concepts of Corporate Finance for solving real world business problems.  
 CO4: Critique different investment proposals using various Corporate Finance techniques.  
 CO5: Formulate different financial models catering to the needs of various industries.

**CO-PO-PSO MAPPING**

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	3	3	3	3	3	3
CO2	3	2	1	0	0	2	2	3
CO3	3	2	3	3	2	3	2	3
CO4	0	1	2	0	3	3	0	2
CO5	3	3	3	3	2	3	3	1

1 = LOW    2 = MODERATE    3=SUBSTANTIAL

**Corporate Tax:**

- CO1: Explain the foundational principles governing corporate taxation, customs duty, and GST in the Indian tax system.  
 CO2: Apply relevant tax provisions to compute corporate tax, customs duty, and GST liabilities accurately.

CO3: Analyze the impact of tax planning strategies and statutory procedures on business decision-making.

CO4: Evaluate the effectiveness of different tax regimes and compliance mechanisms for optimizing organizational tax outcomes.

CO5: Design integrated tax solutions that incorporate corporate tax planning, customs valuation, and GST processes for strategic efficiency.

### CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	3	3	3	3	3	3
CO2	3	2	1	0	0	2	2	3
CO3	3	2	3	3	2	3	2	3
CO4	0	1	2	0	3	3	0	2
CO5	3	3	3	3	2	3	3	1

1 = LOW      2 = MODERATE      3=SUBSTANTIAL

### **SUBJECT: EMPLOYMENT & COMPENSATION ADMINISTRATION**

**SUBJECT CODE: MGMTP202T04A**

#### **Course Outcome (CO):**

At the end of the course, students will be able to:

CO 1: Recall the different concepts of Employment, Compensation, Wages, Intensives, Bargaining, etc.

CO 2: Solve the problems of Job Analysis, Job Description, Job Specification, Job Evaluation, Work Study, etc.

CO 3: Integrate the knowledge gained from various methods of DA payment, Consumer Price Index, Neutralization, Adjudication, Collective Bargaining, etc.

CO 4: Examine the various business problems regarding various business activities using the different management techniques.

CO 5: Interpret different business cases for the solutions using different payment and reward systems.

### CO-PO-PSO Matrix

Course Outcome	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO 1	1	1	3	3	2	3	1	1
CO 2	2	3	1	1	2	2	2	1
CO 3	1	3	2	2	1	3	2	2
CO 4	3	2	2	1	2	3	2	2
CO 5	2	3	1	2	1	3	3	2

1 = LOW      2 = MODERATE      3=SUBSTANTIAL

### PERFORMANCE MANAGEMENT & COMPETENCY MAPPING

Subject Code: MGMTP202T03A

### COURSE OUTCOME

- CO1: Identify the aims and fundamental concerns of performance management systems and their contribution to organizational effectiveness.
- CO2: Implement the performance management cycle in simulated organizational practices.
- CO3: Examine the tools and techniques of performance evaluation and differentiate their application at individual, team, and organizational levels.
- CO4: Appraise the integration of training and reward mechanisms within a performance management framework.
- CO5: Design a competency mapping model using structured frameworks and assessment data.

### CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO <sub>2</sub>	PSO3
<b>CO1</b>	3	2	2	2	2	3	2	2
<b>CO2</b>	3	3	2	2	2	3	3	2
<b>CO3</b>	3	3	2	2	2	3	3	3
<b>CO4</b>	2	3	3	2	2	3	3	3
<b>CO5</b>	3	3	3	2	3	3	3	3

1=LOW      2= MODERATE      3= SUBSTANTIAL

### HUMAN RESOURCE PLANNING:

**CO1: Explain** the concepts, objectives, and strategic importance of Human Resource Planning in organizational effectiveness.

**CO2: Analyze** workforce demand and supply using HR forecasting techniques to support informed staffing decisions.

**CO3: Evaluate** internal and external labour market factors to **assess** manpower requirements for different organizational contexts.

**CO4: Develop** HR plans, including recruitment, selection, and succession strategies, aligned with organizational goals.

**CO5: Apply** quantitative and qualitative tools to **monitor** and **control** HR plans for optimal utilization of human resources.

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO <sub>2</sub>	PSO3
<b>CO1</b>	3	2	2	2	2	3	2	2
<b>CO2</b>	3	3	2	2	2	3	3	2
<b>CO3</b>	3	3	2	2	2	3	3	3
<b>CO4</b>	2	3	3	2	2	3	3	3
<b>CO5</b>	3	3	3	2	3	3	3	3

1=LOW      2= MODERATE      3= SUBSTANTIAL

## **BRANDING & INTEGRATED MARKETING COMMUNICATION**

**Subject Code: MGMTP202T05B**

### **COURSE OUTCOME**

CO1: Explain creative and critical strategies and tactics involved in developing, positioning, leveraging, managing a brand, and measuring its value.

CO2: Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.

CO3: Differentiate the Brand Portfolio of the companies to map out areas where the firm need brand extension and cannibalization.

CO4: Evaluate the communications effects and results of an IMC campaign to determine its success for a variety of brands.

CO5: Construct a marketing communications mix to achieve the communications and behavioural objectives of a campaign

### **CO-PO-PSO MATRIX**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	1	2	1	1	1	2	1
CO2	3	3	3	2	2	1	2	3
CO3	2	2	2	2	1	2	1	2
CO4	3	3	3	1	2	3	1	1
CO5	3	2	2	3	1	3	3	3

1=LOW

2=MODERATE

3=SUBSTANTIAL

**Subject: Consumer Behaviour & Market Research**

**Course Code: MGMTP202T03B**

**COURSE OUTCOMES**

- CO1:** Identifying the various concepts related to consumer behavior
- CO2:** Discussing the various internal factors that impact consumer behavior.
- CO3:** Describing the various types of research type and various methods of data collection.
- CO4:** Examining the various sampling techniques.
- CO5:** Composing the Research Report on the basis of data analysis.

**CO – PO- PSO MAPPING**

Course Outcome	Programme Outcome					Programme Specific Outcome		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	3	3	1	3	3	3	4	3
CO 2	2	3	3	3	3	3	3	1
CO 3	3	3	2	3	4	3	2	3
CO 4	3	3	3	3	3	3	5	5
CO 5	3	1	3	4	3	4	3	3

1= LOW      2=MODERATE      3=SUBSTANTIAL

## **SALES & DISTRIBUTION MANAGEMENT**

**Course Code: MGMTP202T04B**

**Credit: 4 (L: 3, T: 1)**

### **COURSE OUTCOME**

CO1: Explain the core concepts of sales management, the structure and functions of a sales organization, and the principles of marketing channel design.

CO2: Design a framework for developing an effective sales force, including recruitment, selection, and training strategies, and formulate motivational programs to enhance sales performance.

CO3: Analyze and apply the key steps of the personal selling process, from prospecting and sales presentation to effective selling techniques, while evaluating the role of relationship marketing and value-added selling.

CO4: Evaluate the performance of existing marketing channels, diagnose potential channel conflicts, and propose effective resolution strategies in the context of emerging distribution systems like VMS and multi-channel setups.

CO5: Develop an integrated sales and distribution plan that incorporates sales forecasting, goal setting, budgetary planning, and channel design to achieve organizational sales objectives.

### **CO-PO-PSO MAPPING**

<b>COURSE OUTCOMES</b>	<b>PROGRAMME OUTCOMES</b>					<b>PROGRAM SPECIFIC OUTCOMES</b>		
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PS01</b>	<b>PS02</b>	<b>PS03</b>
CO1	3	1	1	0	2	3	2	1
CO2	3	2	3	0	0	3	1	3
CO3	2	3	3	0	0	3	2	3
CO4	2	3	2	3	1	2	3	3
CO5	3	3	3	2	2	3	3	3

1= LOW 2=MODERATE 3= SUBSTANTIAL

## Strategic CRM and Business Transformation with Salesforce

Credits: 4 (L=2 P=4)

### COURSE OUTCOME:

**CO1:** Understand the strategic role of CRM in modern businesses.

**CO2:** Learn how Salesforce enables customer-centric digital transformation.

**CO3:** Gain hands-on experience in Salesforce CRM modules (Sales, Service, Marketing, Analytics).

**CO4:** Develop strategic thinking in managing customer experience, retention, and lifecycle.

**CO5:** Enable readiness for Salesforce certification (e.g., Admin or Business Analyst).

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAM SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PS01	PS02	PS03
CO1	3	2	1	1	1	3	2	1
CO2	3	2	3	1	1	1	2	3
CO3	2	3	2	2	3	3	1	1
CO4	3	2	3	2	2	3	3	1
CO5	1	1	2	3	5	3	2	2

1= LOW 2= MODERATE 3= SUBSTANTIAL

## SEMESTER IV

### Subject: Entrepreneurship Development & Family Business

Course Code- MGMTP301T01

#### COURSE OUTCOMES

CO1: Understand the evolution, concepts, and ecosystem of entrepreneurship to recognize the significance of entrepreneurial thinking in economic development.

CO2: Analyse the early career dilemmas and personality traits of entrepreneurs to differentiate among various types of entrepreneurial behaviour and management styles.

CO3: Apply opportunity recognition and strategic entry methods (such as franchising, acquisition, and new product development) to identify and exploit viable business opportunities.

CO4: Evaluate financial and resource mobilization strategies—including venture capital, debt financing, and external support—to design effective entrepreneurial financing decisions.

CO5: Create a comprehensive entrepreneurial business plan incorporating marketing competencies, innovation, and sustainability principles applicable to family and social enterprises.

#### CO-PO-PSO MATRIX

Course Outcome	Programme Outcome					Programme Specific Outcome		
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3
CO 1	3	3	1	3	3	3	4	3
CO 2	2	3	3	3	3	3	3	1
CO 3	3	3	2	3	4	3	2	3
CO 4	3	3	3	3	3	3	5	5
CO 5	3	1	3	4	3	4	3	3

1=LOW

2= MODERATE

3= SUBSTANTIAL

## **APPLICATION OF ANALYTICS IN BUSINESS**

**Subject Code: MGMTP301T02**

### **COURSE OUTCOMES**

CO1: Explain the concepts, components, and role of Business Intelligence (BI) and Business Analytics (BA) in managerial decision-making.

CO2: Classify and interpret different types of digital data (structured, unstructured, semi-structured), reporting tools, data visualization techniques, and OLTP/OLAP models.

CO3: Analyze data mining, text mining, web analytics, social media analytics, and sentiment analyses and applications.

CO4: Evaluate business performance using KPI, dashboards and business performance management frameworks to support managerial decisions.

CO5: Apply analytics techniques to core business support functions, including HR, marketing, finance, operations, and industry-specific domains.

### **CO- PO- PSO Mapping**

<b>CO.</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
<b>CO2</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>CO3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>CO4</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>CO5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

1= LOW      2= MODERATE      3=SUBSTANTIAL

**Subject: International Finance**

**Subject Code: MGMTP302T04C**

## Course Outcome (CO)

- CO1: Define different concepts of International Finance.  
 CO2: Solve practical problems using various International Finance concepts.  
 CO3: Integrate the knowledge gained from the various concepts of International Finance for solving real world business problems.  
 CO4: Appraise different investment proposals in the international markets.  
 CO5: Formulate different business models catering to the needs of various industries across the world.

## CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	3	3	3
CO2	3	2	3	0	3	3	0	3
CO3	3	3	2	3	0	2	3	3
CO4	2	3	3	3	0	3	0	3
CO5	3	3	3	3	3	3	3	2

1= LOW

2=MODERATE

3=SUBSTANTIAL e

**Subject: Financial Derivatives**

**Subject Code: MGMTP302T05C**

## COURSE OUTCOME

- CO1: List different concepts of Financial Derivatives.  
 CO2: Solve practical problems using various Financial Derivatives concepts.  
 CO3: Integrate the knowledge gained from the various concepts of Financial Derivatives for solving real world business problems.  
 CO4: Critique different investment proposals using various Financial Derivatives techniques.  
 CO5: Formulate different financial derivatives models catering to the needs of investors.

## CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	3	2	3	3	2
<b>CO2</b>	3	2	2	0	0	2	2	3
<b>CO3</b>	3	3	3	2	3	3	3	3
<b>CO4</b>	0	1	2	0	2	3	0	3
<b>CO5</b>	3	2	3	3	2	3	2	1

1. LOW

2. MODERATE

3. SUBSTANTIAL

**Code: MGMTP302T03C**

**COURSE OUTCOME**

- CO1:** To understand the Overview of Investment requirement and Investment Environment
- CO2:** To acquire the adequate knowledge for analysis and valuation of Risk & Return of Securities
- CO3:** To understand and analyse the Efficient Market Hypothesis.
- CO4:** To gather sufficient knowledge for Analysis and Valuation of Debt & Equity.
- CO5 :** To comprehend the concept and application of Capital Asset Pricing Model (CAPM)

**CO-PO-PSO MAPPING**

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	2	2	3	3	2	3
<b>CO2</b>	2	2	3	2	2	2	3	2
<b>CO3</b>	3	2	2	3	2	2	3	2
<b>CO4</b>	2	2	2	1	2	2	1	2
<b>CO5</b>	3	3	3	3	2	2	3	1

1. LOW

2. MODERATE

3. SUBSTANTIAL

**Subject: Labour Laws**

**Subject Code: MGMTP302T03A**

**Credit: 4 (L: 3, T: 1)**

### COURSE OUTCOME

- CO1:** Identify the evolution, objectives and constitutional foundations of labour laws and their relevance to industrial relations and employee welfare.
- CO-2:** Implement the major provisions of labour legislation in practical workplace contexts to ensure compliance and fair employment practices.
- CO-3:** Examine the mechanisms of collective bargaining, dispute settlement, and disciplinary procedures within the framework of industrial relations.
- CO-4:** Appraise the effectiveness of social security and employee welfare legislations in promoting organizational justice and worker protection.
- CO-5:** Design workplace policies and preventive frameworks that foster legal compliance, ethical conduct, and a harassment-free work environment.

### MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO <sub>2</sub>	PSO3
<b>CO1</b>	3	2	2	3	2	3	2	2
<b>CO2</b>	3	3	2	2	2	3	3	2
<b>CO3</b>	3	3	3	2	2	3	3	3
<b>CO4</b>	2	3	3	3	2	3	3	3
<b>CO5</b>	3	3	3	2	3	3	3	3

1= LOW

2= MODERATE

3=SUBSTANTIAL

**HUMAN RESOURCE DEVELOPMENT & ORGANIZATIONAL DEVELOPMENT**

**Subject Code: MGMTP202T05A**

**Subject Category: DSE (HR)**

**Credit: 4 (L: 3, T: 1)**

### **Course Outcome (CO)**

- CO -1 Recall the different concepts of Employment, Compensation, Wages, Intensives, Bargaining, etc.
- CO-2 Solve the problems of Job Analysis, Job Description, Job Specification, Job Evaluation, Work Study, etc.
- CO-3 Integrate the knowledge gained from various methods of DA payment, Consumer Price Index, Neutralization, Adjudication, Collective Bargaining, etc.
- CO-4 Examine the various business problems regarding various business activities using the different management techniques.
- CO-5 Interpret different business cases for the solutions using different payment and reward systems.

### **Mapping of COs with POs and PSOs**

<b>Course Outcome</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
CO 1	1	1	3	3	2	3	1	1
CO 2	2	3	1	1	2	2	2	1
CO 3	1	3	2	2	1	3	2	2
CO 4	3	2	2	1	2	3	2	2
CO 5	2	3	1	2	1	3	3	2

**1. LOW 2. MODERATE 3. SUBSTANTIAL**

## **International HRM**

**Subject Code: MGMTP302T04A**

**Credit: 4 (L-3; T-1)**

CO1 :Recall knowledge and key skills required by HR professionals working in international and multinational contexts to contribute effectively to dynamic global organizations.

CO2: Implement cultural factors and address issues in international performance management, including HR forecasting and manpower planning to ensure the right skills for global operations.

CO3: Examine approaches for developing international staff and managing multinational teams by acknowledging cultural differences, promoting open communication, and building trust.

CO4: Appraise the process of repatriation and evaluate the challenges expatriates face during re-entry into the home country after completing international assignments.

CO5: Formulate techniques and professional practices to handle HR/IR issues in MNCs, including corporate social responsibility and ethically acceptable conduct in host-country business environments.

### **CO-PO-PSO MAPPING**

<b>Course Outcome</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
CO 1	3	2	3	1	2	2	1	1
CO 2	3	2	2	1	3	2	2	1
CO 3	3	2	3	3	-	3	2	2
CO 4	3	2	2	-	-	3	3	2
CO 5	3	3	3	-	-	2	3	3

1= LOW

2=MODERATE

3=SUBSTANTIAL

**SUBJECT: EMERGING MARKETING PRACTICES**

**Code: MGMTP302T03B**

**COURSE OUTCOMES**

CO1: Outline the challenges and tasks for successful global marketing management.

CO2: Describe international marketing management concepts to real-world business applications.

CO3: Illustrate the key components of a global market-oriented strategic plan.

CO4: Analyze how the difficulties of international market research influence the development of global marketing plans.

CO5: Design marketing strategies for rural specific products.

**CO-PO-PSO MAPPING**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	2	2	1	2	1	2	1
CO2	2	1	2	2	2	2	1	2
CO3	3	2	3	3	1	2	2	3
CO4	2	2	3	1	3	2	1	1
CO5	2	3	1	2	2	3	2	3
Average	2	2	2.2	1.8	2			

1=LOW 2= MEDIUM 3= SUBSTANTIAL

**SUBJECT: DIGITAL MARKETING & E-COMMERCE**

**COURSE CODE: MGMTP302T05B**

**COURSE OUTCOME**

CO1: Characterize the increasing significance of E- Commerce and its applications in Business and Various Sectors

CO2: Demonstrate an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business

CO3: Interpret latest trends and practices in E-Commerce and Digital Marketing, along with its challenges and opportunities for an organisation.

CO4: Assemble Payment, Security, Privacy and Legal Issues in E-Commerce.

CO5: Explain ethical dilemmas, candidate ethical principles, privacy & information rights, information collection at e-commerce websites, legal protections

**CO-PO-PSO MAPPING**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	2	2	1	2	1	1	2
CO2	3	1	3	3	3	1	1	2
CO3	3	2	3	3	1	2	3	3
CO4	2	3	2	2	3	3	1	2
CO5	3	3	1	2	3	3	2	3

1= Low    2= Moderate    3= Substantial

**Subject: Service Marketing**

**Subject Code: MGMTP302T04B**

## COURSE OUTCOME

**CO1:** Explain the fundamental concepts, characteristics, and classifications of the services sector, differentiating it from goods and analyzing its evolving landscape in India, Asia, and globally.

**CO2:** Analyze the expanded 7Ps services marketing mix, with a specific focus on the critical roles of People, Process, and Physical Evidence in creating and delivering service value.

**CO3:** Evaluate service quality using established models like SERVQUAL and GAP analysis, and design effective service recovery strategies to manage customer perceptions and service failures.

**CO4:** Apply the principles of Segmentation, Targeting, and Positioning (STP) to various service industries and differentiate between types of service production (isolated, co-production, self-service).

**CO5:** Formulate integrated service marketing strategies for diverse sectors such as tourism, hospitality, IT, healthcare, and banking, incorporating automation, technology, and service differentiation.

## CO-PO-PSO MAPPING

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAM SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PS01	PS02	PS03
CO1	3	1	0	2	2	3	3	1
CO2	3	2	2	0	0	3	1	2
CO3	2	3	2	0	0	3	2	3
CO4	2	3	1	0	0	2	2	2
CO5	2	3	2	2	1	3	3	3

1= LOW    2= MODERATE    3=SUBSTANTIAL

## Bloom's Taxonomy Verbs:

<b>Remember (BT1)</b>	<b>Understand (BT2)</b>	<b>Apply (BT3)</b>	<b>Analyze (BT4)</b>	<b>Evaluate (BT5)</b>	<b>Create (BT6)</b>
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Cite	Add	Acquire	Analyze	Appraise	Abstract
Define	Approximate	Adapt	Audit	Assess	Animate
Describe	Articulate	Allocate	Blueprint	Compare	Arrange
Draw	Associate	Alphabetize	Breadboard	Conclude	Assemble
Enumerate	Characterize	Apply	Break down	Contrast	Budget
Identify	Clarify	Ascertain	Characterize	Counsel	Categorize
Index	Classify	Assign	Classify	Criticize	Code
Indicate	Compare	Attain	Compare	Critique	Combine
Label	Compute	Avoid	Confirm	Defend	Compile
List	Contrast	Back up	Contrast	Determine	Compose
Match	Convert	Calculate	Correlate	Discriminate	Construct
Meet	Defend	Capture	Detect	Estimate	Cope
Name	Describe	Change	Diagnose	Evaluate	Correspond
Outline	Detail	Classify	Diagram	Explain	Create
Point	Differentiate	Complete	Differentiate	Grade	Cultivate
Quote	Discuss	Compute	Discriminate	Hire	Debug
Read	Distinguish	Construct	Dissect	Interpret	Depict
Recall	Elaborate	Customize	Distinguish	Judge	Design
Recite	Estimate	Demonstrate	Document	Justify	Develop
Recognize	Example	Depreciate	Ensure	Measure	Devise
Record	Explain	Derive	Examine	Predict	Dictate
Repeat	Express	Determine	Explain	Prescribe	Enhance
Reproduce	Extend	Diminish	Explore	Rank	Explain
Review	Extrapolate	Discover	Figure out	Rate	Facilitate
Select	Factor	Draw	File	Recommend	Format
State	Generalize	Employ	Group	Release	Formulate
Study	Give	Examine	Identify	Select	Generalize
Tabulate	Infer	Exercise	Illustrate	Summarize	Generate
Trace	Interact	Explore	Infer	Support	Handle
Write	Interpolate	Expose	Interrupt	Test	Import
	Interpret	Express	Inventory	Validate	Improve
	Observe	Factor	Investigate	Verify	Incorporate
	Paraphrase	Figure	Layout		Integrate
	Picture graphically	Graph	Manage		Interface
	Predict	Handle	Maximize		Join
	Review	Illustrate	Minimize		Lecture
	Rewrite	Interconvert	Optimize		Model
	Subtract	Investigate	Order		Modify
	Summarize	Manipulate	Outline		Network
	Translate	Modify	Point out		Organize
	Visualize	Operate	Prioritize		Outline
		Personalize	Proofread		Overhaul
		Plot	Query		Plan
		Practice	Relate		Portray
		Predict	Select		Prepare
		Prepare	Separate		Prescribe
		Price	Subdivide		Produce



		Process	Train		Program
		Produce	Transform		Rearrange
		Project			Reconstruct
		Provide			Relate
		Relate			Reorganize
		Round off			Revise
		Sequence			Rewrite
		Show			Specify
		Simulate			Summarize
		Sketch			
		Solve			
		Subscribe			
		Tabulate			
		Transcribe			
		Translate			
		Use			