



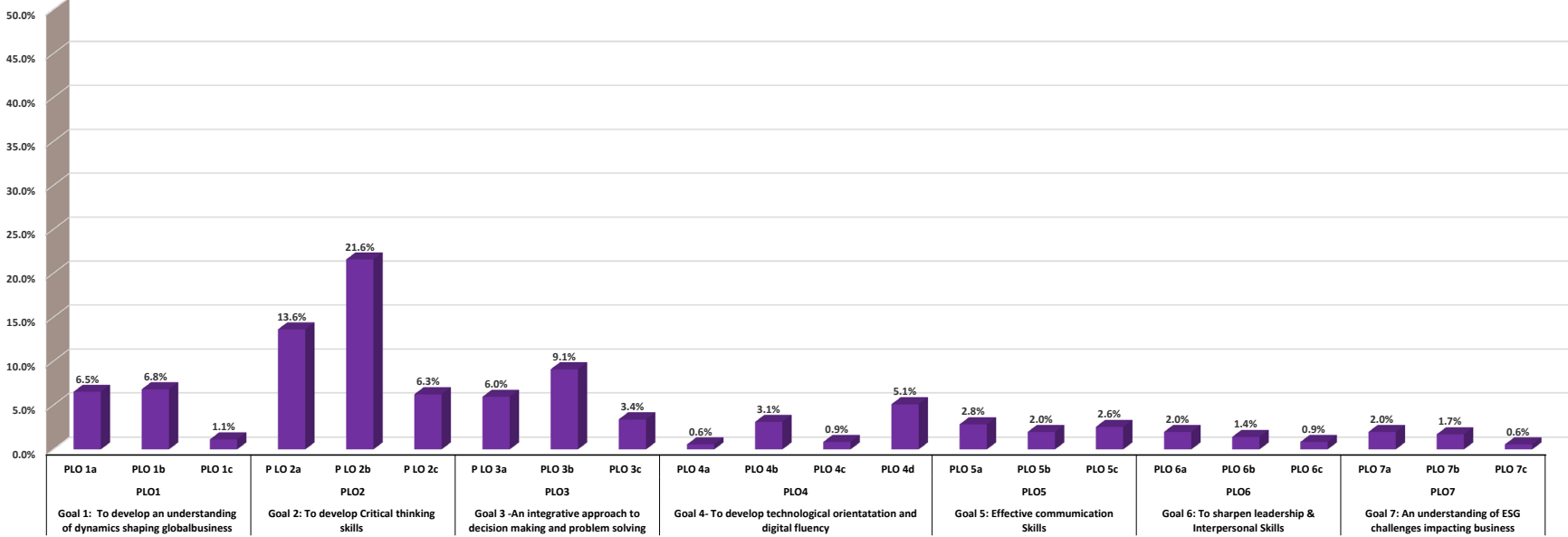
Curriculum MAP FTMB 2023 - 24				Goal 1: To develop an understanding of dynamics shaping global business			Goal 2: To develop Critical thinking skills			Goal 3 -An integrative approach to decision making and problem solving			Goal 4: To develop technological orientation and digital fluency				Goal 5: Effective communication Skills			Goal 6: To sharpen leadership & Interpersonal Skills			Goal 7: An understanding of ESG challenges impacting business					
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22			
	Trimester	Course Name	Credit	Area	PLO 1a	PLO 1b	PLO 1c	PLO 2a	PLO 2b	PLO 2c	PLO 3a	PLO 3b	PLO 3c	PLO 4a	PLO 4b	PLO 4c	PLO 4d	PLO 5a	PLO 5b	PLO 5c	PLO 6a	PLO 6b	PLO 6c	PLO 7a	PLO 7b	PLO 7c		
63	TRIM V	Digital Marketing	3	MKT						CLO3						CLO4	CLO1	CLO2			CLO4							
64	TRIM V	Qualitative Marketing Research	3	MKT				CLO1		CLO3			CLO2				CLO3											
65	TRIM V	Retail Marketing Management	3	MKT				CLO3	CLO2	CLO1																		
66	TRIM V	Services Marketing & Innovation	3	MKT				CLO2	CLO1				CLO4			CLO3												
67	TRIM V	Social Media Marketing	3	MKT									CLO2				CLO4					CLO1						
68	TRIM V	Digital Product Design and Development	3	ODS				CLO3			CLO1					CLO2												
69	TRIM V	Industry 4.0 for Resilient Operations	3	ODS									CLO4		CLO1		CLO2							CLO3				
70	TRIM V	Multivariate Data Analysis	3	ODS									CLO3		CLO1		CLO2											
71	TRIM V	Project Management	3	ODS			CLO1			CLO3			CLO2				CLO4											
72	TRIM V	Technology in Finance - Fintech, Decentralized Finance	3	ODS	CLO2					CLO3																		
73	TRIM V	Mergers and Acquisitions	3	FIN		CLO1				CLO2							CLO3	CLO4										
74	TRIM V	Private Equity and Venture Finance	3	FIN		CLO1				CLO2	CLO4						CLO3											
75	TRIM V	International Marketing	3	MKT	CLO1	CLO4	CLO2			CLO3																		
76	TRIM V	Competency Building in Consulting	3	BES				CLO1		CLO2	CLO3						CLO1											
77	TRIM V	Management Consulting	3	BES				CLO1	CLO4	CLO2							CLO3											
78	TRIM VI	Entrepreneurship Management	3	BES				CLO2			CLO1	CLO3	CLO4															
79	TRIM VI	Intellectual Property Rights	3	BES				CLO1				CLO2																
80	TRIM VI	Strategy Lab - Managing Disruption & Hyper competition	3	BES				CLO1							CLO2		CLO3											
81	TRIM VI	Communication and Leadership through Literature	3	COMM				CLO1										CLO3	CLO2									
82	TRIM VI	Leadership Communication Through Neuro-Linguistic Programming	3	COMM						CLO1									CLO3		CLO2	CLO4						
83	TRIM VI	Persuasive Communication	3	COMM														CLO1	CLO2			CLO3	CLO4					
84	TRIM VI	Behavioural Economics	3	ECO	CLO3					CLO2				CLO1														
85	TRIM VI	Game Theory and its applications	3	ECO				CLO1	CLO2	CLO3				CLO3														
86	TRIM VI	Alternative Investments and Hedge Funds	3	FIN	CLO1					CLO2	CLO3																	
87	TRIM VI	Consumer Finance	3	FIN		CLO1											CLO3											
88	TRIM VI	Financial Risk Management	3	FIN		CLO2		CLO1	CLO2	CLO3																		
89	TRIM VI	International Banking and Finance	3	FIN		CLO1				CLO2	CLO3																	
90	TRIM VI	Structured Finance	3	FIN				CLO2		CLO3																		
91	TRIM VI	Wealth Management	3	FIN	CLO1					CLO2	CLO3																	
92	TRIM VI	Wholesale and Retail Financing	3	FIN						CLO1						CLO3												
93	TRIM VI	Emotional Intelligence - Developing abilities for	3	HRBS				CLO1											CLO2	CLO3								
94	TRIM VI	Talent Management	3	HRBS		CLO1			CLO2				CLO4	CLO3														
95	TRIM VI	Workplace Diversity Equity and Inclusion	3	HRBS				CLO1													CLO3							
96	TRIM VI	Customer Relationship Management	3	MKT		CLO1			CLO3	CLO2																		
97	TRIM VI	Marketing Analytics	3	MKT						CLO1								CLO3										
98	TRIM VI	Marketing Strategy	3	MKT		CLO1				CLO2							CLO3											
99	TRIM VI	Rural Marketing	3	MKT						CLO1																		
100	TRIM VI	Social Marketing	3	MKT		CLO1				CLO3																		
101	TRIM VI	AI Concepts and Applications in Business	3	ODS	CLO2					CLO3								CLO4										
102	TRIM VI	Applying Agile Concepts in Program	3	ODS	CLO2					CLO1					CLO1		CLO3											
103	TRIM VI	Operations Strategy	3	ODS		CLO1				CLO2	CLO4	CLO3																
104	TRIM VI	Operations Analytics	3	ODS						CLO3	CLO2																	
TOTAL					23	24	4	48	76	22	21	32	12	2	11	3	18	10	7	9	7	5	3	7	6	2		

Description	PLO	SUB PLO	COUNT OF CLO	% COUNT OF CLO's to sub PLO's	TOTAL	%
Goal 1: To develop an understanding of dynamics shaping globalbusiness	PLO1	PLO 1a	23	6.5%	51	14.5%
		PLO 1b	24	6.8%		
		PLO 1c	4	1.1%		
Goal 2: To develop Critical thinking skills	PLO2	PLO 2a	48	13.6%	146	41.5%
		PLO 2b	76	21.6%		
		PLO 2c	22	6.3%		
Goal 3 -An integrative approach to decision making and problem solving	PLO3	PLO 3a	21	6.0%	65	18.5%
		PLO 3b	32	9.1%		
		PLO 3c	12	3.4%		
Goal 4- To develop technological orientatation and digital fluency	PLO4	PLO 4a	2	0.6%	34	9.7%
		PLO 4b	11	3.1%		
		PLO 4c	3	0.9%		
		PLO 4d	18	5.1%		
Goal 5: Effective communication Skills	PLO5	PLO 5a	10	2.8%	26	7.4%
		PLO 5b	7	2.0%		
		PLO 5c	9	2.6%		
Goal 6: To sharpen leadership & Interpersonal Skills	PLO6	PLO 6a	7	2.0%	15	4.3%
		PLO 6b	5	1.4%		
		PLO 6c	3	0.9%		
Goal 7: An understanding of ESG challenges impacting business	PLO7	PLO 7a	7	2.0%	15	4.3%
		PLO 7b	6	1.7%		
		PLO 7c	2	0.6%		
<b>TOTAL</b>			<b>352</b>			<b>100.0%</b>

Description	PLO	%
Goal 1: To develop an understanding of dynamics shaping globalbusiness	<b>PLO1</b>	<b>14%</b>
Goal 2: To develop Critical thinking skills	<b>PLO2</b>	<b>41%</b>
Goal 3 -An integrative approach to decision making and problem solving	<b>PLO3</b>	<b>18%</b>
Goal 4- To develop technological orientatation and digital fluency	<b>PLO4</b>	<b>10%</b>
Goal 5: Effective communication Skills	<b>PLO5</b>	<b>7%</b>
Goal 6: To sharpen leadership & Interpersonal Skills	<b>PLO6</b>	<b>4%</b>
Goal 7: An understanding of ESG challenges impacting business	<b>PLO7</b>	<b>4%</b>
<b>TOTAL</b>		<b>100%</b>

PLO	COUNT OF CLO	% COUNT OF CLO's to sub PLO's
PLO1	51	14%
PLO2	146	41%
PLO3	65	18%
PLO4	34	10%
PLO5	26	7%
PLO6	15	4%
PLO7	15	4%
	352	100%

**% COUNT OF CLO's to sub PLO's-2023-24**



**% COUNT OF CLO's to sub PLO's**

