



PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

MAPPING OF 17 SUSTAINABLE DEVELOPMENT GOALS [17 SDGS]

With Courses offered by Presidency School of Management

COURSE STRUCTURE

Sl. No.	Name of the SDGs	Name of the Course	Course Code
1	SDG 1- No poverty	1. Financial Markets & Services 2. Rural Marketing	MBA3006 MBA4023
2	SDG 2- Zero Hunger	1. Production Operations and Logistics Management 2. Managerial Economics	OPS4111 GMM4111
3	SDG 3- Good health and well being	1. Consumer Behaviour 2. Taxation 3. Insurance and Risk Management 4. Rural Marketing 5. Lean Six Sigma 6. Text Mining 7. Human Behavior in Organizations 8. Applied Data Analysis and Visualization	MBA2030 MBA3102 MBA4005 MBA4023 MBA4026 MBA4036 OBH4111 QNT4112
4	SDG 4- Quality education	1. Consumer Behaviour 2. Investment Management 3. Business Forecasting 4. E-Mail Campaigning and Affiliate Marketing 5. Database Management 6. Storytelling and Business Intelligence 7. HR Analytics 8. Product and Brand Management 9. Digital Consumer Behaviour 10. Search Engine Marketing 11. Financial Analytics 12. Learning and Development 13. Integrated Marketing Communication 14. Sales & Distribution Management 15. Digital Transformation 16. Team Dynamics 17. Website Data Analytics	MBA2030 MBA3005 MBA3016 MBA3017 MBA3028 MBA3054 MBA3055 MBA3064 MBA3077 MBA3079 MBA3081 MBA3087 MBA3104 MBA3109 MBA3110 MBA3122 MBA3134 MBA3141 MBA4023 MBA4036



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Sl. No.	Name of the SDGs	Name of the Course	Course Code
		18. Rural Marketing 19. Text Mining 20. Human Behavior in Organizations 21. Applied Business Statistics 22. Applied Data Analysis and Visualization 23. Storytelling For Business Managers	OBH4111 QNT4111 QNT4112 MBA 3132
5	SDG 5- Gender equality	1. Industrial Relations & Labour Laws 2. Social Media Marketing 3. Digital Consumer Behaviour 4. Team Dynamics 5. Rural Marketing	MBA3008 MBA3027 MBA3079 MBA3134 MBA4023
6	SDG 6- Clean water and sanitation	1. Corporate Strategy 2. Production Operations and Logistics Management	MBA3052 OPS4111
7	SDG 7- Affordable and clean energy	1. Corporate Strategy 2. Production Operations and Logistics Management	MBA3052 OPS4111
8	SDG 8- Decent work and economic growth	1. Corporate Strategy	MBA3052
		2. Production Operations and Logistics Management	OPS4111
9	SDG 9- Industry, innovation and infrastructure	1. Project Management 2. Consumer Behaviour 3. Business Law 4. Investment Management 5. Talent Management 6. Business Forecasting 7. Applied Artificial Intelligence and Machine Learning 8. Applied Business Analytics 9. Database Management 10. Storytelling and Business Intelligence 11. Web Design using WordPress 12. HR Analytics 13. Treasury Operations and Management	MBA2013 MBA2030 MBA3001 MBA3005 MBA3009 MBA3017 MBA3053 MBA3054 MBA3054 MBA3055 MBA3062 MBA3064 MBA3071 MBA3072



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Sl. No.	Name of the SDGs	Name of the Course	Course Code
		14. Financial Services Marketing	MBA3077
		15. Product and Brand Management	MBA3079
		16. Digital Consumer Behaviour	MBA3087
		17. Financial Analytics	MBA3091
		18. operations Analytics	MBA3101
		19. Project Finance and Appraisal	MBA3109
		20. Integrated Marketing	MBA3119
		Communication	MBA3122
		21. Blockchains and Cryptocurrency	MBA3141
		22. Digital Transformation	MBA4005
		23. Website Data Analytics	MBA4023
		24. Insurance and Risk Management	MBA4026
		25. Rural Marketing	MBA4036
		26. Lean Six Sigma	MBA4053
		27. Text Mining	
		28. Global Integrated Supply Chain	MBA4076
		Management	OPS4111
		29. Experiential Marketing	
		30. Production Operations and	QNT4111
		Logistics Management	QNT4112
		31. Applied Business Statistics	
		32. Applied Data Analysis and	MBA 3132
		Visualization	
		33. Storytelling For Business Managers	



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Sl. No.	Name of the SDGs	Name of the Course	Course Code
10	SDG 10- Reduced inequalities	1. Consumer Behaviour 2. Financial Markets & Services 3. Industrial Relations & Labour Laws 4. Social Media Marketing 5. E-Mail Campaigning and Affiliate Marketing 6. Corporate Strategy 7. HR Analytics 8. Compensation Management 9. Financial Services Marketing 10. Product and Brand Management 11. Digital Consumer Behaviour 12. Search Engine Marketing 13. Taxation 14. Sales & Distribution Management 15. Team Dynamics 16. Insurance and Risk Management 17. Managerial Economics 18. Storytelling For Business Managers	MBA2030 MBA3006 MBA3008 MBA3027 MBA3028 MBA3052 MBA3064 MBA3066 MBA3072 MBA3077 MBA3079 MBA3081 MBA3102 MBA3110 MBA3134 MBA4005 GMM4111 MBA 3132
11	SDG 11- Sustainable cities and communities	1. Project Management 2. Business Forecasting 3. Storytelling and Business Intelligence 4. Product and Brand Management 5. Project Finance and Appraisal 6. Insurance and Risk Management 7. Lean Six Sigma 8. Experiential Marketing	MBA2013 MBA3017 MBA3055 MBA3077 MBA3101 MBA4005 MBA4026 MBA4076
12	SDG 12- Responsible consumption and production	1. Project Management 2. Financial Markets & Services 3. Corporate Strategy 4. Compensation Management 5. Product and Brand Management 6. Operations Analytics 7. Taxation 8. Blockchains and Cryptocurrency 9. Global Integrated Supply Chain Management	MBA2013 MBA3006 MBA3052 MBA3066 MBA3077 MBA3091 MBA3102 MBA3119 MBA4053 MKT4111



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Sl. No.	Name of the SDGs	Name of the Course	Course Code
		10. Strategic Marketing Management	
13	SDG 13- Climate action	1. Project Management 2. Financial Markets & Services 3. Corporate Strategy 4. Compensation Management 5. Product and Brand Management 6. Operations Analytics 7. Taxation 8. Blockchains and Cryptocurrency 9. Global Integrated Supply Chain Management 10. Strategic Marketing Management	MBA2013 MBA3006 MBA3052 MBA3066 MBA3077 MBA3091 MBA3102 MBA3119 MBA4053 MKT4111
14.	SDG 14- Life Below water	-	-
15.	SDG 15- Life on Land	1. Social Media Marketing	MBA3027
16.	SDG 16- Peace Justice and strong institution	1. Project Management 2. Consumer Behaviour 3. Business Law 4. Financial Markets & Services 5. Industrial Relations & Labour Laws 6. E-Mail Campaigning and Affiliate Marketing 7. Search Engine Optimization 8. Applied Artificial Intelligence and Machine Learning 9. Storytelling and Business Intelligence 10. Compensation Management 11. Treasury Operations and Management 12. Product and Brand Management 13. Search Engine Marketing 14. Taxation 15. Sales & Distribution Management	MBA2013 MBA2030 MBA3001 MBA3006 MBA3008 MBA3008 MBA3029 MBA3053 MBA3055 MBA3066 MBA3071 MBA3077 MBA3081 MBA3102 MBA3110 MBA3119



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Sl. No.	Name of the SDGs	Name of the Course	Course Code
		16. Block chains and Crypto currency 17. Team Dynamics 18. Insurance and Risk Management 19. Text Mining 20. Human Behavior in Organizations 21. Industry Readiness Program-III 22. Financial Accounting and Reporting 23. Storytelling For Business Managers	MBA3134 MBA4005 MBA4036 OBH4111 PPS-3024 FIN4111 MBA 3132



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17.	SDG- Partnership for the Goal	<ol style="list-style-type: none">1. Industrial Relations & Labour Laws2. Applied Business Analytics3. Database Management4. Compensation Management5. Treasury Operations and Management6. Product and Brand Management7. Project Finance and Appraisal8. Digital Transformation9. Website Data Analytics10. Experiential Marketing11. Strategic Marketing Management12. Applied Business Statistics	<p>MBA3008</p> <p>MBA3016</p> <p>MBA3054</p> <p>MBA3066</p> <p>MBA3071</p> <p>MBA3077</p> <p>MBA3101</p> <p>MBA3122</p> <p>MBA3141</p> <p>MBA4076</p> <p>MKT4111</p> <p>QNT4111</p>
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