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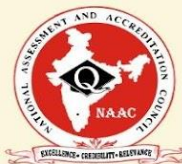
Cycle 1 - NAAC Accreditation 2023

Criterion – 2

2.6 Student Performance and Learning Outcome

2.6.1 Programme Outcomes (POs) and Course Outcomes (COs) for all Programmes offered by the institution are stated and displayed on website and attainment of POs and COs are evaluated

Submitted to:



National Assessment and Accreditation Council

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MBA

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Semester 1

20MBA113 Introduction to Business

Semester : **One**

Course Title : Introduction to Business

Course Code : 20MBA113

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Evaluate the importance of planning and organizing in an enterprise	K4
CO 2	Analyze the role of staffing formation of teams and performance	K4
CO 3	Appraise the effectiveness of communication	K5
CO 4	Inculcate the foundation of sound decision	K4
CO 5	Evaluate the means of control in an enterprise	K4

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	-	2	-	-	-	-	-	-	-	3	-	-
2	3	-	1	-	-	-	-	-	-	-	3	-	-
3	3	-	-	-	3	-	-	-	-	-	3	3	-
4	3	-	3	-	-	-	-	-	-	-	3	-	-
5	3	-	-	3	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	-	2	3	3	-	-	-	-	-	3	3	-

JUSTIFICATIONS FOR CO-PO MAPPING

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students shall be knowledgeable and skilful in the functions of management
CO1-PO3	2	The students will be able to decide among the alternatives to effectively, plan and organize enterprise functions
CO1-PSO1	1	The students shall be able to implement and apply choosing from various alternatives
CO2-PO1	3	The students shall be knowledgeable and skilful in formation of teams
CO2-PO3	1	The students will be able to decide among the alternatives to effectively perform in teams
CO2-PSO1	1	The students shall be able to manage teamwork in problem solving
CO2-PSO2	1	The students shall be able to manage teamwork and business strategies
CO3-PO1	3	The students will be able to be knowledgeable in communication management
CO3-PO5	3	The students shall be able to improve communication and display professionalism
CO3-PSO1	2	The students shall be able to manage decision making through effective communication.
CO3-PSO2	3	The students shall be able to use effective communication in developing business strategies.
CO4-PO1	3	The students shall be knowledgeable for effective decision making
CO4-PO3	2	The students shall be knowledgeable for evaluating and making feasible decisions.
CO4-PSO1	2	The students shall be able to do effective decisions choosing the best decision out of various alternative evaluations.
CO5-PO1	3	The students shall be knowledgeable in evaluating the means of control.

CO5-PO4	2	The students shall be knowledgeable in managing controls in a team based organisational environment
CO5-PSO1	1	The students shall be knowledgeable in controlling thereby managing problem solving and decision making.

COURSE CODE: 20MBA103 Quantiative Techniques for Managers

Semester : **One**

Course Title : Quantiative Techniques for Managers

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Examine the basics of descriptive statistics for managers (K4)	K4
CO 2	Identify the practical applications of probability theory (K3)	K3
CO 3	Identify the practical applications of probability theory (K3)	K5
CO 4	Formulate various testing methods using statistical backgrounds in business problems for managerial decision making (K6)	K6
CO 5	Determine the suitability of using correlation and regression in studying business problems (K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	2	-	-	-	-	-	-	-	3	-	-
2	3	3	1	-	-	-	-	-	-	-	3	-	-
3	3	3	1	-	-	-	-	-	-	-	3	-	-
4	3	3	3	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-

-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	-	-	-	-	-	-	-	3	-	-

Mappi ng	Mapp ing Level	Justifications
CO1- PO1	3	The students gain knowledge on basics of descriptive statistics
CO1- PO2	3	The students learn to apply the tools of descriptive statistics in managerial problems
CO1- PO3	2	The students can make decisions on various managerial problems by making use of descriptive statistical tools
CO1- PSO1	3	The students can apply their knowledge in descriptive statistics for various managerial problems and make optimum decisions
CO2- PO1	3	The students gain knowledge about basic concepts in probability theory
CO2- PO2	3	The students learn to apply the probability theory in managerial problems
CO2- PO3	1	The students get an idea on how to use probability theory in various decision making situations related to business problems
CO2- PSO1	3	The students can apply their probability theory knowledge in various business related situations and make suitable decisions
CO3- PO1	3	The students gain knowledge on fundamental statistical tools
CO3- PO2	3	The students learn to apply the fundamental statistical tools in business problems
CO3- PO3	1	The students may be able to make decision in various business problems with the help of fundamental statistical and theoretical background
CO3- PSO1	3	The students will be able to make decisions on business related problems with the help of fundamental statistical and theoretical background
CO4- PO1	3	The students gain knowledge on various testing methods used in business related problems

CO4-PO2	3	The students learn to apply various testing methods in business related problems
CO4-PO3	3	The students can make decisions on various business problems by making use of various testing methods in Statistics
CO4-PSO1	3	The students can apply their knowledge in testing of hypothesis to various business problems and make decisions based on their evaluation
CO5-PO1	3	The students gain knowledge on correlation and regression
CO5-PO2	3	The students learn to apply the tools of correlation and regression in business problems
CO5-PO3	3	The students can make decision on various business problems by using correlation and regression
CO5-PSO1	3	The students can apply their knowledge in correlation and regression on business problems and make suitable decisions

20MBA105 Organizational Behaviour

Semester : **One**

Course Title : Organizational Behaviour

Course Code : 20MBA105

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	Understand nature, evolution and approaches to organizational behaviour (K2)	K2
CO 2	Analyze individual differences and to change others behaviour through the process of perception, personality, learning and motivation (K4)	K4
CO 3	Develop team building and leadership skills (K3)	K3
CO 4	Apply conflict management techniques for improved problem solving and better interpersonal relations (K3)	K3
CO 5	Enhance individual and organizational productivity through managing stress, culture and change (K6)	K6

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	-	-	-	-	-	-	-	-	-	-	-	-
2	3	-	-	-	-	-	-	-	-	-	-	-	-
3	3	-	-	3	-	-	-	-	-	-	-	3	-
4	3	-	3	-	-	-	-	-	-	-	-	-	-
5	3	-	3	-	3	-	-	-	-	-	-	2	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	-	3	3	3	-	-	-	-	-	-	3	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	An understanding of the basic concepts of organizational behaviour would prepare the students for a managerial career and become productive employees.
CO1-PO2	3	Knowledge on the various behavioural theories would help the students to use the attitudes and skills to handle their superiors, peers and subordinates effectively.
CO1-PO3	3	Knowledge about managing individual and group performance about fundamental analysis would increase the managerial career opportunities and utilize the skills to solve problems
CO1-PO4	3	Various leadership styles and the impact of power and politics in an organization will be very significant for a bright career in HR.
CO1-PSO2	3	Knowledge about leadership skills and team building would increase the managerial career opportunities and utilize the skills to solve problems
CO2-PO1	3	The students gain knowledge about conflict management

CO2-PO3	3	Knowledge of conflict management techniques help for improved problem solving and better interpersonal relations(K3)
CO3-PO1	3	The students gain knowledge on individual and organizational productivity
CO3-PO3	3	The students learn to manage stress, cultural change etc in organizational settings
CO3-PO5	3	The students learn to communicate professionally in a multicultural environment
CO3-PSO2	2	The specifics of psychology and its allied disciplines in the area of Human Resource Management help to understand the nature and activities of people in organisation.

20MBA107 Business Economics

Semester : **One**

Course Title : Business Economics

Course Code : 20MBA107

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Evaluate the importance of Economics in Business Decisions (K5)	K5
CO 2	Analyse the Demand and Demand Elasticity in varying conditions (K4)	K4
CO 3	Appraise the Production and Cost Curve in the Short Run and Long Run (K5)	K5
CO 4	Explain Price and Output determination in different Market Structures (K5)	K5
CO 5	Evaluate the impact of Monetary Policy Measures and Fiscal Policy Measures and Pricing Strategies of Small and Large Business Firms (K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	2	1	3	3	-	-	-	-	-	3	-	-
2	3	3	1	3	2	-	-	-	-	-	3	-	-
3	3	3	1	3	3	-	-	-	-	-	3	-	-
4	3	3	1	3	2	-	-	-	-	-	3	-	-
5	3	3	1	3	1	-	-	-	-	-	3	2	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	-	3	3	3	-	-	-	-	-	-	3	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge about the basic concepts of economics and business economics
CO1-PO2	2	The students can apply the fundamental concepts in economics for problems-solving
CO1-PO3	1	The students can evaluate the impact of inflation and equi-marginal principle that aid decision making
CO1-PO4	3	The students developed skills to work and lead effectively
CO1-PO5	3	The students improved professionalism
CO1-PSO1	3	The students can apply the knowledge gained in the field of Business Economics for solving various business problems and decision-making

CO2-PO1	3	The students can gain knowledge about the basic concepts of Demand
CO2-PO2	3	The students can apply the elasticity of demand in varying conditions for problems-solving
CO2-PO3	1	The students can evaluate the impact of demand elasticity that aid decision making
CO2-PO4	3	The students developed skills to work and lead effectively
CO2-PO5	2	The students improved professionalism
CO2-PSO1	3	The students can apply the knowledge gained in the field of elasticity of demand for solving various business problems and decision-making
CO3-PO1	3	The students can gain knowledge about production and cost curve
CO3-PO2	3	The students can apply the fundamental concepts in production and cost curve for problems-solving
CO3-PO3	1	The students can evaluate the impact of production and cost curve that aid decision making
CO3-PO4	3	The students developed skills to work and lead effectively
CO3-PO5	3	The students improved professionalism
CO3-PSO1	3	The students can apply the knowledge gained in the field of production and cost curve for solving various business problems and decision-making
CO4-PO1	3	The students can gain knowledge about the Price and Output determination in different Market Structures
CO4-PO2	3	The students can apply the fundamental concepts of Price and Output determination in different Market Structures for problems-solving
CO4-PO3	1	The students can evaluate the impact of Price and Output determination in different Market Structures that aid decision making
CO4-PO4	3	The students developed skills to work and lead effectively
CO4-PO5	2	The students improved professionalism

CO4-PSO1	3	The students can apply the knowledge gained in the field of Price and Output determination in different Market Structures for solving various business problems and decision-making
CO5-PO1	3	The students can gain knowledge about Monetary Policy Measures and Fiscal Policy Measures and Pricing Strategies of Small and Large Business Firms
CO5-PO2	3	The students can apply the impact of Monetary Policy Measures and Fiscal Policy Measures and Pricing Strategies of Small and Large Business Firms for problems-solving
CO5-PO3	1	The students can evaluate the impact of Monetary Policy Measures and Fiscal Policy Measures and Pricing Strategies of Small and Large Business Firms that aid decision making
CO5-PO4	3	The students developed skills to work and lead effectively
CO5-PO5	1	The students improved professionalism
CO5-PSO1	3	The students can apply the impact of Monetary Policy Measures and Fiscal Policy Measures and Pricing Strategies of Small and Large Business Firms for solving various business problems and decision-making
CO5-PSO3	2	The students learn to handle data in a professional way

20MBA109 Information System for Managers

Semester : **One**

Course Title : Information System for Managers

Course Code : 20MBA109

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Demonstrate familiarity with basic concepts of information systems (K2)	K2
CO 2	Identify database models and explain the concept of informed decision making (K3)	K3
CO 3	Appraise the integration of business processes with IT (K5)	K5

CO 4	Apply data and information concepts in enterprise business processes (K3)	K3
CO 5	Analyze the information security and ethical issues in modern IT environment and methods of tackling them (K4)	K4

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	1	1	-	-	-	-	-	-	-	3	1	1
2	3	2	3	-	1	-	-	-	-	-	3	1	1
3	3	2	1	-	1	-	-	-	-	-	3	-	2
4	3	3	1	-	-	-	-	-	-	-	3	3	1
5	3	1	1	-	-	-	3	3	-	-	3	-	1
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	1	-	1	-	3	3	-	-	3	2	1

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge about the basic concepts of information systems such as components of IS, value chain, ecommerce models etc
CO1-PO2	1	The students can apply the concepts learnt to design e-commerce companies
CO1-PO3	1	The students can evaluate the information system strategies used by various companies to get competitive advantage
CO1-PSO1	3	The students can apply the knowledge gained in the field of information systems for solving various business problems

CO1-PSO2	1	The students can work in a team to develop information system strategies for competitive environment
CO1-PSO3	1	Knowledge gained in the area of information systems help students to tackle business issues in a professional way
CO2-PO1	3	The students can build knowledge on concepts such as DBMS, datawarehouse, datamining etc
CO2-PO2	2	The students can apply data mining techniques for classification and prediction of data
CO2-PO3	3	The students can use MIS for decision making
CO2-PO5	1	The students can learn decision making with communication technology
CO2-PSO1	3	The students can apply knowledge gained in the field of datawarehousing, DBMS etc for real time integration of data
CO2-PSO2	1	The students can learn to integrate various business functions of an organization and work in a team for informed decision making
CO2-PSO3	1	Knowledge gained in the field of data mining, data warehousing etc help students to make informed decisions in a professional way
CO3-PO1	3	The students can acquire knowledge on concepts such as BPR, Continuous improvement etc
CO3-PO2	2	The students can apply information technology in business processes
CO3-PO3	1	The students can evaluate various ERP packages
CO3-PO5	1	Integration of business processes help students to access real time information from various departments thereby improving the communication
CO3-PSO1	3	The students learn to apply the ERP, SCM etc for the integration of various business processes
CO3-PSO3	2	The knowledge gained in the integration of business processes help students to develop professionalism in decision making
CO4-PO1	3	The students gain knowledge on international information systems, supply chain management system, customer relationship management system etc.
CO4-PO2	3	The students can apply information systems in improving customer and supplier relations

CO4-PO3	1	The students learn to use MIS, DSS, ESS etc to make informed decisions
CO4-PSO1	3	The students learn to apply data and information concepts in enterprise business processes
CO4-PSO2	3	The students learn to develop information system strategies in enterprise business processes
CO4-PSO3	1	The students develop a professional approach in the integration of business functions
CO5-PO1	3	The students understand the various social, political and ethical issues related to information systems
CO5-PO2	1	The students learn to apply information system security measures for data protection
CO5-PO3	1	The students can evaluate the various control measures used for data protection
CO5-PO7	3	The students learn the importance of using data in a truthful manner
CO5-PO8	3	The students learn the ethical and social issues related to information security and ways to tackle them
CO5-PSO1	3	The students learn to apply security protection measures to handle information security threats
CO5-PSO3	1	The students learn to handle data in a professional way

20MBA111 Accounting for Managers

Semester : **One**

Course Title : Accounting for Managers

Course Code : 20MBA111

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Understand the financial transactions,accounting concepts and principles(k2)	K2
CO 2	Examine and prepare the financial statements of a company(k4)	K4
CO 3	Analysis and comparison of financial statements(k4)	K4

CO 4	Assess performance of a company using various techniques of Management Accounting(K5)	K5
CO 5	Analyze performance of a company using various techniques of cost accounting(k4)	K4

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	3	-	-	-	-	-	-	-	3	-	-
2	3	3	3	-	-	-	-	-	-	-	3	-	-
3	3	3	3	-	-	-	-	-	-	-	3	-	-
4	3	3	3	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	3	-	-	-	-	-	-	-	3	-	-

Map ping	Mapping Level	Justifications
CO1- PO1	3	The students can gain knowledge about the basic concepts of accounting and its principles.This makes them kowledgable, skilful and intelligent young managers
CO1- PO2	3	The knowledge about the basic concepts of accounting and its principles helps the students to solve real world business problems
CO1- PO3	3	knowledge about the basic concepts of accounting and its principles helps the students to evaluate the performance of the companies and take feasible solutions
CO1- PSO1	3	The students can apply the knowledge gained for solving various busiess problems and decision making

CO2-PO1	3	The students are able to examine and prepare financial statement.This makes them kowledgable, skilful and intelligent young managers
CO2-PO2	3	Examination and preparation of financial statements helps the students to solve real world business problems
CO2-	3	Preparation of financial statements enables the students to evaluate the performance of the companies and take feasilble solutions
CO2-PSO1	3	The students can apply the knowledge gained for solving various busiess problems and decision making
CO3-PO1	3	The students can analyze and compare the financial statements of peer companies which makes them skilful and intelligent managers
CO3-PO2	3	The Analytical skill gained from comparative analysis of financial statements help the students to solve real world business problems
CO3-PO3	3	The students can analyze and compare the financial statements of peer companies which help them to evaluate the performance of the companies and take feasible solutions
CO3-PSO1	3	The knowledge gained by analyzing and comparing the financial statements helps the students to solve various business problems
CO4-PO1	3	The students are able to assess performance of a company using various techniques of Management Accounting .This will make the students skilful and intelligent young managers
CO4-PO2	3	Assessing the performance helps the students to solve real world business problems
CO4-PO3	3	Performance assessment helps the students to take feasible solutions
CO4-PSO1	3	The students learn to apply the performance analysis tools to solve various business problems
CO5-PO1	3	The students are able to analyze performance of a company using various techniques of cost accounting.This makes them kowledgable, skilful and intelligent young managers
CO5-PO2	3	Analyzing using costaccounting techniques helps the students to solve real world business problems
CO5-PO3	3	Students are able evaluate the performance of the companies and take feasilble solutions by using various cost accounting techniques
CO5-PSO1	3	The students can apply the cost accounting techniques for solving various busiess problems and decision making

20MBA115 Legal System For BusinessSemester : **One**

Course Title : Legal System For Business

Course Code : 20MBA115

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Examine fundamental legal principles of business contracts(k4)	K4
CO 2	Analyse the legal aspects in the formation, running and winding up of business(k4)	K4
CO 3	Analyze the scope and the issues associated with partnerships, negotiable instruments and cyber law(k4)	K4
CO 4	Evaluate and analyze the scope and application of Sale of Goods Act and Consumer Protection Act(k5)	K5
CO 5	Equip the students with insights on different labour regulations in India(k3)	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	1	2	-	-	-	-	-	-	-	1	-	-
2	3	2	2	-	-	-	-	-	-	-	2	-	-
3	3	2	1	-	-	-	-	-	-	-	2	-	-
4	3	2	2	-	-	-	-	-	-	-	2	-	-
5	3	2	1	-	-	-	-	-	-	-	2	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	2	-	-	-	-	-	-	-	2	-	-

Mappi ng	Mapping Level	Justifications
CO1- PO1	3	The students can examine fundamental legal principles of business contracts.This makes them kowledgable, skilful and intelligent young managers
CO1- PO2	1	The knowledge about the fundamental legal principles of business contracts helps the students to understand real world business problems
CO1- PO3	2	knowledge about the fundamental legal principles of business contracts helps the students to take feasible solutions
CO1- PSO1	1	The students can apply the knowledge gained for understanding various busiess problems and decision making
CO2- PO1	3	The students are able to analyse the legal aspects in the formation,running and winding up of business.This makes them kowledgable, skilful and intelligent young managers
CO2- PO2	2	Analysing the legal aspects in the formation,running and winding up of business enables the students to analysethe real world business problems
CO2- PO3	2	Students are able to analyse the legal aspects in the formation,running and winding up of business and take feasilble solutions related withincorporation and winding of the business
CO2- PSO1	2	The students can apply the knowledge gained for understanding various busiess problems and decision making
CO3- PO1	3	The students can analyze issues associated with partnerships,negotiable instruments and cyberlaw which makes them skilful and intelligent managers
CO3- PO2	2	The Analytical skill help the students to solve real world business problems
CO3- PO3	1	The students can analyze issues associated with partnerships,negotiable instruments and cyberlaw whichhelps them in taking feasible solutions
CO3- PSO1	2	The students can apply the knowledge gained for understanding and assessing various busiess problems and decision making
CO4- PO1	3	The students are able to evaluate and analyze the scope and application of Sale of Goods Act and Consumer Protection Act .This will make the students skilful and intelligent young managers
CO4- PO2	2	Evaluating and analyzing the scope and application of Sale of Goods Act and Consumer Protection Act helps the students to analyze real world business problems

CO4-PO3	2	Evaluation and Analysis of the provisions of Sale of goods Act and Consumer Protection Act helps the students to assess the feasible solutions
CO4-PSO1	2	The students can apply the knowledge gained for understanding various business problems and decision making
CO5-PO1	3	The students equip themselves to different labour regulations in India. This makes them knowledgeable, skilful and intelligent young managers
CO5-PO2	2	Knowledge about different labour regulations helps the students to solve real world business problems
CO5-PO3	1	Insights on labour regulations help the students to understand the labour issues in the company
CO5-PSO1	2	Students will be able to have insights on the problems arising through business contracts and labour issues

20MBA113 Ethics, Governance and Corporate Responsibility

Semester : **One**

Course Title : Ethics, Governance and Corporate Responsibility

Course Code : 20MBA113

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	Examine the importance of Ethics in Business	K4
CO 2	Apply Ethical Decision Making in Business Management	K3
CO 3	Analyze the Importance of Corporate Governance	K4
CO 4	Assess the developments in Corporate Governance	K5
CO 5	Create the sense of corporate responsibility within oneself	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	-	-	1	1	3	3	2	3	2	2	3
CO2	3	1	3	2	1	2	3	3	2	3	3	2	3
CO3	3	2	2	1	1	2	3	3	3	2	3	3	3
CO4	3	3	2	1	1	2	3	3	3	2	2	2	2
CO5	3	3	3	2	2	3	3	3	3	2	2	2	2
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-

-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	3	2	1	2	3	3	3	2	2	2	3

Mappi ng	Mapping Level	Justifications
CO1- PO1	3	The students build knowledge on theories of ethics
CO1- PO2	1	The students learn to do whistle blowing in an organizational enviroment
CO1- PO5	1	The students learn to communicate in an ethical manner
CO1- PO6	1	The students learn to assess the ethical aspects of situations
CO1- PO7	3	The students learn to demonstrate ethical behaviour
CO1- PO8	3	The students learn to assess the code of ethics in an organization
CO1- PO9	2	The students perceive the importance of ethical behaviour through out their life
CO1- PO10	3	The students learn to organize themselves in an ethical way
CO1- PSO1	2	The students learn to apply the knowledge of ethics for problem solving and decision making
CO1- PSO2	2	The students learn to develop business strategies in an ethical way
CO1- PSO3	3	The students learn to develop professionalism and lifelong learning with a positive attitude

CO2-PO1	3	The students build knowledge on ethics in various functional areas of business
CO2-PO2	1	The students learn to apply ethics in HR, marketing, finance, operations etc
CO2-PO3	3	The students learn to take decisions in various functional aspects of the business
CO2-PO4	2	The students develop skills to lead a team in an ethical way
CO2-PO5	1	The students learn to communicate to vendors and suppliers in an ethical manner
CO2-PO6	2	The students learn to accept responsibilities in an ethical manner
CO2-PO7	3	The students learn to demonstrate ethical behaviour in customer and vendor relationship
CO2-PO8	3	The students learn to assess the ethical obligations of various functional areas of the business
CO2-PO9	3	The students perceive the importance of ethical behaviour in the work environment
CO2-PO10	3	The students learn to organize themselves in an ethical manner
CO2-PSO1	2	The students learn to apply the knowledge of ethics in functional areas of business
CO2-PSO2	2	The students learn to develop strategies in an ethical manner
CO2-PSO3	3	The students learn to work in an organizational settings with a positive attitude
CO3-PO1	3	The students build knowledge on elements of good corporate governance
CO3-PO2	2	The students learn to apply corporate governance in organizational settings
CO3-PO3	2	The students learn to take decisions related to corporate governance
CO3-PO4	1	The students learn to develop codes and guidelines for corporate governance team

CO3-PO5	1	The students learn to communicate effectively the corporate governance aspect of a business
CO3-PO6	2	The students learn to accept responsibilities related to corporate governance
CO3-PO7	3	The students learn to demonstrate integrity in organizational settings
CO3-PO8	3	The students learn to assess the ethical aspects of corporate governance
CO3-PO9	3	The students perceive the importance of good corporate governance in an organization
CO3-PO10	2	The students learn to organize themselves in an ethical manner through good corporate governance practices
CO3-PSO1	3	The students learn to apply the knowledge of corporate governance in functional areas of business
CO3-PSO2	3	The students learn to develop corporate governance strategies
CO3-PSO3	3	The students learn to work in an organization with a positive attitude
CO4-PO1	3	The students build knowledge on developments of corporate governance in various countries
CO4-PO2	3	The students learn to apply corporate governance in an international organizational settings
CO4-PO3	2	The students learn to assess the decisions taken by corporate board
CO4-PO4	1	The students learn to develop codes for corporate disclosure
CO4-PO5	1	The students learn to communicate effectively in corporate board meetings
CO4-PO6	2	The students learn to assess the duties and responsibilities of corporate board
CO4-PO7	3	The students learn to demonstrate integrity in corporate board meetings
CO4-PO8	3	The students learn to assess the ethical aspects of decisions taken by corporate board

CO4-PO9	3	The students perceive the importance of ethical aspects in corporate decisions
CO4-PO10	2	The students learn to organize themselves in an ethical manner in corporate meetings
CO4-PSO1	2	The students learn to apply the knowledge of corporate governance in international settings
CO4-PSO2	2	The students learn to develop a framework for corporate committee meetings
CO4-PSO3	2	The students learn to work in international environment in an ethical way
CO5-PO1	3	The students build knowledge on corporate social responsibility
CO5-CO5-PO2	3	The students learn to apply corporate social responsibility in organizational settings
CO5-PO3	3	The students learn to assess CSR practices
CO5-PO4	2	The students learn to develop strategies for CSR
CO5-PO5	2	The students learn to communicate effectively CSR activities of a business
CO5-PO6	3	The students learn to assess corporate citizenship
CO5-PO7	3	The students learn to demonstrate integrity through CSR activities
CO5-PO8	3	The students learn to assess the ethical aspects of CSR activities
CO5-PO9	3	The students perceive the importance of CSR in corporate environment
CO5-PO10	2	The students learn to organize themselves in an ethical manner in CSR activities
CO5-PSO1	2	The students learn to apply the knowledge of CSR in international settings
CO5-PSO2	2	The students learn to develop a framework for CSR activities

CO5-PSO3	2	The students learn to develop CSR strategies in an ethical way
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20MBANC1 : Employability Enhancement Programme

Semester : **One**

Course Title : Employability Enhancement Programme

Course Code : 20MBANC1

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Enhance the skills of communication and problem solving	K4
CO 2	Develop job searching, CV writing, interview skills and enterprenurial skills	K4
CO 3	Practicing Interpersonal skills, Negotiation and Self-Management	K4
CO 4	Develop Team building & Leadership skills through practice	K5
CO 5	Attain hands on experience in the areas of Creativity and Critical Thinking	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	-	-	1	1	3	3	2	3	2	2	3
CO2	3	1	3	2	1	2	3	3	2	3	3	2	3
CO3	3	2	2	1	1	2	3	3	3	2	3	3	3
CO4	3	3	2	1	1	2	3	3	3	2	2	2	2
CO5	3	3	3	2	2	3	3	3	3	2	2	2	2
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	3	2	1	2	3	3	3	2	2	2	3

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge on communication skills
CO1-PO2	3	The students can apply communication skills for better decision making and problem solving
CO1-PO3	1	The students can evaluate the role of communication skills in a professional life
CO1-PO5	3	The students can apply the communication skills for solving various business problems
CO1-PO6	1	The students can improve confidence to work in a team with better communication
CO1-PO9	1	The students can develop their communication skills to work and lead effectively in team
CO1-PSO1	3	The students learn to explore the opportunities through better communication skills
CO1-PSO2	3	The knowledge gained in the communication skills help students to have better teamwork to develop business strategies.
CO2-PO1	3	The students can build knowledge on develop job searching
CO2-PO2	3	The students can apply interview skills and entrepreneurial skills
CO2-PO3	1	The students can use entrepreneurial skills for better decision making
CO2-PO5	2	The students develop proficiency in CV writing
CO2-PO6	1	The students can improve confidence with better communication skills
CO2-PO9	1	The students can accept better job offers through their job searching skills and CV writing skills
CO2-PO10	2	The students can organise themselves in demanding situations
CO2-PSO1	3	The students learn to explore the opportunities through teamwork and entrepreneurial skills
CO2-PSO2	3	The students can learn to integrate and work in a team for better decisions using professional communication skills and entrepreneurial skills
CO3-PO1	3	The students can develop Interpersonal skills
CO3-PO2	3	The students can apply Negotiation skills in business transactions

CO3-PO3	1	The students can evaluate Self-Management in crucial decision making situations
CO3-PO5	3	Help students in Practicing Interpersonal skills, Negotiation and Self-Management
CO3-PO6	1	The students can learn better decision making through Self-Management
CO3-PO7	1	The students can perform in a fruitful manner through Practicing Interpersonal skills, Negotiation and Self-Management
CO3-PO8	1	The students can manage various field in business through Interpersonal skills, Negotiation and Self-Management
CO3-PO9	1	The students can accept better job offers through their job searching skills and CV writing skills
CO3-PO10	2	The students can organise themselves in demanding situations
CO3-PSO1	3	The knowledge gained in Negotiation and Self-Management help students to develop professionalism in decision making and problem solving
CO3-PSO2	3	The students learn to explore the opportunities by using Interpersonal skills, Negotiation and Self-Management
CO4-PO1	3	The students gain knowledge on team building
CO4-PO2	3	The students can apply and develop Leadership skills through practice
CO4-PO3	1	The students learn to start work in better Teams
CO4-PO4	3	The students can accept responsibility with better Team building
CO4-PO5	3	The students can improve their Leadership skills
CO4-PO6	1	The students can learn better decision making through Team building
CO4-PO7	1	The students can perform in a fruitful manner through Practicing Team building & Leadership skills
CO4-PO8	1	The students can assess critical situations with Team building & Leadership skills through practice
CO4-PO9	1	The students can have life long learning with Team building & Leadership skills
CO4-PO10	2	The students can organise themselves in demanding situations through Team building & Leadership skills
CO4-PSO1	3	The knowledge gained in Negotiation and Self-Management help students to develop professionalism in decision making and problem solving

CO4-PSO2	3	The students learn to explore the opportunities by using Interpersonal skills, Negotiation and Self-Management
CO5-PO1	3	The students can learn to work in a team and with better leadership to improve entrepreneurial competency
CO5-PO2	3	The students learn to apply the scope of e-commerce.
CO5-PO3	3	The students can evaluate the alternatives to make feasible solutions to face challenges in entrepreneurship.
PO4	2	The students can learn better decision makings in e-commerce
CO5-PO5	2	The students develop proficiency in evaluating challenges of e-commerce and entrepreneurship.
CO5-PO6	3	The students learn to overcome various challenges in entrepreneurship.
CO5-PO9	3	The students can have lifelong learning in the areas of Creativity and Critical Thinking
CO5-PSO1	3	The knowledge gained in the areas of Creativity and Critical Thinking help students to develop professionalism in decision making and problem solving
CO5-PSO2	3	The students learn to explore opportunities by using in the areas of Creativity and Critical Thinking
CO5-PSO3	2	The students can develop professionalism in the areas of Creativity and Critical Thinking

Semester 2

20MBA115: Entrepreneurship Development

Semester : **Two**

Course Title : Entrepreneurship Development

Course Code : 20MBANC1

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Imbibe the spirit, roles, functions and fundamentals of entrepreneurship in a developing economy.	K2
CO 2	Develop Proficiency in business plan preparation and detailed project report (DPR) preparation and ensure all round development of them.	K3

CO 3	Familiarize with the ground realities of starting MSME units and opportunities available in the country.	K2
CO 4	Analyze the operation and management of MSME units and develop motivation and entrepreneurial competency to start and run an enterprise successfully.	K4
CO 5	Evaluate the scope of e-commerce and the challenges in entrepreneurship.	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	3	2	-	-	-	-	-	-	3	1	-
CO2	3	3	2	2	2	-	-	-	-	-	3	2	-
CO3	3	1	2	2	3	-	-	-	-	-	3	2	-
CO4	3	3	3	3	3	-	-	-	-	-	3	-	-
CO5	3	3	2	3	3	-	-	-	-	-	3	2	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	2	2	3	-	-	-	-	-	3	2	-
	2.16	1.62	1.8	1.8	2	-	-	-	-	-	2.16	1.21	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge on various functions and fundamentals of entrepreneurship.
CO1-PO2	1	The students can apply entrepreneurial concepts for the growth of a developing economy.
CO1-PO3	3	The students can evaluate the entrepreneurial decision making of various companies to get competitive advantage.

CO1-PO4	2	The students can develop their skills to work and lead effectively in team based projects or startups.
CO1-PSO1	3	The students can apply the knowledge gained in the field of information systems for solving various business problems
CO1-PSO2	1	The students can learn to integrate various entrepreneurial functions and help to work in a team to develop business strategies.
CO2-PO1	3	The students can build knowledge on business plan preparation and detailed project report (DPR) preparation.
CO2-PO2	3	The students can apply fundamentals of entrepreneurship in business
CO2-	2	The students can use entrepreneurial skills for better decision making
CO2-PO4	2	The students can learn fruitful experience from successful entrepreneurs
CO2-PO5	2	The students develop proficiency in business plan preparation
CO2-PSO1	3	The students can apply knowledge gained in the field of business plan and detailed project report (DPR) preparation
CO2-PSO2	2	The students can learn to integrate and work in a team for better decisions while framing business plan preparation and DPR
CO3-PO1	3	The students can acquire knowledge on MSME
CO3-PO2	1	The students can apply ground realities of starting MSME units and opportunities available in the country.
CO3-PO3	2	The students can evaluate various opportunities for MSMEs available in the country.
CO3-PO4	2	The students can learn decision making on starting MSME units.
CO3-PO5	3	Help students to access real time information and improve their knowledge on MSME units
CO3-PSO1	3	The students learn to explore the opportunities available in the country for MSMEs
CO3-PSO2	2	The knowledge gained in the entrepreneurship help students to develop professionalism in decision making and problem solving
CO4-PO1	3	The students gain knowledge on entrepreneurship and gain entrepreneurial competency
CO4-PO2	3	The students can apply and develop motivation for better operation and management of MSME
CO4-PO3	3	The students learn to start and run an enterprise successfully.
CO4-PO4	3	The students can evaluate various opportunities for MSME units

CO4-PO5	3	The students can improve their problem solving and decision making in MSME units.
CO4-PSO1	3	The students can apply knowledge gained in the field of problem solving in MSMEs
CO5-PO1	3	The students can learn to work in a team and with better leadership to improve entrepreneurial competency
CO5-PO2	3	The students learn to apply the scope of e-commerce.
CO5-PO3	2	The students can evaluate the alternatives to make feasible solutions to face challenges in entrepreneurship.
CO5-PO4	3	The students can learn better decision makings in e-commerce
CO5-PO5	3	The students develop proficiency in evaluating challenges of e-commerce and entrepreneurship.
CO5-PSO1	3	The students learn to overcome various challenges in entrepreneurship.
CO5-PSO2	2	The students learn to make use of team work to face the challenges in entrepreneurship in a professional way

20MBA102:

Semester : **Two**

Course Title : Marketing Management

Course Code : 20MBA102

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Evaluate the importance of marketing concepts in an enterprise (K3)	K3
CO 2	Analyse the buyer behaviour in a marketing ecosystem (K3)	K3
CO 3	Develop capability to make distribution decisions and promotion (K4)	K4
CO 4	Apparise the product and pricing decisions (K4)	K4
CO 5	Evaluate the marketing control techniques and modern trends in marketing (K4)	K4

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	3	2	-	-	-	-	-	-	3	1	-
CO2	3	3	2	2	2	-	-	-	-	-	3	2	-

CO3	3	1	2	2	3	-	-	-	-	-	3	2	-
CO4	3	3	3	3	3	-	-	-	-	-	3	-	-
CO5	3	3	2	3	3	-	-	-	-	-	3	2	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	2	2	3	-	-	-	-	-	3	2	-
	2.16	1.62	1.8	1.8	2	-	-	-	-	-	2.16	1.21	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students are academically prepared for a managerial career by learning the marketing theories and their implications towards business
CO1-PO2	2	The students are equipped with applying various marketing strategies in business situations so they can be solve various functional issues and responsibilities
CO1-PO3	1	The students can take decisions related to market strategic planning
CO1-PO4	3	By learning the product planning and development and other business procedures students can possess entrepreneurial skills
CO1-PO5	3	By learning the fundamentals students can explore and communicate effectively
CO1-PSO1	1	Applying the outcomes of concepts with the current techniques and skills necessary for marketing manager to practice in an organization
CO2-PO1	3	Students are academically prepared for a managerial career by learning customer buyer behaviour theories and their implications towards business

CO2-PO2	3	Having the knowledge of consumer buyer behaviour, students have an ability to use current techniques and skills necessary for marketing activities
CO2-PO3	2	Students are equipped with taking decisions related to marketing strategies in business situations
CO2-PO4	3	By learning consumer buying process possess the skills to develop market strategies
CO2-PO5	2	By learning the fundamentals of buyer behaviour and marketing eco system, the students can communicate effectively to consumers
CO2-PSO1	2	Students learn to apply their basic concepts of marketing for a variety of organizations
CO3-PO1	3	The students learn the concepts such as multi channel marketing and promotional activities
CO3-PO2	3	The students learn to apply the concepts of marketing communication mix to promote different types of products
CO3-PO3	1	The students develop capability to make distribution decisions and promotion
CO3-PO4	3	By analyzing the marketing environment students can transform as a managerial leaders in a variety of organizations
CO3-PO5	3	By learning the fundamentals of advertising and other promotional strategies, the students possess the art of effective communication
CO3-PSO1	2	The students learn to apply techniques of sales promotion for marketing activities
CO4-PO1	3	The students learn the concepts of product mix and product lines
CO4-PO2	3	The students learn to develop pricing policies and strategies
CO4-PO3	1	The students learn to take decisions related to packaging and labelling
CO4-PO4	3	By learning pricing and promotional strategies, the students learn to work in a marketing team of an organization
CO4-PO5	3	The students learn to communicate price of a product effectively to consumers
CO4-PSO1	2	Students learn to apply their basic concepts of pricing for a variety of products
CO5-PO1	3	The students learn the concepts of marketing control techniques and trends in marketing

CO5-PO2	1	The students learn to apply marketing control techniques in organizational environment
CO5-PO3	1	The students learn to take informed decisions using marketing analytics
CO5-PO4	3	By learning concepts of digital marketing and social media marketing, the students learn to work in a digital marketing team of an organization
CO5-PO5	3	The students learn to communicate effectively and professionally in social media platforms
CO5-PSO1	3	Students learn to apply their digital marketing skills in an organization

20MBA104: Financial Management

Semester : **Two**

Course Title : Financial Management

Course Code : 20MBA104

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Understand the concept, functions and objectives of financial management(K2)	K2
CO 2	Examine the sources of business finance and their significance(k4))	K4
CO 3	Analyze projects on their risk and financial feasibility (k4)	K4
CO 4	Assess the impact of working capital (K5)	K5
CO 5	Analyze the dividend policy of a firm (K4)	K4

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	2	2	-	-	-	-	-	-	-	3	-	-
2	3	2	2	-	-	-	-	-	-	-	3	-	-
3	3	3	3	-	-	-	-	-	-	-	3	-	-
4	3	3	2	-	-	-	-	-	-	-	3	-	-
5	3	2	2	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-

-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	2	-	-	-	-	-	-	-	3	-	-

Mappi ng	Mapping Level	Justifications
CO1- PO1	3	After understanding the concept, functions and objectives of financial management the students become knowledgeable, skilful and intelligent young managers
CO1- PO2	2	The knowledge about the concept, functions and objectives of financial management helps the students to understand real world business problems
CO1- PO3	2	knowledge about the understanding the concept, functions and objectives of financial management helps the students to assess the performance of the companies and take feasible solutions
CO1- PSO1	3	The students can apply the knowledge gained for solving various business problems and decision making
CO2- PO1	3	The students are able to examine the sources of business finance and their significance. This makes them knowledgeable, skilful and intelligent young managers
CO2-- PO2	2	knowledge gained for examining the sources of business finance and their significance helps the students to understand real world business problems
CO2- PO3	2	Examining the sources of business finance and their significance helps the students to evaluate various problems in fund raising and take feasible solutions
CO2- PSO1	3	The students can apply the knowledge gained for solving various business problems and decision making
CO3- PO1	3	The students can analyze projects on their risk and financial feasibility which makes them skilful and intelligent managers
CO3- PO2	3	The Analytical skill gained from preparing the financial feasibility of projects helps the students to solve real world business problems
CO3- PO3	3	The students can analyze projects on their risk and financial feasibility which in turn helps them to take feasible solutions
CO3- PSO1	3	The knowledge gained by analyzing projects on their risk and financial feasibility helps the students to solve various business problems

CO4-PO1	3	The students are able to assess the impact of working capital .This will make the students skilful and intelligent young managers
CO4-PO2	3	Assess the impact of working capital helps the students to solve real world business problems
CO4-PO3	2	The students are able to take feasible solutions after assessing the impact of working capital
CO4-PSO1	3	The students learn to assess the impact of working capital which helps them to solve various business problems
CO5-PO1	3	The students are able to analyze the dividend policy of a firm This makes them knowledgable, skilful and intelligent young managers
CO5-PO2	2	Analyzing the dividend policy of a firm s helps the students to take a decision on companies dividend policy .
CO5-PO3	2	Students are able evaluate the performance of the companies and take feasible solutions by analyzing the dividend policy
CO5-PSO1	3	The students can apply the dividend policy for solving various business problems and decision making

20MBA106: Human Resources Management

Semester : **Two**

Course Title : Human Resources Management

Course Code : 20MBA106

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Understand the core concepts of HRM in an organization (K2)	K2
CO 2	Acquire insight on the process of HR planning(K3)	K3
CO 3	Familiarize the importance of T&D and performance management in an organization(K2)	K2
CO 4	Analyze the practice of talent management and compensation management (K4)	K4
CO 5	Apply HRM in maintaining good employee relations (K3)	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	2	-	-	-	-	-	-	-	3	-	-
2	3	3	1	-	-	-	-	-	-	-	3	-	-
3	3	3	1	-	-	-	-	-	-	-	3	-	-
4	3	3	3	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	-	-	-	-	-	-	-	3	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students gain knowledge on models and functions of human resources management
CO1-PO2	3	The students are equipped with apply the concepts in job design and job analysis
CO1-PO3	2	Students can take decisions related to job rotation and job enrichment
CO1-PSO1	3	Applying the theories and concepts learnt manager to practice in organization
CO2-PO1	3	Students get a theoretical understanding human resource planning process
CO2-PO2	3	The students learn to apply the concepts learnt in the recruitment and selection process in a organization
CO2-PO3	1	Students can learn to assess the suitability of job applicants

CO2-PSO1	3	The students learn to evaluate the selection process in an organization
CO3-PO1	3	The students learn the concepts of training and performance management
CO3-PO2	3	The students learn to conduct training in an organization
CO3-PO3	1	The students learn to assess the performance of employees in an organization
CO3-PSO1	3	The students learn to conduct training and development in an organization
CO4-PO1	3	The students learn the concepts of talent management
CO4-PO2	3	The students learn to apply the concept of talent management in an organization
CO4-PO3	3	The students develop capability to design compensation strategies
CO4-PSO1	3	The students learn to apply talent management strategies in an organization
CO5-PO1	3	The students learn the concepts of employee benefits
CO5-PO2	3	The students learn to use employee benefits for employee satisfaction
CO5-PO3	3	The students learn to evaluate the welfare measures in an organization
CO5-PSO1	3	The students learn to manage employee safety and health at workplace

20MBA108: Operations Management

Semester : **Two**

Course Title : Operations Management

Course Code : 20MBA108

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Develop operations strategies for products and services (K3)	K3
CO 2	Measure productivity, forecast, Layout decisions (K5)	K5
CO 3	Analysis of capacity planning and utilization and application of Quality tools (K4)	K4
CO 4	Application of supply chain management techniques and measurement of performance (K3)	K3
CO 5	Application of World Class Manufacturing and new technologies /trends in operations (K3)	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	2	3	3	3	-	-	-	-	-	3	3	1
2	1	3	2	3	1	-	-	-	-	-	3	3	1
3	2	3	3	3	3	-	-	-	-	-	3	3	1
4	3	3	3	3	2	-	-	-	2	-	3	3	2
5	3	3	3	3	3	-	-	-	1	-	3	3	1
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	3	3	3	2	-	-	-	2	-	3	3	1

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge about operations strategies for products and services
CO1-PO2	2	The students can apply the impact of operations strategies for products and services for problems-solving
CO1-PO3	3	The students can evaluate the impact of operations strategies for products and services that aid decision making
CO1-PO4	3	The students developed skills to work and lead effectively
CO1-PO5	3	The students improved professionalism
CO1-PSO1	3	The students can apply the impact of operations strategies for products and services for solving various business problems and decision-making
CO1-PSO2	3	The students make use of skills to develop business strategies
CO1-PSO3	1	The students learn to handle data in a professional way
CO2-PO1	1	The students can gain knowledge about productivity, forecast, Layout decisions
CO2-PO2	3	The students can apply the impact of productivity, forecast, Layout decisions for problems-solving
CO2-PO3	2	The students can evaluate the impact to measure productivity, forecast, Layout decisions that aid decision making
CO2-PO4	3	The students developed skills to work and lead effectively
CO2-PO5	1	The students improved professionalism
CO2-PSO1	3	The students can apply the impact of productivity, forecast, Layout decisions for solving various business problems and decision-making
CO2-PSO2	3	The students make use of skills to develop business strategies
CO2-PSO3	1	The students learn to handle data in a professional way
CO3-PO1	2	The students can gain knowledge about analysis of capacity planning, utilization and application of Quality tools
CO3-PO2	3	The students can apply the analysis of capacity planning, utilization and application of Quality tools for problems-solving
CO3-PO3	3	The students can evaluate the impact of analysis of capacity planning, utilization and application of Quality tools that aid decision making

CO3-PO4	3	The students developed skills to work and lead effectively
CO3-PO5	3	The students improved professionalism
CO3-PSO1	3	The students can apply the impact of analysis of capacity planning, utilization and application of Quality tools for solving various business problems and decision-making
CO3-PSO2	3	The students make use of skills to develop business strategies
CO3-PSO3	1	The students learn to handle data in a professional way
CO4-PO1	3	The students can gain knowledge about application of supply chain management techniques and measurement of performance
CO4-PO2	3	The students can apply the impact of application of supply chain management techniques and measurement of performance for problems-solving
CO4-PO3	3	The students can evaluate the impact of application of supply chain management techniques and measurement of performance that aid decision making
CO4-PO4	3	The students developed skills to work and lead effectively
CO4-PO5	2	The students improved professionalism
CO4-PO9	2	The students perceive the importance of continuous acquisition of skills of supply chain management
CO4-PSO1	3	The students can apply the impact of application of supply chain management techniques and measurement of performance for solving various business problems and decision-making
CO4-PSO2	3	The students make use of skills to develop business strategies
CO4-PSO3	2	The students learn to handle data in a professional way
CO5-PO1	3	The students can gain knowledge about application of World Class Manufacturing and new technologies /trends in operations
CO5-PO2	3	The students can apply the impact of application of World Class Manufacturing and new technologies /trends in operations for problems-solving
CO5-PO3	3	The students can evaluate the impact of application of World Class Manufacturing and new technologies /trends in operations that aid decision making
CO5-PO4	3	The students developed skills to work and lead effectively
CO5-PO5	3	The students improved professionalism

CO5-PO9	1	The students perceive the importance of continuous acquisition of skills of new technologies /trends in operations
CO5-PSO1	3	The students can apply the impact of application of World Class Manufacturing and new technologies /trends in operations for solving various business problems and decision-making
CO5-PSO2	3	The students make use of skills to develop business strategies
CO5-PSO3	1	The students learn to handle data in a professional way

20MBA110: Operations Research

Semester : **Two**

Course Title : Operations Research

Course Code : 20MBA110

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	Examine the scope and applications of OR in business and formulate linear programming models to solve industry problems (K3)	K3
CO 2	Practise mathematical models to allocation problems and analyze business scenarios (K4)	K4
CO 3	Understand decision making models for analyzing business scenarios(K2)	K2
CO 4	Utilize various inventory models for analyzing business scenarios (K4)	K4
CO 5	Apply network analysis and game theory of business scenarios(K3)	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	2	-	-	-	-	-	-	-	3	-	-
2	3	3	1	-	-	-	-	-	-	-	3	-	-
3	3	3	1	-	-	-	-	-	-	-	3	-	-
4	3	3	3	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-

-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	-	-	-	-	-	-	-	3	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students gain knowledge in scope and applications of Operations Research Models
CO1-PO2	3	The students learn to apply linear programming models in industry related problems
CO1-PO3	2	The student may be able to make decisions on industry related problems by applying linear programming models
CO1-PSO1	3	The students should be able to apply their knowledge in linear programming model in industry related problems and make the optimum decisions
CO2-PO1	3	The students gain knowledge on various allocation models
CO2-PO2	3	The students learn to analyze various business scenarios and apply the allocation models in these scenarios
CO2-PO3	1	The students may be able to make decisions on various business scenarios by using the allocation models
CO2-PSO1	3	The students can apply their knowledge in allocation problems to various business scenarios and make optimum decisions
CO3-PO1	3	The students gain knowledge on decision making models
CO3-PO2	3	The students learn to apply the decision making models in business scenarios
CO3-PO3	1	The students may be able to make decisions on various decision making business scenarios by applying the models in decision making
CO3-PSO1	3	The students can apply their knowledge in decision making models to various business scenarios and make optimum decisions
CO4-PO1	3	The students gain knowledge on inventory models
CO4-PO2	3	The students learn to apply their knowledge in inventory models in business related problems
CO4-PO3	3	The students can make optimum decisions on business scenarios by applying the various inventory models

CO4-PSO1	3	The students can apply their knowledge in various inventory models for analyzing the business scenarios and make suitable decisions
CO5-PO1	3	The students gain knowledge on network analysis and game theory
CO5-PO2	3	The students learn to apply the knowledge on network and game theory in various business scenarios
CO5-PO3	3	The students can make decision on various business scenarios by applying the network analysis and game theory

20MBA110: Operations Research

Semester : **Two**

Course Title : Operations Research

Course Code : 20MBA110

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Examine the scope and applications of OR in business and formulate linear programming models to solve industry problems (K3)	K3
CO 2	Practise mathematical models to allocation problems and analyze business scenarios (K4)	K4
CO 3	Understand decision making models for analyzing business scenarios(K2)	K2
CO 4	Utilize various inventory models for analyzing business scenarios (K4)	K4
CO 5	Apply network analysis and game theory of business scenarios(K3)	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	2	-	-	-	-	-	-	-	3	-	-
2	3	3	1	-	-	-	-	-	-	-	3	-	-
3	3	3	1	-	-	-	-	-	-	-	3	-	-
4	3	3	3	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-

-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	-	-	-	-	-	-	-	3	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students gain knowledge in scope and applications of Operations Research Models
CO1-PO2	3	The students learn to apply linear programming models in industry related problems
CO1-PO3	2	The student may be able to make decisions on industry related problems by applying linear programming models
CO1-PSO1	3	The students should be able to apply their knowledge in linear programming model in industry related problems and make the optimum decisions
CO2-PO1	3	The students gain knowledge on various allocation models
CO1-PO2	3	The students learn to analyze various business scenarios and apply the allocation models in these scenarios
CO2-PO3	1	The students may be able to make decisions on various business scenarios by using the allocation models
CO2-PSO1	3	The students can apply their knowledge in allocation problems to various business scenarios and make optimum decisions
CO3-PO1	3	The students gain knowledge on decision making models
CO3-PO2	3	The students learn to apply the decision making models in business scenarios
CO3-PO3	1	The students may be able to make decisions on various decision making business scenarios by applying the models in decision making
CO3-PSO1	3	The students can apply their knowledge in decision making models to various business scenarios and make optimum decisions
CO4-PO1	3	The students gain knowledge on inventory models
CO4-PO2	3	The students learn to apply their knowledge in inventory models in business related problems
CO4-PO3	3	The students can make optimum decisions on business scenarios by applying the various inventory models

CO4-PSO1	3	The students can apply their knowledge in various inventory models for analyzing the business scenarios and make suitable decisions
CO5-PO1	3	The students gain knowledge on network analysis and game theory
CO5-PO2	3	The students learn to apply the knowledge on network and game theory in various business scenarios
CO5-PO3	3	The students can make decision on various business scenarios by applying the network analysis and game theory

20MBA112: Research for Managerial Decisions

Semester : **Two**

Course Title : Research for Managerial Decisions

Course Code : 20MBA112

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Application of different types of research in functional areas(K3)	K3
CO 2	Develop a research design(K3)	K3
CO 3	Design of proper measurement and scaling tools(K6)	K6
CO 4	Applied data analysis and interpretation (K3)	K3
CO 5	Generating project report with worthwhile conclusions and insight for action(K3)	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	2	-	-	-	-	-	-	-	3	-	-
2	3	3	1	-	-	-	-	-	-	-	3	-	-
3	3	3	1	-	-	-	-	-	-	-	3	-	-
4	3	3	3	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-

-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	-	-	-	-	-	-	-	3	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students gain knowledge in the application of different types of research in functional areas
CO1-PO2	3	The students learn to apply different types of research in functional areas
CO1-	2	The students can make decisions on applying the different types of research in functional areas
CO1-PSO1	3	The students learn to apply the knowledge on different types of research in functional areas to make suitable decisions
CO2-PO1	3	The students gain knowledge on developing a research design
CO2-PO2	3	The students learn to apply the concept of research design in various functional areas
CO2-PO3	1	The students may able to make decision on developing a research design
CO2-PSO1	3	The students can apply their knowledge in developing a research design to various functional areas for making suitable decisions
CO3-PO1	3	The students gain knowledge on designing proper measurement and scaling tools
CO3-PO2	3	The students learn to apply their knowledge in designning measurement and scaling tools for questionnaire design
CO3-PO3	1	The students may be able to make decisions in questionnaire design by applying the knowledge in design of proper measurement and scaling tools
CO3-PSO1	3	The students can apply their knowledge in designing measurement and scaling tools to make decisions in questionnaire design
CO4-PO1	3	The students gain knowledge on applied data analysis and interpretation
CO4-PO2	3	The students learn to apply their knowledge in applied data analysis and interpretation
CO4-PO3	3	The students can make decisions on business problems by applying the knowledge in data analysis
CO4-PSO1	3	The students can apply their knowledge in applied data analysis and interpretation to make decisions on business related problems

CO5-PO1	3	The students gain knowledge on generating the project report with worthwhile conclusions
CO5-PO2	3	The students learn to apply their knowledge in generating project report with worthwhile conclusions and insight for action
CO5-PO3	3	The students can make decisions based on the conclusions generating from the project report
CO5-PSO1	3	The students can apply their knowledge in generating project report with worthwhile conclusions to make decisions for various business related issues

20MBANC2: Integrated Disaster Management

Semester : **Two**

Course Title : Integrated Disaster Management

Course Code : 20MBANC2

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	Understand foundations of disasters and associated natural and social phenomenon (K2)	K2
CO 2	Develop familiarity with disaster activities from incident response to recovery operations (K6)	K6
CO 3	Integrate stakeholders role in disaster preparedness and mitigation plans (K4)	K4
CO 4	Deployment of community involvement as an essential part of disaster management and business continuity planning after disaster recovery (K6)	K6
CO 5	Deployment of humanitarian assistance to mitigate the effects disaster in the aftermath (K6)	K6

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	2	2	1	2	-	-	1	-	3	2	2
CO2	2	2	2	2	1	2	-	-	1	-	2	2	2
CO3	2	2	3	2	1	2	-	-	1	-	2	2	3

CO4	2	3	2	3	1	2	-	-	1	-	2	3	2
CO5	2	2	2	3	1	2	-	-	1	-	2	2	2
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	2	1	2	-	-	1	-	2	2	2

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students gain knowledge on causes and effects of disaster
CO1-PO2	2	The students are equipped with applying knowledge of disaster vulnerable zones in Kerala in disaster management
CO1-PO3	2	Students can take decisions related to disaster management
CO1-PO4	2	The students learn to work as a team in the event of disaster
CO1-PO5	1	By learning the fundamentals of disaster management, the students learn to communicate effectively while managing disasters
CO1-PO6	2	The students learn to demarcate disaster vulnerable zones of Kerala
CO1-PO9	1	The students can learn the impact of various disaster threats and how to tackle them
CO1-PSO1	3	Applying the outcomes of concepts with the current techniques and skills necessary for manager to practice in disaster management
CO1-PSO2	2	The students can make use of the knowledge in mapping disaster zones in handling threats
CO1-PSO3	2	The students learn to handle disasters with a positive attitude
CO2-PO1	2	Students get a theoretical understanding of disaster preparedness
CO2-PO2	2	The students learn to prepare video clips on use of special equipments during disaster
CO2-PO3	2	Students learn to take quick decisions related to rehabilitation of victims

CO2-PO4	2	The students learn to coordinate various agencies such as district administration, military and paramilitary forces during disaster
CO2-PO5	1	The students learn to conduct awareness programs to avoid panic in vulnerable areas
CO2-PO6	2	The students learn to accept responsibilities such as stockpiling for disaster preparedness
CO2-PO9	1	The students perceive the importance of continuous acquisition of disaster management skills
CO2-PSO1	2	Students learn how to prepare for a disaster effectively
CO2-PSO2	2	Students learn to plan, communicate and coordinate in the event of disaster
CO2-PSO3	2	Knowledge of disaster preparedness can be applied throughout the life to handle disaster threats
CO3-PO1	2	The students learn the concepts of disaster mapping
CO3-PO2	2	The students learn to use zoning for disaster management
CO3-PO3	3	The students learn to assess the difficulties faced in the event of disaster
CO3-PO4	2	The students learn to take active role in preparing community for disaster threats
CO3-PO5	1	The students learn to prepare community through Information, education and communication
CO3-PO6	2	The students learn to judge the intensity of hardships faced in past disasters and prepare reports to mitigate them
CO3-PO9	1	The students continuously acquire skills for handling different types of disasters
CO3-PSO1	2	Students learn how to mitigate the impacts of disaster
CO3-PSO2	2	Students learn to plan, communicate and coordinate for preparing communities to meet disaster threats
CO3-PSO3	3	The disaster management techniques learnt can be applied throughout the life to handle disaster threats
CO4-PO1	2	The students learn the concepts of various relief measures during disaster
CO4-PO2	3	The students learn to use relief measures for disaster management
CO4-PO3	2	The students learn to choose among various relief measures in the event of disaster
CO4-PO4	3	The students learn to take active role in rescue and evacuation
CO4-PO5	1	The students learn to communicate the health and casualty management

CO4-PO6	2	The students learn to cope up with emotional stress during disaster
CO4-PO9	1	The students continuously acquire skills for disaster recovery planning and business continuity planning
CO4-PSO1	2	Students learn how to mitigate the impacts of disaster using relief measures
CO4-PSO2	3	Students learn coordinate supply chain distribution systems, medical assistance and prevent spreading of diseases
CO4-PSO3	2	The disaster relief measures learnt can be applied throughout the life to handle disaster threats
CO5-PO1	2	The students learn the concepts of reconstruction and rehabilitation
CO5-PO2	2	The students learn to use reconstruction and rehabilitation measures for disaster management
CO5-PO3	2	The students learn to estimate cost for cleaning debris
CO5-PO4	3	The students learn to take active role in rapid cleaning using mechanized systems
CO5-PO5	1	The students learn to communicate the importance of relocation and reconstruction of houses to mitigate the impact of disaster
CO5-PO6	2	The students learn to use innovative methods for rehabilitation
CO5-PO9	1	The students continuously acquire skills for reconstruction and rehabilitation
CO5-PSO1	2	Students learn how to mitigate the impacts of disaster using rehabilitation and reconstruction measures
CO5-PSO2	2	Students learn coordinate cleaning debris, restoring water and electricity connections etc
CO5-PSO3	2	The rehabilitation and reconstruction techniques learnt can be applied throughout the life to handle disaster threats

Semester 3

20MBA201: International Business

Semester : **THREE**

Course Title : International Business

Course Code : 20MBA201

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Recall various concepts of the international business environment of an enterprise (K2)	K2
CO 2	Explain the importance of socio cultural environments in international business (K4)	K4
CO 3	Identify various international market entry strategies (K2)	K2
CO 4	Analyze various trends in global trade and growth of foreign trade in India (K4)	K4
CO 5	Evaluate the foreign investment and technological developments in international business (K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	2	1		-	-	-	-	-	3	2	3
CO2	3	2	1	1	1	-	-	-	-	-	3	2	3
CO3	3	3	2	2	2	-	-	-	-	-	3	2	3
CO4	3	3	2	2	2	-	-	-	-	-	3	2	3
CO5	3	3	2	3	3	-	-	-	-	-	3	2	3
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	2	2	-	-	-	-	-	3	2	3

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students are academically prepared for international career by learning global supply chain, global sourcing
CO1-PO2	2	The students are equipped with applying strategies in international business situations
CO1-PO3	2	The students are quipped with take decisions making capabilities related to international business
CO1-PO4	2	By learning global supply chain, students can possess entrepreneurial skills
CO1-PO5	1	By learning the fundamentals of international business, the students can explore and communicate effectively in international business environment
CO1-PSO1	1	Applying the outcomes of concepts with the current techniques and skills necessary for manager to practice in an international organization
CO2-PO1	2	Students are academically prepared for a managerial career in international environment by learning socio cultural environments in international business
CO2-PO2	2	Having the knowledge of international business environment, students have an ability to develop strategies to operate in an international environment
CO2-PO3	1	Students can learn to assess international firm and strategies
CO2-PO4	3	By learning regulatory environment in international environment, the students can develop entrepreneurial skills for international business
CO2-PO5	1	By learning the fundamentals of legal and regulatory eco system, the students learn to communicate effectively in interational context
CO2-PSO1	3	Students learn to apply their basic concepts of international business for a variety of organizations
CO3-PO1	3	The students learn the concepts of exporting, licensing, franchising etc
CO3-PO2	2	The students learn to apply the concept of MDA, JV etc in international environment
CO3-PO3	1	The students develop capability to make decisions on exporting, franchising etc
CO3-PO4	2	By analyzing the international market selection process, students can transform as leaders in interational organizations
CO3-PO5	2	The students learn to communicate effectively and professionally in international environment

CO3-PSO1	2	The students learn to apply market entry strategies in international environment
CO4-PO1	3	The students learn the concepts of composition and pattern of merchandise trade
CO4-PO2	2	The students learn to analyze foreign trade policies
CO4-PO3	1	The students learn to take decisions related to international trade
CO4-PO4	2	By learning merchandise trade, the students learn to work in a team in an international organization
CO4-PO5	2	The students learn to communicate effectively in international trade scenarios
CO4-PSO1	2	Students learn to apply their basic concepts of merchandise trade in international scenario
CO5-PO1	2	The students learn the theories of foreign investment
CO5-PO2	3	The students learn to apply strategies learnt for conducting foreign investments
CO5-PO3	2	The students learn to take decisions related to foreign investments
CO5-PO4	2	By learning concepts of foreign investments, students possess the skill to work in a team
CO5-PO5	1	The students learn to communicate effectively the advantage of foreign investments
CO5-PSO1	2	Students learn to apply concepts of foreign investments in real life business scenario

20MBA203: Business Analytics

Semester : **THREE**

Course Title : Business Analytics

Course Code : 20MBA203

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	Recall various business analytical models and concept (K2)	K2
CO 2	Explain business analytical tools and techniques in Finance and operations management (K5)	K5
CO 3	Apply business analytical tools and techniques in Human Resource Management (K3)	K3

CO 4	Analyze business analytical tools and techniques in Marketing and Web analytics (K4)	K4
CO 5	Evaluate business situations using predictive models and analytics (K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	3	-	-	-	-	-	-	-	3	-	-
2	3	3	3	-	-	-	-	-	-	-	3	-	-
3	3	3	3	-	-	-	-	-	-	-	3	-	-
4	3	3	3	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	3	-	-	-	-	-	-	-	3	-	-
Mapping	Mapping Level			Justifications									
CO1-PO1	3			The students gain knowledge on various business analytical models and concept									
CO1-PO2	3			The students learn to apply the concept of various business models									
CO1-PO3	3			The students can make decisions on business problems by applying the concept of business analytical models									
CO1-PSO1	3			The students can apply their knowledge in business models to make decisions in business related issues									
CO2-PO1	3			The students gain knowledge on business anlaytical tools and techniques in Finance and Operations Management									
CO2-PO2	3			The students learn to apply the business analytical tools and technques in Finance and Operations Management									
CO2-PO3	3			The students can make decisions on finance and operations management by applying the business analytical tools									

CO2-PSO1	3	The students can apply their knowledge in business analytical tools to make decisions in Finance and operations related areas
CO3-PO1	3	The students gain knowledge on business analytical tools and techniques in Human Resource Management
CO3-PO2	3	The students learn to apply the business analytical tools and techniques in Human Resource Management
CO3-PO3	3	The students can make decisions on Human Resource management by applying the business analytical tools
CO3-PSO1	3	The students can apply their knowledge in business analytical tools to make decisions in Human Resource Management
CO4-PO1	3	The students gain knowledge on business analytical tools and techniques in Marketing and Web analytics
CO4-PO2	3	The students learn to apply the business analytical tools and techniques in Marketing and Web Analytics
CO4-PO3	3	The students can make decisions on Marketing and Web analytics by applying the business analytical tools
CO4-PSO1	3	The students can apply their knowledge in business analytical tools to make decisions in Marketing and Web Analytics
CO5-PO1	3	The students gain knowledge on business situations using predictive models and analytics
CO5-PO2	3	The students learn to apply the predictive modeling and analytics in business situations
CO5-PO3	3	The students can make decisions in business situations by applying the predictive modeling and analytics
CO5-PSO1	3	The students can apply their knowledge in predictive models and analytics in business situation to make suitable decisions

20MBA215: Leadership, Power and Influence

Semester : **THREE**

Course Title : Leadership, Power and Influence

Course Code : 20MBA215

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Understand the nature of Leadership and compare the theories of leadership.	K2
CO 2	Apply ethical leadership and value- based decision making.	K3
CO 3	Identify crisis management strategies	K4
CO 4	Analyse the sources of power, influence and women leadership in organizations	K4
CO 5	Develop team building and problem-solving skills	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	1	3	1	1	-	-	-	-	-	2	2	-
2	3	1	3	3	3	-	-	-	-	-	2	2	-
3	3	1	3	2	3	-	-	-	-	-	2	2	-
4	3	2	3	2	3	-	-	-	-	-	2	2	-
5	3	3	3	3	3	-	-	-	-	-	2	2	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	3	2	3	-	-	-	-	-	2	2	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can understand the nature of Leadership
CO1-PO2	1	The students can apply the theories of leadership.
CO1-PO3	3	The students can evaluate and compare leadership styles
CO1-PO4	1	The students can develop skills to work and lead teams effectively with better understanding of leadership styles.

CO1-PO5	1	The students can improve proficiency in the field of leadership.
CO1-PSO1	2	The students can apply the knowledge gained in the field of leadership for solving various business problems
CO1-PSO2	2	The students can learn to integrate various leadership skills to develop business strategies.
CO2-PO1	3	The students can understand how to build ethical leadership
CO2-PO2	1	The students can apply value- based decision making
CO2-PO3	3	The students can use leadership skills for decision making
CO2-PO4	3	The students can learn on value- based decision making
CO2-PO5	3	The students can develop proficiency in value- based decision making
CO2-PSO1	2	The students can apply knowledge gained in the field of value- based decision making.
CO2-PSO2	2	The students can learn to make use of teamwork and leadership for value- based decision making.
CO3-PO1	3	The students can acquire knowledge on crisis management
CO3-PO2	1	The students can apply ground realities on crisis management
CO3-PO3	3	The students can evaluate various crisis management strategies
CO3-PO4	2	The students can learn decision making on crisis management
CO3-PO5	3	The students can improve proficiency in the field of crisis management
CO3-PSO1	2	The students learn to apply the crisis management strategies in various business processes
CO3-PSO2	2	The knowledge gained in the leadership, influence and power develop professionalism in decision making
CO4-PO1	3	The students gain knowledge on sources of power.
CO4-PO2	1	The students can apply various sources of power in organizations
CO4-PO3	3	The students learn to analyse the sources of power and influence in organizations
CO4-PO4	2	The students can evaluate various opportunities to analyze the influence of power in organisations
CO4-PO5	3	The students can learn on better decision making through usage of power
CO4-PSO1	2	The students learn to apply the sources of power and women leadership in organizations for better decision making

CO4-PSO2	2	The students can make use of power and leadership to develop business strategies.
CO5-PO1	3	The students can understand various team building stages
CO5-PO2	3	The students learn to apply problem-solving skills in team building
CO5-PO3	3	The students can evaluate the alternatives to make feasible solutions by using team building and problem-solving skills
CO5-PO4	3	The students can learn how to develop team building and problem-solving skills
CO5-PO5	3	The students improve proficiency through better team building and problem-solving skills
CO5-PSO1	2	The students learn to apply knowledge of team building and problem-solving skills in decision making

20MBA237: Security Analysis and Portfolio Management

Semester : **THREE**

Course Title : Security Analysis and Portfolio Management

Course Code : 20MBA237

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Recall the concepts of security analysis (K1)	K1
CO 2	Choose the various tools of technical analysis for stock valuation (K3)	K3
CO 3	Understand the concept of efficient market hypothesis (K2)	K2
CO 4	Examine the various models related to portfolio selection (K3)	K3
CO 5	Evaluate various models of revising and evaluating the portfolio(K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	1			-	-	-	-	-	1	-	-
CO2	3	3	1			-	-	-	-	-	2	-	-
CO3	3	3	1			-	-	-	-	-	2	-	-
CO4	3	3	1			-	-	-	-	-	1	-	-
CO5	3	3	1			-	-	-	-	-	1	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	1	-	-	-	-	-	-	-	1	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge about the various investment avenues
CO1-PO2	2	The students can apply fundamental analysis for calculating the intrinsic value of shares
CO1-PO3	1	The students can evaluate the various investment avenues in terms of risk and return
CO1-PSO1	1	The students can use share valuation models for finding the true value of share
CO2-PO1	3	The students can build knowledge on various techniques used in technical analysis such as graphs, charts patterns etc
CO2-PO2	3	The students can apply technical analysis to predict the future value of shares
CO2-PO3	1	The students can take decisions on investment using technical analysis
CO2-PSO1	2	The students learn to choose the tools of technical analysis for stock valuation

CO3-PO1	3	The students understand the concept of efficient market hypothesis
CO3-PO2	3	The students learn to test various forms of market efficiency
CO3-PO3	1	The students learn to evaluate the informational efficiency of share market
CO3-PSO1	2	The students learn to test weak, semistong and strong form of market efficiency
CO4-PO1	3	The students gain knowledge on portfolio selection and risk reduction
CO4-PO2	3	The students learn to measure the risk and return of portfolio
CO4-PO3	1	The students learn to evaluate various portfolios based on risk and return
CO4-PSO1	3	The students learn to construct optimal portfolio
CO5-PO1	3	The students learn the various factors affecting portfolio revision and evaluation
CO5-PO2	1	The students learn to use sharpe ratio, treynor ratio etc for portfolio performance evaluation
CO5-PO3	1	The students learn to take decisions based on portfolio evaluation
CO5-PSO1	3	The students learn to revise portfolio using various revision strategies

20MBA239Managing Banks and Financial Institutions

Semester : **THREE**

Course Title : Managing Banks and Financial Institutions

Course Code : 20MBA239

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Explain the concept of banking system and its functions (K2)	K2
CO 2	Explain the functions of commercial banks (K2)	K2
CO 3	Understand the role of technology in banking (K2)	K2
CO 4	Assess the risks involved in banking sector (K4)	K4
CO 5	Assess the newer developments in banking business (K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	1	-	-	-	-	-	-	-	1	-	-
CO2	3	2	1	-	-	-	-	-	-	-	2	-	-
CO3	3	1	1	-	-	-	-	-	-	-	2	-	-
CO4	3	1	1	-	-	-	-	-	-	-	2	-	-
CO5	2	1	1	-	-	-	-	-	-	-	1	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	1	1	-	-	-	-	-	-	-	2	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge about the basic concepts of banking system and its functions
CO1-PO2	1	The students can apply the concepts of banking learnt in real business scenario
CO1-PO3	1	The students can evaluate the strategies used by banks to achieve objectives like priority sector lending, financial inclusion etc
CO1-PSO1	3	The students can apply the knowledge related to legal aspects which need to be followed during daily banking operations
CO2-PO1	3	The students can build knowledge on functions of commercial banks
CO2-PO2	2	The students can apply concepts such as banker customer relationship,
CO2-PO3	3	The students can evaluate the decisions taken by RBI in the context of monetary control
CO2-PSO1	3	The students learn to apply the various laws for the smooth functioning of banking operations
CO3-PO1	3	The students can acquire knowledge on concepts such as core banking system, e-banking etc
CO3-PO2	2	The students learn to apply information technology in banking operations

CO3-PO3	1	The students learn to use technology in taking credit decisions
CO3-PSO1	3	The students learn to transfer funds using internet banking and other electronic banking operations such as NEFT, RTGS etc
CO4-PO1	3	The students gain knowledge on various risks such as credit risk, operational risk, market risk etc
CO4-PO2	3	The students can apply CAMELS method, Balance Score card method etc to assess bank performance
CO4-PO3	1	The students learn to apply principles of lending to assess credit related decisions
CO4-PSO1	3	The students learn to apply bank performance evaluation techniques assessing bank performance
CO5-PO1	3	The students learn new developments in banking sector
CO5-PO2	1	The students learn to use new developments in banking sector like UPI, fintech etc
CO5-PO3	1	The students learn to evaluate various financial institutions for credit

20MBA249NBFC and Microfinance

Semester : **THREE**

Course Title : NBFC and Microfinance

Course Code : 20MBA249

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Understanding the structure,organization and the legal framework of NBFCs(k2)	K2
CO 2	Identifying the various services offered by NBFCs in India (k3)	K3
CO 3	Applying and evaluating the methodologies and models of microfinance(k3)	K3
CO 4	Analysing the various financial services offered by the microfinance clients in India(k4)	K4
CO 5	Analyzing the need of alternate suppliers of capital and importance of financial inclusion in India (k4)	K4

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	2	1	-	-	-	-	-	-	-	3	-	-
2	3	3	1	-	-	-	-	-	-	-	3	-	-
3	3	2	1	-	-	-	-	-	-	-	3	-	-
4	3	3	1	-	-	-	-	-	-	-	3	-	-
5	3	3	1	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	1	-	-	-	-	-	-	-	3	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge about the the structure,organization and the legal framework of NBFC.This makes them kowledgable, skilful and intelligent young managers
CO1-PO2	2	The knowledge about the structure,organization and the legal framework of NBFCs helps the students to understand real world business problems
CO1-PO3	1	knowledge about the he structure,organization and the legal framework of NBFCs helps the students to evaluate the performance of the companies and take feasible solutions
CO1-PSO1	3	The students can apply the knowledge gained for solving various busiess problems and decision making
CO2-PO1	3	The students are able to Identifying the various services offered by NBFCs in India.This makes them kowledgable, skilful and intelligent young managers
CO2-PO2	3	Identifying the various services offered by NBFCs in Indias helps the students to solve real world business problems

CO2-PO3	1	Identifying the various services offered by NBFCs in India helps to take feasible solutions
CO2-PSO1	3	The students can apply the knowledge gained for solving various business problems and decision making
CO3-PO1	3	The students can Apply and evaluate the methodologies and models of microfinances which makes them skilful and intelligent managers
CO3-PO2	2	The Analytical and evaluation skills help the students to solve real world business problems
CO3-PO3	1	The students can Applying and evaluating the methodologies and models of microfinance which help them to take feasible solutions
CO3-PSO1	3	The knowledge gained by analyzing and comparing the financial statements helps the students to solve various business problems
CO4-PO1	3	The students are able to analyse the various financial services offered by the microfinance clients in India .This will make the students skilful and intelligent young managers
CO4-PO2	3	Analysing the various financial services offered by the microfinance clients in India helps the students to solve real world business problems
CO4-PO3	1	Analyse the various financial services offered by the microfinance clients in India helps the students to take feasible solutions
CO4-PSO1	3	The students analyse the various financial services offered by the microfinance clients in India to solve various business problems
CO5-PO1	3	The students are able to analyze the need of alternate suppliers of capital .This makes them knowledgeable, skilful and intelligent young managers
CO5-PO2	3	Analyzing the need of alternate suppliers of capital helps the students to solve real world business problems
CO5-PO3	1	Students are able to take feasible solutions by Analyzing the need of alternate suppliers of capital
CO5-PSO1	3	The students can Analyze the need of alternate suppliers of capital for solving various business problems and decision making

20MBA253B2B Marketing

Semester : **THREE**

Course Title : B2B Marketing

Course Code : 20MBA253

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	To identify the distinction between B2B and B2B Product and Services	K2
CO 2	To classify different form of B2B demand patterns	K2
CO 3	To identify the role of Partnering/Relationship in business marketing and select	K4
CO 4	To develop an understanding about Industrial Marketing Communication and choose	K5
CO 5	To examine the special meaning of price in industrial marketing and also know the	K4

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
												-	-
2	3	3	2	2	3	-	-	-	-	-	1	-	-
3	3	2	3	2	3	-	-	-	-	-	1	-	-
4	3	3	2	2	2	-	-	-	-	-	1	-	1
5	3	3	2	2	2	-	-	-	-	-	1	-	1
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	2	2	-	-	-	-	-	1	-	1

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can understand the concept of B2B.
CO1-PO2	3	The students can apply the B2B marketing in Product and Services
CO1-PO3	2	The students can evaluate the Product and Services based on B2B concepts
CO1-PO4	3	The students can develop their skills to work for better product and services by understanding B2B concepts
CO1-PO5	2	The students can improve proficiency in the field of B2B marketing

CO1-PSO1	2	The students can apply the knowledge gained in the field of B2B marketing for solving various business problems
CO1-PSO2	2	The students can learn to integrate various B2B marketing concepts in organisations with better leadership and teamwork
CO2-PO1	3	The students can understand various
CO2-PO2	3	The students can apply B2B demand patterns in business
CO2-PO3	2	The students can use various forms of B2B demand patterns for decision making
CO2-PO4	2	The students can learn to develop their skills to work and lead teams effectively based on B2B marketing
CO2-PO5	3	The students develop proficiency in B2B marketing
CO2-PSO1	2	The students can apply knowledge of B2B demand patterns for decision making.
CO2-PSO2	2	The students can learn to make use of teamwork and leadership based on B2B demands
CO3-PO1	3	The students can understand various
CO3-PO2	2	The students can apply and select suitable firms for B2B collaboration
CO3-PO3	3	The students can evaluate various relationships in business marketing
CO3-PO4	2	The students can learn decision making on B2B marketing
CO3-PO5	3	The students can improve proficiency in the field of B2B marketing.
CO3-PSO1	2	The students learn to apply the role of Partnering/Relationship in business marketing and select
CO4-PSO2	2	The knowledge gained in Partnering/Relationship in business marketing enable the students to have better use of teamwork to develop business strategies
CO4-PO1	3	The students can identify the role of Partnering/Relationship in business marketing
CO4-PO2	3	The students can develop appropriate training programme for sales force performance
CO4-PO3	2	The students learn to analyse the industrial marketing communication and make an influence in organizations
CO4-PO4	2	The students can evaluate various opportunities to analyze training programme for sales force performance
CO4-PO5	2	The students can learn better way of problem solving through industrial marketing communication a training programme

CO4-PSO1	2	The students learn to apply the understanding about Industrial Marketing Communication
CO4-PSO2	2	The students can make use of communication and leadership to an appropriate training programme
CO5-PO1	3	The students understand various pricing in industrial marketing.
CO5-PO2	3	The students learn to apply marketing strategies through team building
CO5-PO3	2	The students can evaluate the alternatives to make feasible solutions by understanding pricing in industrial marketing
CO5-PO4	2	The students can learn to develop their skills for better application to marketing strategies.
CO5-PO5	2	The students improve proficiency in the application of marketing strategies.
CO5-PSO1	1	The students learn to apply knowledge of pricing in better decision making
CO5-PSO2	2	The students can make use of team building and problem-solving skills in product life cycle theory and its application .

20MBA259Integrated Marketing Communication

Semester : **THREE**

Course Title : Integrated Marketing Communication

Course Code : 20MBA259

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Explain the elements and planning process of integrated marketing communication (K2)	K2
CO 2	Explain the elements and planning process of integrated marketing communication (K2)	K2
CO 3	Analyze the characteristics of advertising and advertising agency operations and to assess the ethical and social impact of marketing communications (K4)	K4
CO 4	Compare the various media management styles and evaluate the importance of message strategy and message design in marketing communications (K5)	K5
CO 5	Elucidate the concepts of other elements of marketing communication strategy and international marketing (K3)	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	2	2	1	1	-	-	-	-	-	3	2	3
2	3	2	1	1	1	-	-	-	-	-	3	2	3
3	3	3	2	2	2	-	-	-	-	-	3	2	3
4	3	3	2	2	2	-	-	-	-	-	3	2	3
5	3	3	2	2	2	-	-	-	-	-	3	2	3
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	2	2	-	-	-	-	-	3	2	3

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students gain knowledge on concepts on fundamentals of marketing communication
CO1-PO2	2	The students are equipped with applying various marketing communication strategies in business situations
CO1-PO3	2	Students can take decisions on marketing communication techniques in an innovative way
CO1-PO4	1	By learning integrated marketing communication techniques, students can possess entrepreneurial skills
CO1-PO5	1	By learning the fundamentals of marketing communication, the students can communicate effectively in marketing environment
CO1-PSO1	1	Applying the outcomes of concepts with the current techniques and skills necessary for manager to practice in a marketing organization
CO2-PO1	3	Students get a theoretical understanding of marketing communication
CO2-PO2	2	Having the knowledge of integrated marketing communication, students have an ability to develop strategies to operate in an international environment
CO2-PO3	1	Students can learn to assess integrate marketing communication strategies

CO2-PO4	1	By learning regulatory environment in international environment, the students can develop entrepreneurial skills for international business
CO2-PO5	1	By learning the fundamentals of integrated marketing communication, the students learn to communicate effectively
CO2-PSO1	1	Students learn to apply their basic concepts of integrated marketing communication for a variety of organizations
CO3-PO1	3	The students learn the concepts of online and offline advertising
CO3-PO2	3	The students learn to create advertisements for various products
CO3-PO3	2	The students learn to evaluate various advertisements with principles of AIDA
CO3-PO4	3	The students can work in a team to create advertisements for various products
CO3-PO5	2	The students learn to communicate effectively and professionally through advertisements
CO3-PSO1	2	The students learn to apply marketing communication strategies in online and offline media
CO4-PO1	3	The students learn the concepts of message strategy in integrated marketing communication
CO4-PO2	3	The students learn to apply the concept of media management in marketing
CO4-PO3	2	The students develop capability to design marketing messages
CO4-PO4	2	The students develop skills for media management
CO4-PO5	2	The students learn to communicate effectively and professionally marketing messages
CO4-PSO1	2	The students learn to apply marketing communication strategies in online and offline media
CO5-PO1	3	The students learn the concepts of public relations, international marketing etc
CO5-PO2	3	The students learn to create corporate advertising
CO5-PO3	2	The students learn to evaluate and decide on various corporate advertising strategies
CO5-PO4	2	The students can work in a team for managing corporate events
CO5-PO5	2	The students learn to communicate effectively through advertisements in national and international environments
CO5-PSO1	1	The students learn to work in international environment

20MBA263 Retail ManagementSemester : **THREE**

Course Title : Retail Management

Course Code : 20MBA263

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Recall the basic concepts pertaining to retail and its operations (K1)	K1
CO 2	Explain the strategies and decisions involved in locating a retail store and its operations (K2)	K2
CO 3	Analyze the various decision relating to the operations of retail store (K4)	K4
CO 4	Evaluate the retail strategy involved in successful store operations pertaining to Indian concepts (K5)	K5
CO 5	Develop the merchandise management plans and pricing strategies (K3)	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	2	3	2	2	3	-	-	-	1	-	3	2	2
2	3	3	2	2	3	-	-	-	1	-	3	2	2
3	3	3	2	3	3	-	-	-	2	-	3	2	2
4	3	3	2	3	3	-	-	-	1	-	3	2	2
5	2	3	2	2	2	-	-	-	2	-	3	2	2
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	2	3	-	-	-	1	-	3	2	2

Mapping	Mapping Level	Justifications
CO1-PO1	2	The students can gain knowledge about retail and its operations
CO1-PO2	3	The students can apply the impact of basic concepts pertaining to retail and its operations for problems-solving
CO1-PO3	2	The students can evaluate basic concepts pertaining to retail and its operations that aid decision making
CO1-PO4	2	The students developed skills to work and lead effectively
CO1-PO5	3	The students improved professionalism
CO1-PO9	1	The students perceive the importance of basic concepts pertaining to retail and its operations
CO1-PSO1	3	The students can apply basic concepts pertaining to retail and its operations for solving various business problems and decision-making
CO1-PSO2	2	The students make use of skills to develop business strategies
CO1-PSO3	2	The students learn to handle data in a professional way
CO2-PO1	3	The students can gain knowledge about the strategies and decisions involved in locating a retail store and its operations
CO2-PO2	3	The students can apply the impact of the strategies and decisions involved in locating a retail store and its operations for problems-solving
CO2-PO3	2	The students can evaluate the strategies and decisions involved in locating a retail store and its operations that aid decision making
CO2-PO4	2	The students developed skills to work and lead effectively
CO2-PO5	3	The students improved professionalism
CO2-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying the strategies and decisions involved in locating a retail store and its operations
CO2-PSO1	3	The students can apply the strategies and decisions involved in locating a retail store and its operations for solving various business problems and decision-making
CO2-PSO2	2	The students make use of skills to develop business strategies
CO2-PSO3	2	The students learn to handle data in a professional way
CO3-PO1	3	The students can gain knowledge about various decision relating to the operations of retail store

CO3-PO2	3	The students can apply various decision relating to the operations of retail store for problems-solving
CO3-PO3	2	The students can evaluate various decision relating to the operations of retail store that aid decision making
CO3-PO4	3	The students developed skills to work and lead effectively
CO3-PO5	3	The students improved professionalism
CO3-PO9	2	The students perceive the importance of continuous acquisition of skills through identifying various decision relating to the operations of retail store
CO3-PSO1	3	The students can apply various decision relating to the operations of retail store for solving various business problems and decision-making
CO3-PSO2	2	The students make use of skills to develop business strategies
CO3-PSO3	2	The students learn to handle data in a professional way
CO4-PO1	3	The students can gain knowledge about retail strategy involved in successful store operations pertaining to Indian concepts
CO4-PO2	3	The students can apply the impact of retail strategy involved in successful store operations pertaining to Indian concepts for problems-solving
CO4-PO3	2	The students can evaluate retail strategy involved in successful store operations pertaining to Indian concepts that aid decision making
CO4-PO4	3	The students developed skills to work and lead effectively
CO4-PO5	3	The students improved professionalism
CO4-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying retail strategy involved in successful store operations pertaining to Indian concepts
CO4-PSO1	3	The students can apply retail strategy involved in successful store operations pertaining to Indian concepts for solving various business problems and decision-making
CO4-PSO2	2	The students make use of skills to develop business strategies
CO4-PSO3	2	The students learn to handle data in a professional way
CO5-PO1	2	The students can gain knowledge about merchandise management plans and pricing strategies
CO5-PO2	3	The students can apply the impact of merchandise management plans and pricing strategies for problems-solving

CO5-PO3	2	The students can evaluate merchandise management plans and pricing strategies that aid decision making
CO5-PO4	2	The students developed skills to work and lead effectively
CO5-PO5	2	The students improved professionalism
CO5-PO9	2	The students perceive the importance of continuous acquisition of skills through identifying merchandise management plans and pricing strategies
CO5-PSO1	3	The students can apply merchandise management plans and pricing strategies for solving various business problems and decision-making
CO5-PSO2	2	The students make use of skills to develop business strategies
CO5-PSO3	2	The students learn to handle data in a professional way

20MBA267 Brand Management

Semester : **THREE**

Course Title : Brand Management

Course Code : 20MBA267

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	Explain the Branding concepts and the various implications of Strategic Brand decisions (K5)	K5
CO 2	Examine the methods for choosing brand elements and in building and assessing brand equity models (K4)	K4
CO 3	Evaluate Brand Positioning and values, and to appraise the planning and implementation strategies of Brand Marketing Programmes (K5)	K5
CO 4	Assess the various methods of measuring and interpretation of Brand Performance and the applications of sustaining Brand Equity in Organizations (K5)	K5
CO 5	Analyze global business opportunities and its implications on a firm's product and branding strategy and to identify the concepts and tools for managing brands over time (K4)	K4

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	2	2	1	-	-	-	-	2	-	3	2	3
2	3	2	1	1	1	-	-	-	1	-	3	2	3

3	3	3	2	2	2	-	-	-	1	-	3	2	3
4	3	3	2	2	2	-	-	-	2	-	3	2	3
5	3	3	2	3	3	-	-	-	1	-	3	2	3
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	2	2	-	-	-	1	-	3	2	3

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge about branding concepts and the various implications of strategic brand decisions
CO1-PO2	2	The students can apply the impact of branding concepts and the various implications of strategic brand decisions for problems-solving
CO1-PO3	2	The students can evaluate the impact of branding concepts and the various implications of strategic brand decisions that aid decision making
CO1-PO4	1	The students developed skills to work and lead effectively
CO1-PO9	2	The students perceive the importance of continuous acquisition of skills towards branding concepts and the various implications of strategic brand decisions
CO1-PSO1	3	The students can apply the impact of branding concepts and the various implications of strategic brand decisions for solving various business problems and decision-making
CO1-PSO2	2	The students make use of skills to develop business strategies
CO1-PSO3	3	The students learn to handle data in a professional way
CO2-PO1	3	The students can gain knowledge to examine the methods for choosing brand elements and in building and assessing brand equity models
CO2-PO2	2	The students can apply the methods for choosing brand elements and in building and assessing brand equity models for problems-solving

CO2-PO3	1	The students can evaluate the methods for choosing brand elements and in building and assessing brand equity models that aid decision making
CO2-PO4	1	The students developed skills to work and lead effectively
CO2-PO5	1	The students improved professionalism
CO2-PO9	1	The students perceive the importance of continuous acquisition of skills in building and assessing brand equity models
CO2-PSO1	3	The students can apply the impact of choosing brand elements and in building and assessing brand equity models for solving various business problems and decision-making
CO2-PSO2	2	The students make use of skills to develop business strategies
CO2-PSO3	3	The students learn to handle data in a professional way
CO3-PO1	3	The students can gain knowledge about Brand Positioning and values, and to appraise the planning and implementation strategies of Brand Marketing Programmes
CO3-PO2	3	The students can apply the impact of Brand Positioning and values, and to appraise the planning and implementation strategies of Brand Marketing Programmes for problems-solving
CO3-PO3	2	The students can evaluate the impact of Brand Positioning and values, and to appraise the planning and implementation strategies of Brand Marketing Programmes that aid decision making
CO3-PO4	2	The students developed skills to work and lead effectively
CO3-PO5	2	The students improved professionalism
CO3-PO9	1	The students perceive the importance of continuous acquisition of skills towards planning and implementation strategies of Brand Marketing Programmes
CO3-PSO1	3	The students can apply the impact of Brand Positioning and values, and to appraise the planning and implementation strategies of Brand Marketing Programmes for solving various business problems and decision-making
CO3-PSO2	2	The students make use of skills to develop business strategies
CO3-PSO3	3	The students learn to handle data in a professional way
CO4-PO1	3	The students can gain knowledge about various methods of measuring and interpretation of Brand Performance and the applications of sustaining Brand Equity in Organizations
CO4-PO2	3	The students can apply the impact of various methods of measuring and interpretation of Brand Performance and the applications of sustaining Brand Equity in Organizations for problems-solving

CO4-PO3	2	The students can evaluate the various methods of measuring and interpretation of Brand Performance and the applications of sustaining Brand Equity in Organizations that aid decision making
CO4-PO4	2	The students developed skills to work and lead effectively
CO4-PO5	2	The students improved professionalism
CO4-PO9	2	The students perceive the importance of continuous acquisition of skills towards Brand Performance and the applications of sustaining Brand Equity in Organizations
CO4-PSO1	3	The students can apply various methods for measuring and interpretation of Brand Performance and the applications of sustaining Brand Equity in Organizations for solving various business problems and decision-making
CO4-PSO2	2	The students make use of skills to develop business strategies
CO4-PSO3	3	The students learn to handle data in a professional way
CO5-PO1	3	The students can gain knowledge about global business opportunities and its implications on a firm's product and branding strategy
CO5-PO2	3	The students can apply the impact of global business opportunities and its implications on a firm's product and branding strategy for problems-solving
CO5-PO3	2	The students can evaluate global business opportunities and its implications on a firm's product and branding strategy that aid decision making
CO5-PO4	3	The students developed skills to work and lead effectively
CO5-PO5	3	The students improved professionalism
CO5-PO9	1	The students perceive the importance of continuous acquisition of skills in identifying the concepts and tools for managing brands over time
CO5-PSO1	3	The students can apply global business opportunities and its implications on a firm's product and branding strategy for solving various business problems and decision-making
CO5-PSO2	2	The students make use of skills to develop business strategies
CO5-PSO3	3	The students learn to handle data in a professional way

20MBA271 Supply Chain Management

Semester : **THREE**

Course Title : Supply Chain Management

Course Code : 20MBA271

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Evaluate the importance of Supply Chain Strategic Framework (K5)	K5
CO 2	Analyse the Supply Chain Network Decisions (K4)	K4
CO 3	Appraise the significance of planning demand and supply in Supply Chain (K5)	K5
CO 4	Explain the impact of uncertainty in a Supply Chain (K5)	K5
CO 5	Evaluate the impact of Transportation, Sourcing and Pricing Decisions in Supply Chain Success (K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	2	2	2	-	-	-	1	-	3	2	2
2	3	3	2	3	2	-	-	-	1	-	3	2	2
3	3	3	3	3	3	-	-	-	1	-	3	2	2
4	3	3	3	3	2	-	-	-	1	-	3	2	2
5	3	3	2	3	2	-	-	-	1	-	3	2	2
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	3	2	-	-	-	1	-	3	2	2

Mapping	Mappin g Level	Justifications
CO1-PO1	3	The students can gain knowledge about importance of Supply Chain Strategic Framework
CO1-PO2	3	The students can apply Supply Chain Strategic Framework for problems-solving
CO1-PO3	2	The students can evaluate Supply Chain Strategic Framework that aid decision making
CO1-PO4	2	The students developed skills to work and lead effectively
CO1-PO5	2	The students improved professionalism
CO1-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying Supply Chain Strategic Framework
CO1-PSO1	3	The students can apply Supply Chain Strategic Framework for solving various busiess problems and decision-making
CO1-PSO2	2	The students make use of skills to develop business strategies
CO1-PSO3	2	The students learn to handle data in a professional way
CO2-PO1	3	The students can gain knowledge about Supply Chain Network Decisions
CO2-PO2	3	The students can apply the impact of Supply Chain Network Decisions for problems-solving
CO2-PO3	2	The students can evaluate Supply Chain Network Decisions that aid decision making
CO2-PO4	3	The students developed skills to work and lead effectively
CO2-PO5	2	The students improved professionalism
CO2-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying Supply Chain Network Decisions
CO2-PSO1	3	The students can apply Supply Chain Network Decisions for solving various busiess problems and decision-making
CO2-PSO2	2	The students make use of skills to develop business strategies
CO2-PSO3	2	The students learn to handle data in a professional way
CO3-PO1	3	The students can gain knowledge about significance of planning demand and supply in Supply Chain
CO3-PO2	3	The students can apply the impact of significance of planning demand and supply in Supply Chain for problems-solving

CO3-PO3	3	The students can evaluate significance of planning demand and supply in Supply Chain that aid decision making
CO3-PO4	3	The students developed skills to work and lead effectively
CO3-PO5	3	The students improved professionalism
CO3-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying significance of planning demand and supply in Supply Chain
CO3-PSO1	3	The students can apply significance of planning demand and supply in Supply Chain for solving various business problems and decision-making
CO3-PSO2	2	The students make use of skills to develop business strategies
CO3-PSO3	2	The students learn to handle data in a professional way
CO4-PO1	3	The students can gain knowledge about uncertainty in a Supply Chain
CO4-PO2	3	The students can apply the impact of uncertainty in a Supply Chain for problems-solving
CO4-PO3	3	The students can evaluate uncertainty in a Supply Chain that aid decision making
CO4-PO4	3	The students developed skills to work and lead effectively
CO4-PO5	2	The students improved professionalism
CO4-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying uncertainty in a Supply Chain
CO4-PSO1	3	The students can apply the impact of uncertainty in a Supply Chain for solving various business problems and decision-making
CO4-PSO2	2	The students make use of skills to develop business strategies
CO4-PSO3	2	The students learn to handle data in a professional way
CO5-PO1	3	The students can gain knowledge about Transportation, Sourcing and Pricing Decisions in Supply Chain Success
CO5-PO2	3	The students can apply the impact of Transportation, Sourcing and Pricing Decisions in Supply Chain Success for problems-solving
CO5-PO3	2	The students can evaluate Transportation, Sourcing and Pricing Decisions in Supply Chain Success that aid decision making
CO5-PO4	3	The students developed skills to work and lead effectively
CO5-PO5	2	The students improved professionalism
CO5-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying Transportation, Sourcing and Pricing Decisions in Supply Chain Success

CO5-PSO1	3	The students can apply Transportation, Sourcing and Pricing Decisions in Supply Chain Success for solving various business problems and decision-making
CO5-PSO2	2	The students make use of skills to develop business strategies
CO5-PSO3	2	The students learn to handle data in a professional way

20MBA277 SIX SIGMA AND TQM

Semester : **THREE**

Course Title : SIX SIGMA AND TQM

Course Code : 20MBA277

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	To understand the concept of six sigma quality (K2)	K2
CO 2	To understand the implications of quality on business (K3)	K3
CO 3	Identify the requirements of quality improvement programs(K3)	K3
CO 4	To implement quality implementation programs (K4)	K4
CO 5	To manage quality improvement teams (K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	2	-	-	-	-	-	-	-	3	-	-
2	3	3	1	-	-	-	-	-	-	-	3	-	-
3	3	3	1	-	-	-	-	-	-	-	3	-	-
4	3	3	3	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	-	-	-	-	-	-	-	3	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students gain knowledge on the concept of six sigma
CO1-PO2	3	The students learn to apply the concept of six sigma in quality testing
CO1-PO3	2	The students can make decision on quality related problems by applying the concept of six sigma
CO1-PSO1	3	The students can apply their knowledge in six sigma to quality improvement and make better decisions
CO2-PO1	3	The students gain knowledge on implications of quality on business
CO2-PO2	3	The students learn to apply the concept of quality on business
CO2-PO3	1	The students may be able to make decisions on quality related problems by applying the quality tools
CO2-PSO1	3	The students can apply their knowledge in quality tools to make decisions related to quality problems in business
CO3-PO1	3	The students gain knowledge on quality improvement programs
CO3-PO2	3	The students learn to apply quality improvement programs in Industry
CO3-PO3	1	The students may be able to make decisions on the requirement of quality improvements programs in Industry
CO3-PSO1	3	The students can apply their knowledge in quality improvement programs to make decisions on the requirement of quality improvement programs in Industry
CO4-PO1	3	The students gain knowledge on quality implementation programs
CO4-PO2	3	The students learn to apply their knowledge in quality implementation programs
CO4-PO3	3	The students can make decisions on implementation of quality programs by applying their knowledge in quality implementation programs
CO4-PSO1	3	The students can apply their knowledge in quality implementation programs to make decisions related to implementing quality programs in an Industry
CO5-PO1	3	The students gain knowledge on managing quality improvement teams
CO5-PO2	3	The students learn to apply their knowledge on managing quality improvement teams
CO5-PO3	3	The students can make decision on managing the quality improvement teams by applying their knowledge on managing quality improvement teams

CO5-PSO1	3	The students can apply their knowledge in managing quality improvement teams and make decision on managing the quality improvement teams in an Industry
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20MBA215 Organizational Change and Development

Semester : **THREE**

Course Title : Organizational Change and Development

Course Code : 20MBA215

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Facilitate the organization development and change process in organizations	K2
CO 2	Analyse the organization development process	K4
CO 3	Evaluate different OD Interventions	K5
CO 4	Assess organizational change at various stages business cycle and transform the organization into a learning organization	K5
CO 5	Devise methods to mobilize support and execute change	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	1	2	3	-	-	-	-	-	2	2	-
2	2	3	1	-	2	-	-	-	-	-	2	2	-
3	3	3	2	2	3	-	-	-	-	-	2	2	-
4	3	3	3	3	1	-	-	-	-	-	2	2	-
5	3	3	3	3	3	-	-	-	-	-	2	2	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	3	2	-	-	-	-	-	2	2	-

Mapping	Mappin g Level	Justifications
CO1-PO1	3	
CO1-PO2	3	The students facilitate the organization development and change process in organizations
CO1-PO3	1	The students can apply the change process in organizations
CO1-PO4	2	The students can evaluate the change process in organizations
CO1-PO5	3	The students can develop their skills to facilitate the organization development and change process in organizations
CO1-PSO1	2	The students can improve proficiency in the field of organization development
CO1-PSO2	2	The students can apply the knowledge of management in the change process for solving various business problems
CO2-PO1	2	The students can learn to communicate and facilitate the organization development process
CO2-PO2	3	The students can build knowledge to analyse the organization development process
CO2-PO3	1	The students can apply skills to solve issues during organizational development process
CO2-PO4		The students can evaluate the organization development stages
CO2-PO5	2	
CO2-PSO1	2	The students develop proficiency in organization development process
CO2-PSO2	2	The students can apply knowledge gained in the field of organization development process
CO3-PO1	3	The students can learn to make use of teamwork and leadership in the organization development process
CO3-PO2	2	The students can identify and build knowledge on OD Interventions
CO3-PO3	3	The students can apply knowledge to evaluate different OD Interventions
CO3-PO4	2	The students can evaluate different OD Interventions
CO3-PO5	3	The students can learn decision making based on different OD Interventions
CO3-PSO1	2	The students can improve proficiency in the field of OD
CO3-PSO2	2	The students learn to apply the knowledge of management in OD Interventions for problem solving and decision making

CO4-PO1	3	The knowledge gained in OD Interventions enable the students to have better use of teamwork to develop business strategies
CO4-PO2	3	The students gain knowledge on organizational change at various stages business cycle
CO4-PO3	2	The students can develop appropriate training programme to transform the organization into a learning organization
CO4-PO4	2	The students learn to analyse the alternatives to assess organizational change at various stages of business cycle
CO4-PO5	2	The students can evaluate and develop skills to transform the organization into a learning organization
CO4-PSO1	2	The students can improve professionalism in assessing organizational change
CO4-PSO2	2	The students learn to apply their knowledge and decision making to transform the organization into a learning organization
CO5-PO1	3	The students build knowledge on how to evaluate the business situations
CO5-PO2	3	The students understand how to devise methods to execute change
CO5-PO3	2	The students learn to apply knowledge on executing change
CO5-PO4	2	The students can evaluate the alternatives to make feasible solutions in executing change
CO5-PO5	2	The students can learn to develop their skills to mobilize change process
CO5-PSO1	2	The students learn to apply knowledge of problem-solving skill and decision making to evaluate the business situations
CO5-PSO2	2	The students learn to apply knowledge of problem-solving skill and decision making to execute change

20MBA351 Internship

Semester : **THREE**

Course Title : Internship

Course Code : 20MBA351

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Apply Knowledge and skill sets acquired from the internship in Organisational functions	K3
CO 2	Apply Knowledge and skill sets acquired from the internship in Organisational functions	K3
CO 3	Build professional capabilities including right work attitude,self confidence ,inter personal skills and teamwork	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	2	1	2	1	-	-	-	-	-	3	2	1
2	3	2	1	1	1	-	-	-	-	-	3	2	1
3	2	1	3	1	2	-	-	-	-	-	2	1	3
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	2	1	1	-	-	-	-	-	3	2	2

Mapping	Mappin g Level	Justifications
CO1-PO1	3	The students can gain knowledge and skill sets from the internship in Organisational functions
CO1-PO2	2	The students can apply the knowledge and skill sets acquired from the internship in Organisational functions for problems-solving
CO1-PO3	2	The students can evaluate and integrate Knowledge and skill sets acquired from the internship in Organisational functions that aid decision making
CO1-PO4	1	The students developed skills to work and lead effectively
CO1-PO5	1	The students improved professionalism
CO1-PSO1	1	The students can apply the knowledge and skill sets acquired from the internship in Organisational functions for solving various business problems and decision-making
CO1-PSO2	2	The students make use of knowledge and skill sets acquired from the internship in Organisational functions
CO1-PSO3	1	The students learn to handle data in a professional way
CO2-PO1	3	The students can gain knowledge to develop real world problem solving skills by analysing work environment
CO2-PO2	2	The students can apply skills by analysing work environment for real world problems-solving
CO2-PO3	1	The students can evaluate real world problem solving that aid decision making
CO2-PO4	1	The students developed skills to work and lead effectively
CO2-PO5	1	The students improved professionalism
CO2-PSO1	2	The students can apply the dynamics for solving various real world business problems and decision-making
CO2-PSO2	1	The students make use of skills to develop real world problem solving skills by analysing work environment
CO2-PSO3	1	The students learn to handle data in a professional way
CO3-PO1	3	The students can gain knowledge to build professional capabilities including right work attitude, self confidence, interpersonal skills and teamwork

CO3-PO2	3	The students learn to build professional capabilities including right work attitude, self confidence, inter personal skills and teamwork for problems-solving
CO3-PO3	2	The students can evaluate various professional capabilities including right work attitude, self confidence, inter personal skills and teamwork that aid decision making
CO3-PO4	3	The students developed skills to work and lead effectively
CO3-PO5	2	The students improved professionalism
CO3-PSO1	2	The students can apply professional capabilities including right work attitude, self confidence, inter personal skills and teamwork for solving various business problems and decision-making
CO3-PSO2	1	The students make use of professional capabilities including right work attitude, self confidence, inter personal skills and teamwork
CO3-PSO3	3	The students learn to handle data in a professional way

Semester 4

20MBA204 INDUSTRY 4.0 AND AI APPLICATIONS FOR BUSINESS

Course Title : INDUSTRY 4.0 AND AI APPLICATIONS FOR BUSINESS

Course Code : 20MBA215

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	Recall the framework for Industry 4.0 and business models (K2)	K2
CO 2	Explain the skill set requirements and talent development for the Industry 4.0 (K3)	K3
CO 3	Applying the artificial intelligence models for decision making (K3)	K3
CO 4	Applying the artificial intelligence models for decision making (K3)	K3
CO 5	Assessing IOT and artificial intelligence to business solutions (K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
1	3	3	2	2	2	-	-	-	1	-	3	2
2	3	3	2	3	2	-	-	-	1	-	3	2
3	3	3	3	2	3	-	-	-	1	-	3	2
4	3	3	3	2	2	-	-	-	1	-	3	2
5	3	3	2	2	2	-	-	-	1	-	3	2
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge about framework for Industry 4.0 and business models
CO1-PO2	3	The students can apply the framework for Industry 4.0 and business models for problems-solving
CO1-PO3	2	The students can evaluate framework for Industry 4.0 and business models that aid decision making
CO1-PO4	2	The students developed skills to work and lead effectively
CO1-PO5	2	The students improved professionalism
CO1-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying framework for Industry 4.0 and business models
CO1-PSO1	3	The students can apply framework for Industry 4.0 and business models for solving various business problems and decision-making
CO1-PSO2	2	The students make use of skills to develop business strategies
CO1-PSO3	2	The students learn to handle data in a professional way
CO2-PO1	3	The students can gain knowledge about skill set requirements and talent development for the Industry 4.0

CO2-PO2	3	The students can apply the impact of skill set requirements and talent development for the Industry 4.0 for problems-solving
CO2-PO3	2	The students can evaluate skill set requirements and talent development for the Industry 4.0 that aid decision making
CO2-PO4	3	The students developed skills to work and lead effectively
CO2-PO5	2	The students improved professionalism
CO2-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying skill set requirements and talent development for the Industry 4.0
CO2-PSO1	3	The students can apply skill set requirements and talent development for the Industry 4.0 for solving various business problems and decision-making
CO2-PSO2	2	The students make use of skills to develop business strategies
CO2-PSO3	2	The students learn to handle data in a professional way
CO3-PO1	3	The students can gain knowledge about the artificial intelligence models for decision making
CO3-PO2	3	The students can apply the artificial intelligence models for problems-solving
CO3-PO3	3	The students can evaluate the artificial intelligence models that aid decision making
CO3-PO4	2	The students developed skills to work and lead effectively
CO3-PO5	3	The students improved professionalism
CO3-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying the artificial intelligence models for decision making
CO3-PSO1	3	The students can apply the artificial intelligence models for solving various business problems and decision-making
CO3-PSO2	2	The students make use of skills to develop business strategies
CO3-PSO3	2	The students learn to handle data in a professional way
CO4-PO1	3	The students can gain knowledge about the insights on machine learning and neural networks
CO4-PO2	3	The students can apply the insights on machine learning and neural networks for problems-solving
CO4-PO3	3	The students can evaluate the insights on machine learning and neural networks that aid decision making
CO4-PO4	2	The students developed skills to work and lead effectively
CO4-PO5	2	The students improved professionalism

CO4-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying the insights on machine learning and neural networks
CO4-PSO1	3	The students can apply the insights on machine learning and neural networks for solving various business problems and decision-making
CO4-PSO2	2	The students make use of skills to develop business strategies
CO4-PSO3	2	The students learn to handle data in a professional way
CO5-PO1	3	The students can gain knowledge about IOT and artificial intelligence to business solutions
CO5-PO2	3	The students can apply the impact of IOT and artificial intelligence to business solutions for problems-solving
CO5-PO3	2	The students can evaluate IOT and artificial intelligence to business solutions that aid decision making
CO5-PO4	2	The students developed skills to work and lead effectively
CO5-PO5	2	The students improved professionalism
CO5-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying IOT and artificial intelligence to business solutions
CO5-PSO1	3	The students can apply IOT and artificial intelligence to business solutions for solving various business problems and decision-making
CO5-PSO2	2	The students make use of skills to develop business strategies
CO5-PSO3	2	The students learn to handle data in a professional way

20MBA202 STRATEGIC MANAGEMENT

Semester : **FOUR**

Course Title : STRATEGIC MANAGEMENT

Course Code : 20MBA202

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	Recall various concepts relating to strategy formulation.	K2
CO 2	Illustrate the process of Implementation, Evaluation and Control of Strategy	K2

CO 3	Identify the internal and external environments of a business for decision making.	K3
CO 4	Analyze the frames of analysis in each phase of the Process of Strategic	K4
CO 5	Evaluate the business situations using competitor analysis and portfolio analysis.	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	2	1	3	2	-	-	-	-	-	3	1	-
CO2	2	2	1	2	3	-	-	-	-	-	3	2	-
CO3	3	2	2	2	2	-	-	-	-	-	3	2	-
CO4	2	3	2	1	2	-	-	-	-	-	3	-	-
CO5	3	2	2	2	2	-	-	-	-	-	3	2	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	2	2	-	-	-	-	-	3	2	-

Mapping	Mapping Level	Justifications
CO1-PO1	1	The students can build knowledge of various concepts relating to strategy formulation.
CO1-PO2	2	The students can apply their skills for the right strategy formulation.
CO1-PO3	1	The students can evaluate the various concepts relating to strategy formulation.

CO1-PO4	3	The students can develop their skills to facilitate and recall various concepts relating to strategy formulation.
CO1-PO5	2	The students can improve their proficiency in the field of strategy formulation.
CO1-PSO1	3	The students can apply the knowledge of strategy formulation to deal with various business problems.
CO1-PSO2	1	The students can learn to communicate and facilitate various concepts relating to strategy formulation.
CO2-PO1	2	The students can build knowledge and skill to implement, Evaluate and Control Strategies.
CO2-PO2	2	The students can apply skills to solve problems during the Implementation, Evaluation and Control of the Strategy.
CO2-PO3	1	The students can evaluate various alternatives in Control of Strategy
CO2-PO4	2	The students can develop their skills to facilitate and recall various concepts relating to strategy formulation.
CO2-PO5	3	The students can develop proficiency in the process of Implementation, Evaluation and Control of Strategy.
CO2-PSO1	3	The students can apply knowledge gained in the process of Implementation, Evaluation and Control of Strategy.
CO2-PSO2	2	The students can learn to use teamwork and leadership in the process of Implementation, Evaluation and Control of Strategy.
CO3-PO1	3	The students can build knowledge and skill on internal and external environments of business for decision making.
CO3-PO2	2	The students can apply knowledge on various environmental factors influencing business
CO3-PO3	2	The students can evaluate the environmental aspects of a business for decision making.
CO3-PO4	2	The students can learn decision making based on internal and external environments of a business.
CO3-PO5	2	The students can improve proficiency in the decision making with better understanding of internal and external environments
CO3-PSO1	3	The students learn to apply the knowledge for problem solving and decision making based on internal and external environments
CO3-PSO2	2	The knowledge gained in internal and external environments of business enable the students to have better use of teamwork

CO4-PO1	2	The students gain knowledge to analyze the phases of Strategic Management
CO4-PO2	3	The students can apply knowledge and skills in the Process of Strategic Management
CO4-PO3	2	The students learn to analyse the process of Strategic Management
CO4-PO4	1	The students can evaluate and develop skills to transform Strategic Management process in a better way
CO4-PO5	2	The students can improve professionalism in the field of Strategic Management
CO4-PSO1	2	The students learn to apply their knowledge and decision making to transform each phase of Strategic management
CO4-PSO2	2	The students can make use of communication and leadership to develop business strategies in the area of Strategic management
CO5-PO1	3	The students build knowledge on how to evaluate the business situations
CO5-PO2	3	The students learn to apply their skills on competitor analysis and portfolio analysis.
CO5-PO3	2	The students can evaluate various alternatives based on competition
CO5-PO4	2	The students can learn to develop their skills to do competitor analysis and portfolio analysis.
CO5-PO5	2	The students improve proficiency in analysing competition forces.
CO5-PSO1	2	The students learn to apply knowledge of problem-solving skill and decision making to evaluate the business situations
CO5-PSO2	2	The students can make use of teamwork and leadership to do portfolio analysis.

20MBA220 HR CONSULTING: PROFESSION AND PRACTICE

Semester : **FOUR**

Course Title : HR CONSULTING: PROFESSION AND PRACTICE

Course Code : 20MBA220

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Explain the role and competencies required for a consultant to solve business issues.	K2

CO 2	Build and maintain client consultant relationships to gain contracts.	K5
CO 3	Apply consulting frameworks, tools and techniques to diagnose issues and develop	K3
CO 4	Recommend solutions adhering to the standards and compliance with the laws.	K5
CO 5	Choose consulting areas in HRM and effectively partner with clients	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	-	-	-	-	-	3	3	1
CO2	2	2	2	1	2	-	-	-	-	-	3	3	1
CO3	3	3	1	3	2	-	-	-	-	-	3	3	1
CO4	2	3	3	3	3	-	-	-	-	-	3	3	1
CO5	2	2	1	2	2	-	-	-	-	-	3	3	1
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	2	2	2	2	-	-	-	-	-	3	3	1

Mapping	Mapping Level	Justifications
CO1-PO1	1	The students can build knowledge to solve business issues.
CO1-PO2	2	The students can apply their skills and competencies required for a consultant
CO1-PO3	2	The students can evaluate the business issues by developing various competencies through this course
CO1-PO4	3	The students can develop their skills to recall various concepts relating to consulting
CO1-PO5	2	The students can improve their proficiency in the field of consulting

CO1-PSO1	3	The students can apply the knowledge of consulting to deal with various business problems.
CO1-PSO2	3	The students can learn to use teamwork and leadership in the process of consulting
CO1-PSO3	1	The students can motivate themselves through various consulting skills and enable to have better life long learning
CO2-PO1	2	The students can build knowledge and skill to build client consultant relationships.
CO2-PO2	2	The students can apply skills to solve problems during the client consultant relationships
CO2-PO3	2	The students can evaluate various strategies to make client consultant relationships better and efficient
CO2-PO4	1	The students can develop their skills to facilitate client consultant relationships
CO2-PO5	2	The students can develop proficiency in maintaining client consultant relationships
CO2-PSO1	3	The students can apply knowledge to gain contracts between client consultant relationships
CO2-PSO2	3	The students can learn to use teamwork and leadership in the process of client consultant relationships
CO2-PSO3	1	The students can motivate themselves to have better life long learning through consultant relationships
CO3-PO1	3	The students can build knowledge and skill to apply consulting frameworks
CO3-PO2	3	The students can apply knowledge to diagnose issues and develop solutions in consulting process
CO3-PO3	1	The students can evaluate tools and techniques to diagnose issues in the process of consulting
CO3-PO4	3	The students can learn decision making based on internal and external environments of a business.
CO3-PO5	2	The students can improve proficiency in the decision making with better understanding of frameworks, tools and techniques in consulting
CO3-PSO1	3	The students learn to apply the knowledge for problem solving and decision making in diagnosing issues and develop solutions in consulting
CO3-PSO2	3	The knowledge gained in consulting frameworks, tools and techniques enable the students to have better use of teamwork
CO3-PSO3	1	The students can motivate themselves to have better life long learning through developing right solutions

CO4-PO1	2	The students gain knowledge to recommend solutions in consulting
CO4-PO2	3	The students can apply knowledge and skills in the recommend solutions adhering to the standards
CO4-PO3	3	The students learn to analyse the solutions in compliance with the laws.
CO4-PO4	3	The students can evaluate and develop skills to recommend solutions in a better way
CO4-PO5	3	The students can improve professionalism in the field on adhering to the standards and compliance with the laws.
CO4-PSO1	3	The students learn to apply their knowledge and decision making to transform each phase of consulting
CO4-PSO2	3	The students can make use of communication and leadership to develop business strategies in the area of consulting
CO4-PSO3	1	The students can motivate themselves to have better learning through consulting
CO5-PO1	2	The students can build knowledge on how to choose consulting areas
CO5-PO2	2	The students learn to apply their skills on consulting areas
CO5-PO3	1	The students can evaluate various alternatives in the area of consulting
CO5-PO4	2	The students can learn to develop their skills to effectively partner with clients
CO5-PO5	2	The students improve proficiency in analysing consulting areas in HRM
CO5-PSO1	3	The students learn to apply knowledge of problem-solving skill and decision making to choose consulting areas
CO5-PSO2	3	The students can make use of teamwork and leadership to choose consulting functional areas
CO5-PSO3	1	The students can motivate themselves to have better partnership with clients

20MBA203 Rural Marketing

Semester : **FOUR**

Course Title : Rural Marketing

Course Code : 20MBA203

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Apply knowledge of rural markets and governance initiatives to develop marketing strategies that overcome constraints facing rural consumer contexts (K3)	K3

CO 2	Analyze the differences in the rural consumer in terms of social,cultural and technological factors through application of rural marketing research (K4)	K4
CO 3	Apply STP strategies in rural markets with specific tools and approaches that enable market success (K3)	K3
CO 4	Analyze marketing mix strategies to rural markets using methodologies and market orientations that target rural customers(K4)	K4
CO 5	Develop models of planned rural marketing frameworks that aid markets and societies centred in rural geographies (K6)	K6

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	-	-	-	-	-	-	-	-	-	3	-	-
2	3	3	-	-	-	-	-	-	-	-	3	-	-
3	3	3	-	-	-	-	-	-	-	-	3	-	-
4	3	3	-	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	3	-	-	-	-	-	-	-	3	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students shall be knowledgeable and skilful in rural markets and governance initiatives to develop marketing strategies that overcome constraints facing rural consumer contexts
CO1-PSO1	1	The students shall be knowledgeable and skilful in problem solving and decision-making in the area of rural marketing

CO2-PO1	3	The students shall be knowledgeable and skilful in rural research and understand rural customers contexts
CO2-PO2	1	The students shall be knowledgeable to problem solve using the differences in the rural customer profile
CO2-PSO1	1	The students shall be knowledgeable and skilful in problem solving and decision making in the area of rural marketing
CO3-PO1	3	The students shall be knowledgeable and skilful in rural markets and apply specific tools and approaches that enable market success
CO3-PO2	3	The students shall be able to apply STP strategies to problem solve in rural markets to enable market success
CO3-PSO1	2	The students shall be able to apply STP strategies to problem solve in rural markets
CO4-PO1	3	The students shall be knowledgeable and skilful in rural markets and apply marketing mix strategies to enable market success
CO4-PO2	2	The students shall be able to apply marketing mix strategies to problem solve in rural markets to enable market success
CO4-PSO1	2	The students shall be able to apply marketing mix strategies to problem solve in rural markets
CO5-PO1	3	The students shall be knowledgeable and skilful in developing models of planned rural marketing frameworks that aid markets and societies centred in rural geographies
CO5-PO2		The students shall be able to apply models of planned rural marketing frameworks that aid markets and societies centred in rural geographies
CO5-PO3	2	The students shall be knowledgeable and skilful in developing models of planned rural marketing frameworks that aid markets and societies centred in rural geographies
CO5-PSO1	1	The students shall be able to apply developed models of planned rural marketing frameworks that aid markets and societies centred in rural geographies.

20MBA274 INNOVATION AND NEW PRODUCT MANAGEMENT

Semester : **FOUR**

Course Title : INNOVATION AND NEW PRODUCT MANAGEMENT

Course Code : 20MBA274

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Understand the types and models of innovation and the frameworks of innovation process (K2)	K2
CO 2	Analyze market adoption strategies and organizational characteristics for successful innovation (K4)	K4
CO 3	Understand the different strategic alliances and firm's intellectual property rights (K2)	K2
CO 4	Interpret the relationship between R&D and innovation strategies (K5)	K5
CO 5	Formulate pathways for new product development (K6)	K6

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	2	-	-	-	-	-	-	-	3	-	-
2	3	3	1	-	-	-	-	-	-	-	3	-	-
3	3	3	1	-	-	-	-	-	-	-	3	-	-
4	3	3	3	-	-	-	-	-	-	-	3	-	-
5	3	3	3	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	2	-	-	-	-	-	-	-	3	-	-

Mapping	Mapping Level	Justifications

CO1-PO1	3	The students gain knowledge on the types and models of innovation and the frameworks of innovation process
CO1-PO2	3	The students learn to apply the types and models of innovation and the framework of innovation process
CO1-PO3	2	The students can make decisions on Innovation by applying their knowledge in models of innovation and frameworks of innovation process
CO1-PSO1	3	The students can apply their knowledge on models of innovation and frameworks of innovation process to make decisions related to business innovation problems
CO2-PO1	3	The students gain knowledge on Market adoption strategies and organizational characteristics for successful innovation
CO2-PO2	3	The students learn to apply their knowledge in Market adoption strategies and organizational characteristics for successful innovation
CO2-PO3	1	The students may be able to make decisions on business innovation by applying their knowledge in Market adoption strategies and organizational characteristics for successful innovation
CO2-PSO1	3	The students can apply their knowledge in Market adoption strategies and organizational characteristics for successful innovation to make decisions related to Business Innovation
CO3-PO1	3	The students gain knowledge on different strategic alliances and firm's intellectual property rights
CO3-PO2	3	The students learn to apply their knowledge on different strategic alliances and firm's intellectual property rights
CO3-PO3	1	The students may be able to make decisions on Innovation by applying their knowledge on different strategic alliances and firm's intellectual property rights
CO3-PSO1	3	The students can apply their knowledge on different strategic alliances and firm's intellectual property rights to make good decisions on Innovation and new product management
CO4-PO1	3	The students gain knowledge on relationship between R&D and innovation strategies
CO4-PO2	3	The students learn to apply their knowledge on relationship between R&D and innovation strategies
CO4-PO3	3	The students can make decisions on Innovation and new product management by applying their knowledge on relationship between R&D and innovation strategies

CO4-PSO1	3	The students can apply their knowledge on relationship between R&D and innovation strategies to make good decisions on business innovation and new product management
CO5-PO1	3	The students gain knowledge on new product development
CO5-PO2	3	The students learn to apply their knowledge on new product development
CO5-PO3	3	The students can make decisions on Business innovation and new product management by applying their knowledge on new product development
CO5-PSO1	3	The students can apply their knowledge on new product development to make decisions on Business innovation and new product management

20MBA240 Insurance Management

Semester : **FOUR**

Course Title : Insurance Management

Course Code : 20MBA240

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Recall the concepts pertaining to life insurance and general insurance (K1)	K1
CO 2	Illustrate the key elements of the life insurance products and services (K2)	K2
CO 3	Design life insurance cover strategy for clients (K5)	K5
CO 4	Compare and contrast insurance plans ; Analyze and use risk management technique (K4)	K4
CO 5	Facilitate the compliance required for acquiring the policy and settlement of claims (K2)	K2

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	1	1	-	-	-	-	-	-	-	3	-	-
CO2	3	1	1	-	-	-	-	-	-	-	3	-	-
CO3	3	1	1	-	-	-	-	-	-	-	3	-	-
CO4	3	1	1	-	-	-	-	-	-	-	3	-	-

C05	3	1	1	-	-	-	-	-	-	-	3	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	1	1	-	-	-	-	-	-	-	3	-	-

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students gain knowledge on principles of life insurance and general insurance
CO1-PO2	1	The students learn to apply the principles of insurance for evaluating life insurance policies
CO1-PO3	1	The students can evaluate the various insurance claims based on principles of insurance
CO1-PSO1	3	The students learn to use insurance principles in real life business scenario
CO2-PO1	3	The students understand the various elements of life insurance products
CO2-PO2	1	The students learn to use the knowledge in insurance for evaluating various life insurance schemes
CO2-PO5	1	The students learn to choose among different life insurance policies
CO2-PSO1	3	The students learn to evaluate the various life insurance policies in the market and suggest the best policies for clients
CO3-PO1	3	The students gain knowledge on the various schemes available for life insurance coverage
CO3-PO2	1	The students learn to design life insurance cover strategy for clients
CO3-PO5	1	The students learn to choose the best cover strategy for clients
CO3-PSO1	3	The students can apply life insurance cover strategies for real life situations
CO4-PO1	3	The students learn different types of risks associated with insurance

CO4-PO2	1	The students learn to apply risk management techniques to assess the risk of insurance policies
CO4-PO3	1	The students learn to decide premium level of insurance based on risk
CO4-PSO1	3	The students learn to manage risks based on risk management techniques
CO5-PO1	3	The students gain knowledge on settlement of claims
CO5-PO2	1	The students learn to assess loss associated with risk
CO5-PO3	1	The students can take decisions on insurance claims
CO5-PSO1	3	The students can apply knowledge of insurance in insurance problem solving

20MBA262 Digital and Social Media Marketing

Semester : **FOUR**

Course Title : Digital and Social Media Marketing

Course Code : 20MBA262

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Identify various dynamic, paid, owned and earned media (K2)	K2
CO 2	Compare page optimisation techniques, with off page optimisation techniques (K3)	K3
CO 3	Design ad according to google ad structure and also create a suitable landing page (K5)	K5
CO 4	Determine the most suitable social media platform for a social media campaign	K4
CO 5	Illustrate in born marketing methodology for driving online traffic	K2

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	3	1	3	1	-	-	-	-	-	3	3	1
CO2	3	3	1	2	3	-	-	-	-	-	3	3	1
CO3	3	1	3	1	3	-	-	-	-	-	3	1	3
CO4	3	3	1	2	1	-	-	-	-	-	3	3	1
CO5	3	3	1	1	1	-	-	-	-	-	3	3	1
-	-	-	-	-	-	-	-	-	-	-	-	-	-

-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	1	2	2	-	-	-	-	-	3	3	1

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students gain knowledge on concepts of digital marketig
CO1-PO2	2	The students are equipped with apply digital marketing communication strategies in business situations
CO1-PO3	2	Students can take decisions on digital marketing communication techniques in an innovative way
CO1-PO4	1	By learning digital marketing communication techniques, students can possess entrepreneurial skills
CO1-PO5	1	By learning the fundamentals of digital marketing , the students can communicate effectively in marketing environment
CO1-PSO1	1	Applying the outcomes of concepts with the current techniques and skills necessary for manager to practice in digital marketing organization
CO2-PO1	3	Students get a theoretical understading of digital marketing
CO2-PO2	2	Having the knowledge of digitalmarketing communication, students have an ability to develop strategies to operate in digital marketing companies
CO2-PO3	1	Students can learn to assess digital marketing communication strategies
CO2-PO4	1	By learning regulatory environment in international environment, the students can develop entrepreneurial skills for setting up digital firm
CO2-PO5	1	By learning the fundamentals of digital marketing communication, the students learn to communicate effectively
CO2-PSO1	1	Students learn to apply their basic concepts of digital marketing communication for a variety of organizations
CO3-PO1	3	The students learn the concepts of online advertising

CO3-PO2	3	The students learn to create advertisements in digital platforms
CO3-PO3	2	The students learn to evaluate various advertisements with principles of AIDA
CO3-PO4	3	The students can work in a team to create online advertisements
CO3-PO5	2	The students learn to communicate effectively and professionally through advertisements
CO3-PSO1	2	The students learn to apply digital marketing communication strategies in online and offline media
CO4-PO1	3	The students learn the concepts of digital marketing marketi
CO4-PO2	3	The students learn to apply the concept of in marketing
CO4-PO3	2	The students develop capability to design marketing messages
CO4-PO4	2	Students are academically prepared for a managerial career in designing , developing digital advertisements
CO4-PO5	2	The students learn to communicate effectively and professionally marketing messages digitally
CO4-PSO1	2	The students learn to apply marketing communication strategies in online and offline media
CO5-PO1	3	The students learn the concepts of digital marketing trends
CO5-PO2	3	The students learn to create content marketing
CO5-PO3	2	The students learn to evaluate content marketing
CO5-PO4	2	The students can work in a team for managing corporate events
CO5-PO5	2	The students learn to communicate effectively through email marketing, content marketing etc
CO5-PSO1	1	The students learn to apply programmatic marketic techniques

20MBA216 TEAM DYNAMICS AND CROSS CULTURAL MANAGEMENT

Semester : **FOUR**

Course Title : TEAM DYNAMICS AND CROSS CULTURAL MANAGEMENT

Course Code : 20MBA216

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Evaluate the internal dyamics of team (K5)	K5

CO 2	Appraise the external dynamics of team (K4)	K4
CO 3	Analyze the cultural environment of business (K4)	K4
CO 4	Examine the effect of cultural values on management (K3)	K3
CO 5	Apply cross cultural management on functional areas for improved organizational effectiveness (K3)	K3

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1	3	2	2	2	3	-	-	-	-	-	3	2	2
CO2	3	2	2	2	3	-	-	-	-	-	3	2	2
CO3	2	3	3	1	3	-	-	-	-	-	2	3	3
CO4	2	2	2	3	3	-	-	-	-	-	2	2	2
CO5	3	3	2	2	3	-	-	-	-	-	3	3	2
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	2	2	2	3	-	-	-	-	-	3	2	2

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students learn to understand the dynamics of team
CO1-PO2	2	The students learn to appraise the team performance
CO1-PO3	2	The students learn team decision making

CO1-PO4	2	The students develop team intelligence
CO1-PO5	3	The students learn to communicate effectively during team conflicts
CO1-PSO1	3	The students learn to apply the knowledge of team dynamics in organizational settings
CO1-PSO2	2	The students learn to develop strategies for managing team conflicts
CO1-PSO3	2	The students can take decisions in a professional way
CO2-PO1	3	The students gain knowledge on external role of team members
CO2-PO2	2	The students can coach a team
CO2-PO3	2	The students can take decisions for reducing the negative effects of inter team conflict
CO2-PO4	2	The students can take leadership in team settings
CO2-PO5	3	The students learn to communicate professionally in cross cultural team
CO2-PSO1	3	The students learn to apply external dynamics of team in organizational settings
CO2-PSO2	2	The students can develop strategies for team work
CO2-PSO3	2	The students develop professionalism in interacting with team members
CO3-PO1	2	The students gain knowledge on culture and social groups
CO3-PO2	3	The learn to analyze different culture systematically
CO3-PO3	3	The students learn to take decisions in cultural context
CO3-PO4	1	The students develop skills to work in a multicultural team settings
CO3-PO5	3	The students learn to communicate professionally during cross cultural negotiations
CO3-PSO1	2	The students learn to apply the knowledge of cultural environment of team in organizational settings
CO3-PSO2	3	The students can develop strategies to manage cultural issues in mergers and acquisitions
CO3-PSO3	3	The students develop professionalism in cross cultural negotiations
CO4-PO1	2	The students gain knowledge on cultural values on management

CO4-PO2	2	The learn to analyze cultural constraints in a team
CO4-PO3	2	The students learn to take decisions based on cross cultural dimensions
CO4-PO4	3	The students develop skills to motivate and lead in a multicultural environment
CO4-PO5	3	The students learn to communicate professionally during strategic alliances
CO4-PSO1	2	The students learn to apply the knowledge of cultural value of management in organizational settings
CO4-PSO2	2	The students can develop strategies to overcome barriers in intercultural communication
CO4-PSO3	2	The students develop professionalism in managing cultural shock
CO5-PO1	3	The students gain knowledge on cross cultural management
CO5-PO2	3	The learn to analyze work force diversity
CO5-PO3	2	The students learn to take decisions on marketing mix in a multi cultural environment
CO5-PO4	2	The students learn product communication strategies in a multi cultural environment
CO5-PO5	3	The students learn to communicate professionally during cross cultural negotiations
CO5-PSO1	3	The students learn to apply the knowledge of BPR, TQM in organizational settings
CO5-PSO2	3	The students can develop strategies to manage cross cultural issues in human resource management
CO5-PSO3	2	The students develop professionalism in handling cross cultural issues in BPR

20MBA254 Customer Relationship Management

Semester : **FOUR**

Course Title : Customer Relationship Management

Course Code : 20MBA254

Course Outcomes (CO)

After the successful completion of this course, students will able to

No.	Course outcomes	Knowledge Level
CO 1	Understand the importance of customer relationship management in an organization (K2)	K2
CO 2	Analyse the approaches that an organisation should adopt to build and maintain relationship with customer (K4)	K4
CO 3	Appraise the technologies used in customer relationship management (K5)	K5
CO 4	Develop strategies to implement CRM in an organisation (K3)	K3
CO 5	Assess the impact of CRM on marketing channels (K5)	K5

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	3	3	2	3	3	-	-	-	1	-	3	3	2
2	3	3	3	3	3	-	-	-	1	-	3	3	2
3	3	3	3	3	3	-	-	-	1	-	3	3	2
4	3	3	3	3	3	-	-	-	1	-	3	3	2
5	3	3	3	3	3	-	-	-	1	-	3	3	2
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	3	3	3	3	3	-	-	-	1	-	3	3	2

Mapping	Mapping Level	Justifications
CO1-PO1	3	The students can gain knowledge about the importance of customer relationship management in an organization

CO1-PO2	3	The students can apply the the importance of customer relationship management in an organization for problems-solving
CO1-PO3	2	The students can evaluate the importance of customer relationship management in an organization that aid decision making
CO1-PO4	3	The students developed skills to work and lead effectively
CO1-PO5	3	The students improved professionalism
CO1-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying the importance of customer relationship management in an organization
CO1-PSO1	3	The students can apply the importance of customer relationship management in an organization for solving various business problems and decision-making
CO1-PSO2	3	The students make use of skills to develop business strategies
CO1-PSO3	2	The students learn to handle data in a professional way
CO2-PO1	3	The students can gain knowledge about approaches that an organisation should adopt to build and maintain relationship with customer
CO2-PO2	3	The students can apply the approaches that an organisation should adopt to build and maintain relationship with customer for problems-solving
CO2-PO3	3	The students can evaluate approaches that an organisation should adopt to build and maintain relationship with customer that aid decision making
CO2-PO4	3	The students developed skills to work and lead effectively
CO2-PO5	3	The students improved professionalism
CO2-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying approaches that an organisation should adopt to build and maintain relationship with customer
CO2-PSO1	3	The students can apply approaches that an organisation should adopt to build and maintain relationship with customer for solving various business problems and decision-making
CO2-PSO2	3	The students make use of skills to develop business strategies
CO2-PSO3	2	The students learn to handle data in a professional way

CO3-PO1	3	The students can gain knowledge about technologies used in customer relationship management
CO3-PO2	3	The students can apply the impact of technologies used in customer relationship management for problems-solving
CO3-PO3	3	The students can evaluate technologies used in customer relationship management that aid decision making
CO3-PO4	3	The students developed skills to work and lead effectively
CO3-PO5	3	The students improved professionalism
CO3-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying technologies used in customer relationship management
CO3-PSO1	3	The students can apply technologies used in customer relationship management for solving various business problems and decision-making
CO3-PSO2	3	The students make use of skills to develop business strategies
CO3-PSO3	2	The students learn to handle data in a professional way
CO4-PO1	3	The students can gain knowledge to develop strategies to implement CRM in an organisation
CO4-PO2	3	The students can apply strategies to implement CRM in an organisation for problems-solving
CO4-PO3	3	The students can evaluate strategies to implement CRM in an organisation that aid decision making
CO4-PO4	3	The students developed skills to work and lead effectively
CO4-PO5	3	The students improved professionalism
CO4-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying strategies to implement CRM in an organisation
CO4-PSO1	3	The students can apply to develop strategies to implement CRM in an organisation for solving various business problems and decision-making
CO4-PSO2	3	The students make use of skills to develop business strategies
CO4-PSO3	2	The students learn to handle data in a professional way
CO5-PO1	3	The students can gain knowledge the impact of CRM on marketing channels
CO5-PO2	3	The students can apply the impact of CRM on marketing channels for problems-solving

CO5-PO3	3	The students can evaluate the impact of CRM on marketing channels that aid decision making
CO5-PO4	3	The students developed skills to work and lead effectively
CO5-PO5	3	The students improved professionalism
CO5-PO9	1	The students perceive the importance of continuous acquisition of skills through identifying the impact of CRM on marketing channels
CO5-PSO1	3	The students can apply the impact of CRM on marketing channels for solving various business problems and decision-making
CO5-PSO2	3	The students make use of skills to develop business strategies
CO5-PSO3	2	The students learn to handle data in a professional way

20MBA351 PROJECT

Semester : **FOUR**

Course Title : PROJECT

Course Code : 20MBA351

Course Outcomes (CO)

After the successful completion of this course, students will be able to

No.	Course outcomes	Knowledge Level
CO 1	Integrate Theory and practice of Management(K3)	K3
CO 2	Understand the dynamics of a specific industry (K2)	K2
CO 3	Acquaint themselves with various issues pertaining to an industry (K3)	K3
CO 4	Provide a cross-functional perspective of the functioning of a business enterprise and industry(K4)	K4

CO – PO Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
1	2	2	1	2	1	-	-	-	-	-	2	2	1
2	2	1	1	1	1	-	-	-	-	-	2	1	1
3	2	1	2	1	2	-	-	-	-	-	2	1	1
4	1	1	2	1	2	-	-	-	-	-	1	1	1
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average	2	1	2	1	2	-	-	-	-	-	2	1	1

Mapping	Mapping Level	Justifications
CO1-PO1	2	The students can gain knowledge to Integrate Theory and practice of Management
CO1-PO2	2	The students can apply the fundamental concepts of theory for problems-solving
CO1-PO3	1	The students can evaluate and integrate theory and practice of Management that aid decision making
CO1-PO4	2	The students developed skills to work and lead effectively
CO1-PO5	1	The students improved professionalism
CO1-PSO1	2	The students can apply the knowledge gained in theory and practice of Management for solving various business problems and decision-making
CO1-PSO2	2	The students make use of skills to integrate theory and practice of Management
CO1-PSO3	1	The students learn to handle data in a professional way
CO2-PO1	2	The students can gain knowledge to understand the dynamics of a specific industry

CO2-PO2	1	The students can apply the dynamics of a specific industry for problems-solving
CO2-PO3	1	The students can evaluate the dynamics of a specific industry that aid decision making
CO2-PO4	1	The students developed skills to work and lead effectively
CO2-PO5	1	The students improved professionalism
CO2-PSO1	2	The students can apply the dynamics of a specific industry for solving various business problems and decision-making
CO2-PSO2	1	The students make use of skills to understand the dynamics of a specific industry
CO2-PSO3	1	The students learn to handle data in a professional way
CO3-PO1	2	The students can gain knowledge about various issues pertaining to an industry
CO3-PO2	1	The students learn to acquaint themselves with various issues pertaining to an industry for problems-solving
CO3-PO3	2	The students can evaluate various issues pertaining to an industry that aid decision making
CO3-PO4	1	The students developed skills to work and lead effectively
CO3-PO5	2	The students improved professionalism
CO3-PSO1	2	The students can identify various issues pertaining to an industry for solving various business problems and decision-making
CO3-PSO2	1	The students make use of skills to acquaint themselves with various issues pertaining to an industry
CO3-PSO3	1	The students learn to handle data in a professional way
CO5-PO1	1	The students can gain knowledge to provide a cross-functional perspective of the functioning of a business enterprise and industry
CO5-PO2	1	The students can apply a cross-functional perspective of the functioning of a business enterprise and industry for problems-solving
CO5-PO3	2	The students can evaluate the impact of cross-functional perspective of the functioning of a business enterprise and industry that aid decision making

CO5-PO4	1	The students developed skills to work and lead effectively
CO5-PO5	2	The students improved professionalism
CO5-PSO1	1	The students can apply the cross-functional perspective of the functioning of a business enterprise and industry for solving various business problems and decision-making
CO5-PSO2	1	The students make use of a cross-functional perspective of the functioning of a business enterprise and industry
CO5-PSO3	1	The students learn to handle data in a professional way

5. CO–PO–PSO attainment calculation process

Course Outcomes (COs) defines the learning skills the student should achieve when he/she completes a course. Course Outcomes are statements clearly describing the specific type and level of new learning students will have achieved – and can reliably demonstrate– by the end of a course. The COs are developed based on the course syllabus as given from the University giving emphasis on Programme Outcomes (POs) and Programme Specific Outcomes (PSOs).

Each course under the MBA Programme has a specific set of COs. These COs are set to various target levels based on Revised Bloom’s Taxonomy. The COs of a course is established by the faculty member who is assigned with the course having the desired specialization in consultation with the stream coordinator.

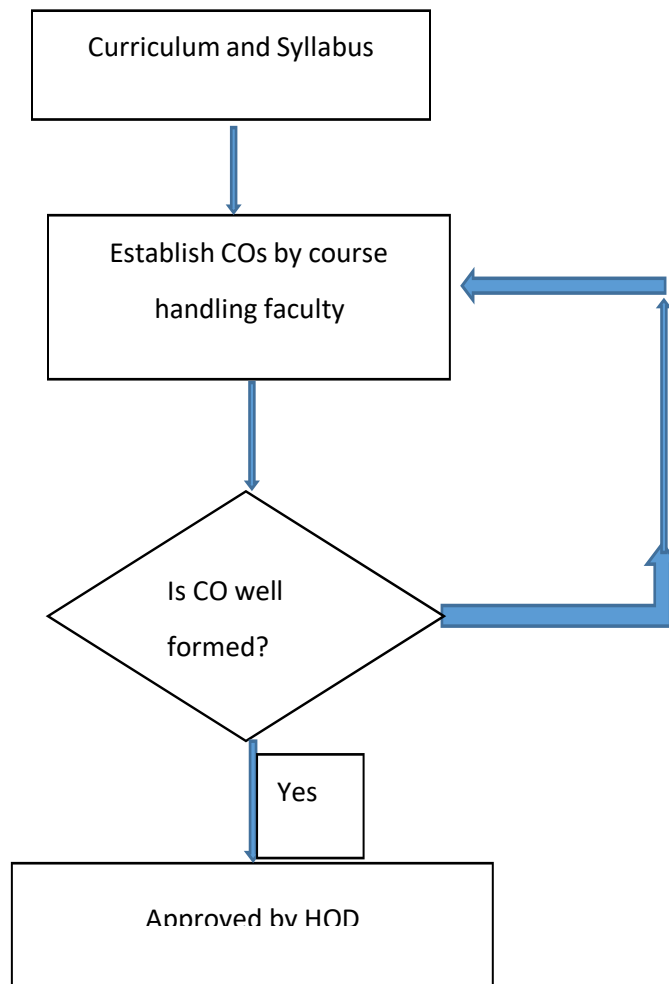


Figure 1: CO Fixation Process

The CO attainment of each student is calculated from his/her performance from various evaluations during the semester like internal tests, assignments, university exam, project presentations etc. The CO attainment is a very important part in the calculation of Programme Outcome. The COs of each course is provided by the university.

Direct Assessment comprises of Continuous Internal Evaluation (CIE) by faculty and End Semester Examination (ESE) by university. CIE is done by internal tests and assignments. This assessment is done giving 70% weightage for marks obtained in internal exams and assignments

taken together, remaining 30% weightage for marks obtained in university exam. Indirect assessment is done through course exit survey at the end of each semester.

Assessment tool	Assessment Process
Internal Tests	<ul style="list-style-type: none"> ➤ After commencement of the course, two internal tests are scheduled in accordance with the academic calendar of events. ➤ The entire exam schedule is supervised by the Exam cell. ➤ The faculty member will prepare the Question papers in which cognitive level is based on Revised Blooms Taxonomy for the respective course and is submitted to the stream coordinator to check the quality and correctness of the question paper. ➤ This question paper is collected by the exam cell coordinator of the department well in advance. ➤ The course in-charges prepares evaluation scheme and solutions for each test and evaluate the performance of students as per the evaluation scheme.
Assignments	<ul style="list-style-type: none"> ➤ The assignment questions are planned during the course plan by the faculty member. ➤ After commencement of the course, minimum two assignments, is scheduled in accordance with the academic calendar of events. ➤ The questions follow the cognitive levels as per Revised Blooms Taxonomy.
End Semester Examinations (ESE)	<ul style="list-style-type: none"> ➤ Conducted by the university. ➤ Conduct of exams, evaluation and publication of the results are done by the University.

Various Tools for Direct Assessment of Projects

Assessment tool	Assessment Process
Continuous Internal Evaluation (CIE)	<ul style="list-style-type: none">➤ Project guide continuously monitor the progress project/seminar.➤ An evaluation panel is constituted by the Head of the Department.➤ The project/seminar guide along with coordinator and Panel of evaluation members conduct a minimum of 3 reviews and submit the Internal Assessment marks to the Coordinator.

Various Tools for Indirect Assessment for all courses

Assessment tool	Assessment Process
Course Exit Survey	<ul style="list-style-type: none">➤ Course exit survey is conducted at the end of the course by the faculty member.➤ The data is evaluated on a five-point scale.

Record the attainment of Course Outcome of all courses with respect to set attainment levels

The attainment of Course Outcomes is evaluated by direct assessment tools and indirect assessment tools. The direct assessment contributes 80% of the CO attainment while the remaining 20% is contributed by the indirect assessment. Direct Assessment comprises of internal assessment by faculty and external assessment by university. This assessment is done giving 70% weightage for marks obtained in internal exams and assignments taken together, remaining 30% weightage for marks obtained in university exam. Indirect assessment is done through course exit survey at the end of each semester.

Fixing Target Values

Prior to the calculation of course outcome, initially a target value is fixed for each COs based on Revised Bloom's Taxonomy.

K1 level CO - 70%

K2 level CO - 60%

K3 level or above 50%

Fixing Target Grade for University Examinations

The Department Advisory Committee (DAC) has chosen the initial target grade of the university examination based on the previous results of the same course. If the course is new, the toughness level of the course is considered to set the target value by DAC. Based on the percentage of the students attaining the specified target grade, attainment level is set.

The marks scored by each student in internal exams and assignments for each CO is entered separately along with the university grades into an internally developed template for calculation purpose. Course exit survey is carried out by the respective faculty member at the end of each course in a five-point scale. This feedback is also evaluated for final attainment calculations.

When the attainment level is 3 for all course outcomes, the target is achieved for the batch for which computation is made. Once the target is achieved, the target is to be revised and set as; Attained target value + 5% fixed to the next multiple of 5. When the course is offered for the next time without target attainment, the target values are to be retained same till it is achieved.

Table Grading system of APJAKTU for university examinations (2020 regulations)

Grade and Grade Points		
Grades	Grade Point (GP)	% of Total Marks obtained in the course
S	10	90% and above
A+	9.0	85% and above but less than 90%
A	8.5	80% and above but less than 85%
B+	8.0	75% and above but less than 80%
B	7.5	70% and above but less than 75%
C+	7.0	65% and above but less than 70%
C	6.5	60% and above but less than 65%
D	6.0	55% and above but less than 60%
P (Pass)	5.5	50% and above but less than 55%
F (Fail)	0	Below 50% (CIE + ESE) or Below 40% for ESE
FE	0	Failed due to lack of eligibility criteria (R6.6)

Table Course Outcome Assessment Rubrics

Assessment Tool	Attainment Level			
	3	2	1	0
CIE	More than 70% of students scoring target value	More than 60% and up to 70% of students scoring target value	From 50% and up to 60% of students scoring target value	Less than 50% of students scoring target value
ESE	More than 70% of students scoring target grade	More than 60% and up to 70% of students scoring target grade	From 50% and up to 60% of students scoring target grade	Less than 50% of students scoring target grade
Course Exit Survey	More than 70% of students scoring target value	More than 60% and up to 70% of students scoring target value	From 50% and up to 60% of students scoring target value	Less than 50% of students scoring target value

Process of calculation of CO Attainment

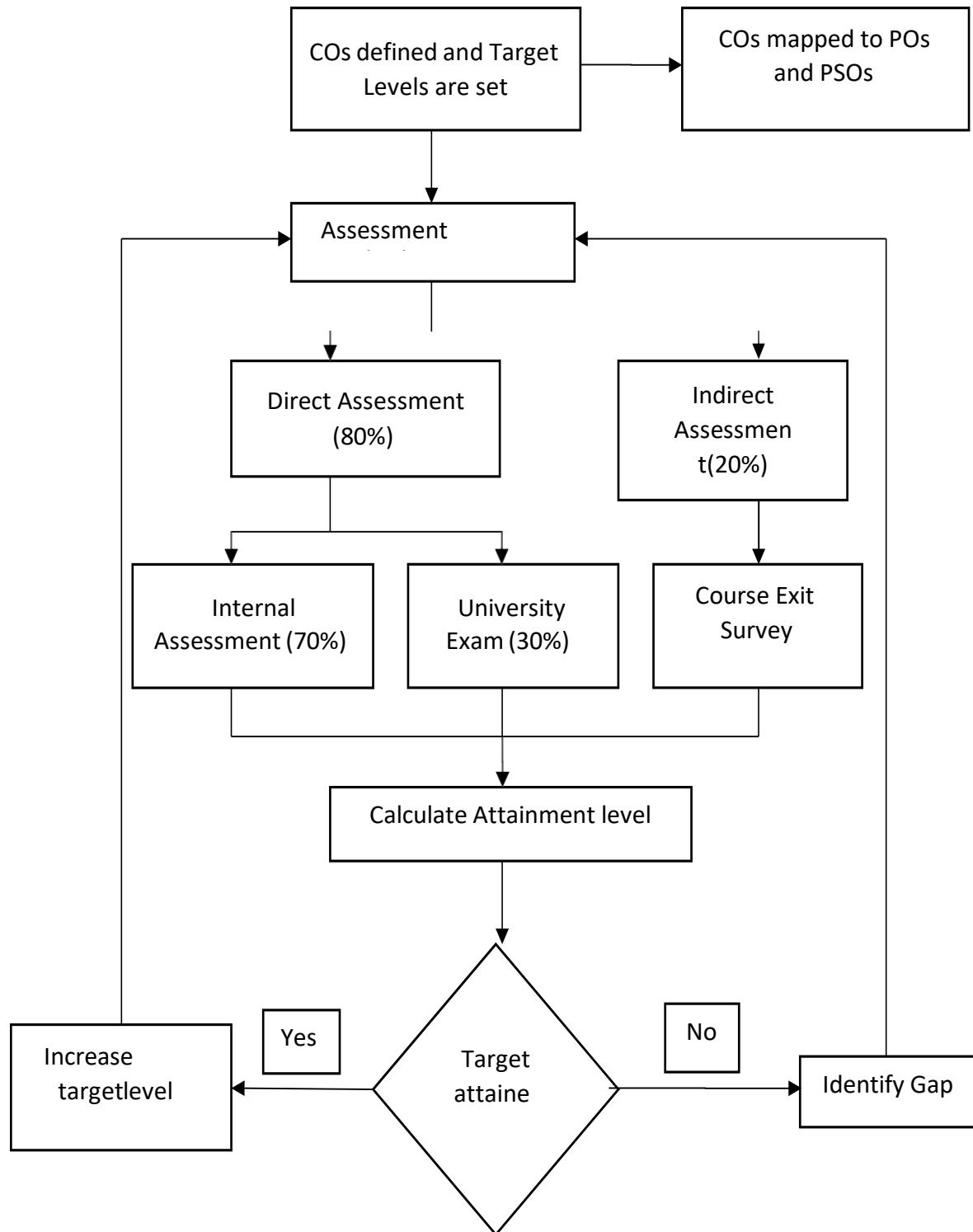


Table of Sample CO Attainment-Course Code

CO	Internal Test 1	Internal Test 2	Assignments	Total attainment tCIE	End Semester Examination	Direct CO Attainment (70% CIE+30%ESE)	Indirect CO	CO Attainment (80% Direct Attainment + 20% indirect attainment)
1	3	-	-	3	3	3	3	3
2	3	3	-	3	3	3	3	3
3	-	3	-	3	3	3	3	3
4	-	3	3	3	3	3	3	3
5	-	-	3	3	3	3	3	3
Average				3	3	3	3	3

Course Outcome Attainment 2020-2022 batch

Course Number		Sem	CO1	CO2	CO3	CO4	CO5
20mba101	INTRODUCTION TO BUSINESS (ITB)	S1	3	3	3	3	3
20mba103	QUANTITATIVE TECHNIQUES FOR MANAGERS(QTM)	S1	3	2.82	3	3	3
20mba105	ORGANIZATIONAL BEHAVIOUR (OB)	S1	2.6	3	3	3	3
20mba107	BUSINESS ECONOMICS (BE)	S1	3	3	3	3	3
20mba109	INFORMATION SYSTEMS FOR MANAGERS (ISM)	S1	0.92	3	3	3	3
20mba111	ACCOUNTING FOR MANAGERS (AFM)	S1	3	3	3	3	3

20mba113	ETHICS, GOVERNANCE AND CORPORATE RESPONSIBILITY (EGCR)	S1	3	3	3	3	3
20mba115	LEGAL SYSTEMS FOR BUSINESS (LSB)	S1	3	3	3	3	3

20mba114	ENTREPRENEURSHIP DEVELOPMENT	S2	2.16	2.16	1.88	2.44	2.16
20mba102	MARKETING MANAGEMENT (MM)	S2	3	2.72	3	1.32	3
20mba104	FINACIAL MANAGEMENT (FM)	S2	3	2.72	3	2.16	1.32
20mba106	HUMAN RESOURCE MANAGEMENT (HRM)	S2	3	3	3	2.72	3
20mba108	OPERATIONS MANAGEMENT (OM)	S2	3	2.16	1.88	2.44	2.44
20mba110	OPERATIONS RESEARCH (OR)	S2	2.44	3	1.48	1.88	2.16
20mba112	RESEARCH FOR MANAGERIAL DECISIONS (RMD)	S2	3	3	3	2.16	3
20mbanc2	INTEGRATED DISASTER MANAGEMENT	S2	2.28	2.28	2.28	2.28	2.28

20mba201	INTERNATIONAL BUSINESS (IB)	S3	0.92	3	1.76	3	1.32
20mba203	BUSINESS ANALYTICS (BA)	S3	2.16	2.44	1.32	2.44	2.72
20mba215	LEADERSHIP, INFLUENCE & POWER (LPI)	S3	2.28	1.54	0.6	2.28	0.6

20mba237	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (SAPM)	S3	1.92	1.08	1.92	1.64	1.92
20mba239	MANAGING BANKS AND FINANCIAL INSTITUTIONS (MBFI)	S3	0.88	1.32	0.48	1.92	2.2
20mba249	NBFCS& MICRO FINANCE (NBFC)	S3	2.44	3	2.72	1.88	2.72
20mba253	B2B MARKETING (B2B)	S3	2.76	1.04	1.08	2.76	2.2
20mba259	INTEGRATED MARKETING COMMUNICATIONS (IMC)	S3	0.92	3	2.44	2.62	2.82
20mba263	RETAIL MANAGEMENT (RM)	S3	2.44	2.44	2.44	2.16	3
20mba267	BRAND MANAGEMENT (BM)	S3	1.88	2.44	1.88	2.44	2.16
20mba271	SUPPLY CHAIN MANAGEMENT (SCM)	S3	2.76	1.04	1.08	2.76	2.2
20mba277	SIX SIGMA & TQM (SSTQM)	S3	3	3	3	3	3
20mba351	INTERNSHIP	S3	3	3	3		
20mba202	STRATEGIC MANAGEMENT (SM)	S4	1.04	1.44	1.6	0.6	1.44
20mba204	INDUSTRY 4.0 AND AI APPLICATIONS FO RBUSINESS	S4	1.3	3	1.81	3	2.05
20mba216	TEAM DYNAMICS& CROSS CULTURAL MANAGEMENT(TDCCM)	S4	2.88	1.44	1.44	1.44	1.44

20mba220	HR CONSULTING: PROFESSION AND PRACTICE (HRCPP)	S4	3	1.88	2.16	3	3
20mba232	FINANCIAL INFORMATION ANALYSIS (FIA)	S4	1.12	1.88	2.44	1.32	1.32
20mba238	STRATEGIC FINANCIAL MANAGEMENT(SFM)	S4	0.6	0.6	1.44	1.16	1.44
20mba240	INSURANCE MANAGEMENT (IM)	S4	1.56	0.72	3	1.32	2.4
20mba254	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	S4	0.88	1.44	1.25	1.63	1.63
20mba256	RURAL MARKETING (R.MKTNG)	S4	3	2.44	3	2.16	2.72
20mba262	DIGITAL AND SOCIAL MEDIA MARKETING (DSMM)	S4	2.8	2.72	2.82	1.88	0.72
20mba274	INNOVATION AND NEW PRODUCT MANAGEMENT (INPM)	S4	2.88	3	3	3	3
20mba352	PROJECT & COMPREHENSIVE VIVA VOCE	S4	3	3	3	3	3

Attainment of Program Outcomes and Program Specific Outcomes

POs and PSOs are assessed based on direct and indirect methods. The assessment tools used for attainment of POs and PSOs are as follows:

Direct Attainment Method

The average of the CO-PO/PSO attainment values of each course with respect to CIE and ESE is tabulated and the average of each POs and PSOs of all courses are considered as the attainment value. The contribution from direct assessment in POs and PSOs attainment is 80%.

Indirect Attainment Method

Indirect attainment is calculated by conducting program exit survey. The program exit survey is conducted for final year students at the end of the programme. The data is evaluated as a five-point scale. The contribution from indirect assessment in POs and PSOs attainment is 20%.