

| PSO No | PSO DESCRIPTION |
|--------|-----------------|
| PSO1   | NA              |
| PSO2   | NA              |
| PSO3   | NA              |

**Course Outcomes During 2020-21 (For Naac)**

**2020-22 BATCH**

Ist Sem

| Course Code   | Course Outcomes | Description  |     |     |     |     |     |
|---------------|-----------------|--|-----|-----|-----|-----|-----|
| 20MBA11       | CO1             | Gain practical experience in the field of Management and Organization Behaviour  |     |     |     |     |     |
|               | CO2             | Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behaviour   |     |     |     |     |     |
|               | CO3             | Apply managerial and behaviour knowledge in real world situations  |     |     |     |     |     |
|               | CO4             | Develop a greater understanding about Management and Behavioral aspects to analyze the concepts related to individual behavior, attitude, perception and personality |     |     |     |     |     |
|               | CO5             | Understand and demonstrate their exposure on recent trends in management.  |     |     |     |     |     |
| CO-PO-MAPPING |                 |  |     |     |     |     |     |
|               | PO1             | PO2  | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1           | 3               |  |     |     |     |     |     |
| CO2           |                 | 3  |     | 1   | 2   |     |     |
| CO3           |                 |  |     |     | 2   |     |     |
| CO4           |                 |  | 2   | 1   |     |     |     |
| CO5           |                 |  |     | 2   | 2   |     |     |
| 20MBA12       | CO1             | The student will understand the application of Economic Principles in Management decision making.  |     |     |     |     |     |
|               | CO2             | The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.  |     |     |     |     |     |
|               | CO3             | The Student will be able to understand, assess and forecast Demand.  |     |     |     |     |     |
|               | CO4             | The student will apply the concepts of production and cost for optimization of production.   |     |     |     |     |     |
|               | CO5             | The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure                            |     |     |     |     |     |
|               | CO6             | The student will be able to understand macroeconomic concepts  |     |     |     |     |     |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     |     |     |     |
| CO2 |     | 2   |     |     |     |     |     |
| CO3 |     |     | 2   |     |     |     |     |
| CO4 |     |     |     | 2   |     |     |     |
| CO5 |     |     |     |     | 2   |     |     |
| CO6 |     |     |     |     |     | 2   |     |

|                |     |  |
|----------------|-----|--|
| <b>20MBA13</b> | CO1 | Demonstrate theoretical knowledge and its application in real time accounting.     |
|                | CO2 | Capable of preparing financial statement of companies                              |
|                | CO3 | Independently undertake financial statement analysis and take decisions.           |
|                | CO4 | Analyze the results after applying various costing methods and techniques.         |
|                | CO5 | Comprehend emerging trends in accounting and computerization of Accounting systems |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     |     |     |     |
| CO2 |     | 1   | 1   |     |     |     |     |
| CO3 |     |     | 1   | 2   | 1   |     |     |
| CO4 | 1   |     |     | 2   |     |     |     |
| CO5 | 1   |     |     |     |     |     |     |

|                |     |  |
|----------------|-----|--|
| <b>20MBA14</b> | CO1 | To make the students learn about the applications of statistical tools and techniques in decision making.      |
|                | CO2 | To emphasize the need for statistics and decision models in solving business problems.                         |
|                | CO3 | To enhance the knowledge on descriptive and inferential statistics.  |
|                | CO4 | To familiarize the students with analytical package MS Excel   |
|                | CO5 | To develop analytical skills in students in order to comprehend and practice data analysis at different levels |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     |     |     |     |
| CO2 | 2   |     |     | 2   |     |     |     |
| CO3 |     | 2   |     |     |     |     |     |
| CO4 |     |     | 1   |     | 1   |     |     |
| CO5 |     | 2   |     |     |     |     |     |

|                |     |  |
|----------------|-----|--|
| <b>20MBA15</b> | CO1 | Develop an ability to assess the impact of the environment on marketing function.  |
|                | CO2 | To formulate marketing strategies that incorporate psychological and sociological factors which influence buying           |
|                | CO3 | Understand concept of Branding, development of product and significance of market segmentation, targeting and positioning. |
|                | CO4 | Identifying marketing channels and the concept of product distribution.  |
|                | CO5 | Identifying techniques of sales promotion, significance of marketing research.   |
|                | CO6 | Synthesize ideas into a viable marketing plan for various modes of marketing   |



**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 |     |     | 3   |     |     |     |     |
| CO2 | 3   | 3   | 2   |     | 3   |     |     |
| CO3 | 2   | 3   | 3   |     |     |     |     |
| CO4 | 2   |     |     | 3   |     |     |     |
| CO5 | 3   |     |     | 2   | 3   |     |     |

|                |     |  |
|----------------|-----|--|
| <b>20MBA16</b> | CO1 | The students will be aware of their communication skills and know their potential to become successful managers.   |
|                | CO2 | The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively  |
|                | CO3 | Students will get exposure in drafting business proposals to meet the challenges of competitive environment  |
|                | CO4 | The students will be introduced to the managerial communication practices in business those are in vogue.  |
|                | CO5 | Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations |

**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     |     |     |     |
| CO2 | 2   |     |     | 2   |     |     |     |
| CO3 |     | 2   |     |     |     |     |     |
| CO4 |     |     | 1   |     | 1   |     |     |
| CO5 |     | 2   |     |     |     |     |     |

**2<sup>nd</sup> Sem**

| <b>Course Code</b> | <b>Course Outcomes</b> | <b>Description</b>   |
|--------------------|------------------------|--|
| <b>20MBA21</b>     | CO1                    | Analyze practical experience in the field of Human Resource Concepts, functions and theories |
|                    | CO2                    | Acquire the conceptual insight of Human Resource and various functions of HR                 |
|                    | CO3                    | Apply personnel, managerial and welfare aspects of HR  |
|                    | CO4                    | Develop a greater understanding about HR practices, analyze the trends in the field of HR    |

**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     | 2   |     | 2   |     |     |
| CO2 |     | 2   |     | 2   |     |     |     |
| CO3 |     |     | 2   |     | 2   | 2   |     |
| CO4 |     |     |     | 2   |     | 2   |     |

|                |     |   |
|----------------|-----|---|
| <b>20MBA22</b> | CO1 | Understand the basic financial concepts |
|                | CO2 | Apply time value of money               |
|                | CO3 | Analyse the cost of capital             |

|  |     |  |
|--|-----|--|
|  | CO4 | Evaluate the investment decisions.                   |
|  | CO5 | Estimate working capital requirements                |
|  | CO6 | Analyse the capital structure and dividend decisions |

#### CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     |     |     |     |
| CO2 |     | 1   |     |     |     |     |     |
| CO3 |     | 1   | 2   |     |     |     |     |
| CO4 |     | 1   | 2   |     |     |     |     |
| CO5 |     |     |     | 2   |     |     |     |
| CO6 |     |     |     | 2   |     |     |     |

|                |     |  |
|----------------|-----|--|
| <b>20MBA23</b> | CO1 | Understand various research approaches, techniques and strategies in the appropriate in business.                                    |
|                | CO2 | Apply a range of quantitative / qualitative research techniques to business and day to day management problems.                      |
|                | CO3 | Demonstrate knowledge and understanding of data analysis, interpretation and report writing.   |
|                | CO4 | Develop necessary critical thinking skills in order to evaluate different research approaches in Business using excel in particular. |

#### CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 1   |     |     |     |     |     |     |
| CO2 | 2   |     |     | 1   |     |     |     |
| CO3 |     |     | 1   | 1   |     |     |     |
| CO4 |     | 2   |     | 1   |     |     |     |

|                |     |  |
|----------------|-----|--|
| <b>20MBA24</b> | CO1 | Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases |
|                | CO2 | Use appropriate quantitative techniques to get feasible and optimal solutions                              |
|                | CO3 | Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems          |
|                | CO4 | Understand and apply the network diagram for project completion  |

#### CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     |     |     |     |
| CO2 | 2   |     |     | 2   |     |     |     |
| CO3 |     | 2   |     |     |     |     |     |
| CO4 |     |     | 1   |     | 1   |     |     |

|                |     |  |
|----------------|-----|--|
| <b>20MBA25</b> | CO1 | Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose   |
|                | CO2 | Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage |
|                | CO3 | To give the students an insight on strategy at different levels of an organization to gain competitive Advantage.  |
|                | CO4 | To help students understand the strategic drive in multinational firms and their decisions in different markets  |
|                | CO5 | To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.  |



**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     | 2   |     |     |     |     |
| CO2 |     | 3   |     |     |     |     |     |
| CO3 | 2   |     | 3   |     |     |     |     |
| CO4 |     |     |     | 2   | 2   |     |     |
| CO5 |     | 3   | 2   |     |     |     |     |

|                |     |   |
|----------------|-----|---|
| <b>20MBA26</b> | CO1 | Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules in order to setup a business and to think creatively. |
|                | CO2 | To know about the various business models and B-Plans across Business sectors.  |
|                | CO3 | Able to understand the importance of marketing and different forms of businesses  |
|                | CO4 | Become aware about various sources of funding and institutions supporting entrepreneurs.  |
|                | CO5 | Awareness about legal aspects and ways to protect the ideas.  |
|                | CO6 | To understand the ways of starting a company and to know how to protect their idea  |

**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     | 3   |     | 3   |
| CO2 | 3   | 3   |     |     | 3   | 3   | 3   |
| CO3 | 3   |     | 3   | 3   |     |     | 3   |
| CO4 | 3   |     | 3   |     |     |     | 3   |
| CO5 | 3   |     | 3   |     | 3   | 2   | 3   |
| CO6 | 3   |     | 3   |     | 2   |     | 3   |

**3<sup>rd</sup> Semester**

| Course code          | Course outcome | Description  |
|----------------------|----------------|--|
| <b>20MBA30<br/>1</b> | CO1            | Identify different emerging technologies   |
|                      | CO2            | Select appropriate technology and tools for a given task                         |
|                      | CO3            | Identify necessary inputs for application of emerging technologies               |
|                      | CO4            | Understand the latest developments in the area of technology to support business |

**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     | 2   |     |     |     |     |
| CO2 |     | 2   |     | 2   |     |     |     |
| CO3 |     |     | 2   |     | 2   | 2   |     |
| CO4 |     |     |     | 2   |     | 2   |     |

|                      |     |   |
|----------------------|-----|---|
| <b>20MBA30<br/>2</b> | CO1 | Acquire the knowledge about the concepts of production and operation management |
|                      | CO2 | Demonstrate the basic concepts of process mapping                               |
|                      | CO3 | Evaluate the importance of Lean Manufacturing                                   |
|                      | CO4 | Develop strategies of Total quality management                                  |
|                      | CO5 | Understand the roles of ISO standards and production system                     |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     |     |     |     |
| CO2 | 2   |     |     | 2   |     |     |     |
| CO3 | 2   |     |     | 2   |     |     |     |
| CO4 | 2   |     | 2   |     | 2   |     |     |
| CO5 | 2   |     | 2   |     | 2   |     |     |

|                |     |  |
|----------------|-----|--|
| <b>20MBA26</b> | CO1 | Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively. |
|                | CO2 | To know about the various business models and B-Plans across Business sectors.   |
|                | CO3 | Able to understand the importance of marketing and different forms of businesses.  |
|                | CO4 | Become aware about various sources of funding and institutions supporting entrepreneurs.   |
|                | CO5 | Awareness about legal aspects and ways to protect the ideas.   |
|                | CO6 | To understand the ways of starting a company and to know how to protect their ideas.   |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     | 3   |     |     |
| CO2 | 2   | 1   |     |     | 2   |     |     |
| CO3 | 1   |     | 2   | 2   |     |     |     |
| CO4 | 2   |     | 2   |     |     |     |     |
| CO5 | 1   |     | 3   |     | 1   |     |     |
| CO6 | 1   |     | 3   |     | 2   |     |     |

## 3rd Sem

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAFM3<br/>03</b> | CO1 | Understand The capital markets and various instruments for investment  |
|                        | CO2 | Assess the risk and return associated with investments and methods to value securities   |
|                        | CO3 | Understand and analyze the economy, industry and company framework for investment management                                   |
|                        | CO4 | Understand and apply the theories of portfolio management and also the tools and techniques for efficient portfolio management |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     | 2   |     |     | 2   |     |
| CO2 | 3   | 2   |     | 3   |     | 3   |     |
| CO3 | 1   |     | 2   |     | 2   | 2   |     |
| CO4 | 2   |     |     | 4   | 4   | 4   |     |

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAFM3<br/>04</b> | CO1 | Understand the basics of taxation and process of computing residential status. |
|                        | CO2 | Calculate taxable income under different heads                                 |
|                        | CO3 | Understand deductions and calculation of tax liability of individuals          |
|                        | CO4 | Know the Corporate tax system  |



**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     |     |
| CO2 | 3   |     |     | 3   |     |     |     |
| CO3 | 3   |     |     |     |     |     |     |
| CO4 | 3   |     |     |     |     |     |     |

|                        |     |   |
|------------------------|-----|---|
| <b>20MBAFM3<br/>05</b> | CO1 | Students will be acquainted to various banking and non-banking financial services in India    |
|                        | CO2 | Students will understand the activities of merchant banking and credit rating                 |
|                        | CO3 | Students will be equipped to understand micro financing and other financial services in India |
|                        | CO4 | Students will be able to understand how to evaluate and compute hire purchase and leasing     |

**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     |     |
| CO2 |     | 3   |     |     |     |     | 3   |
| CO3 |     |     | 3   |     |     |     |     |
| CO4 | 3   |     |     | 3   |     | 3   |     |

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAFM3<br/>06</b> | CO1 | Get an overview of capital structure theories                            |
|                        | CO2 | Understand and assess the dividend policy of the firm.                   |
|                        | CO3 | Realize the importance of working capital in an organization.            |
|                        | CO4 | Be aware of the techniques of cash, inventory and receivables management |

**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     | 3   |     | 3   |     |     |
| CO2 | 2   | 2   | 3   |     |     |     |     |
| CO3 | 2   | 2   | 3   |     |     | 3   |     |
| CO4 | 2   | 2   |     | 3   | 3   |     | 3   |

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAHR3<br/>03</b> | CO1 | Gain the insights of various principles and practices of recruitment and selection in an industry  |
|                        | CO2 | Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries                       |
|                        | CO3 | Illustrate the application of recruitment and selection tools and techniques in various sectors.   |
|                        | CO4 | Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries. |

**CO-PO MAPPING**

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     |     |
| CO2 | 3   | 2   |     | 2   |     |     |     |
| CO3 | 2   |     |     |     |     | 3   |     |
| CO4 | 2   |     | 3   | 3   |     |     |     |

|                |     |  |     |     |     |     |     |
|----------------|-----|--|-----|-----|-----|-----|-----|
| 20MBAHR<br>304 | CO1 | Gain practical insight of HR Processes, HR analytics and predictive modelling used in HR functions   |     |     |     |     |     |
|                | CO2 | Acquire conceptual knowledge of HRA frameworks, models and approaches  |     |     |     |     |     |
|                | CO3 | Illustrate the application of datafication of HR, predictive analytics tools and techniques.   |     |     |     |     |     |
|                | CO4 | Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context.       |     |     |     |     |     |
| CO-PO MAPPING  |     |  |     |     |     |     |     |
|                | PO1 | PO2  | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1            | 2   |  | 2   |     |     | 2   |     |
| CO2            | 3   | 2  |     | 3   |     | 3   |     |
| CO3            | 1   |  | 2   |     | 2   | 2   |     |
| CO4            | 2   |  |     | 4   | 4   | 4   |     |
| 20MBAHR<br>305 | CO1 | Gain practical experience to labour legislations in India across various sectors   |     |     |     |     |     |
|                | CO2 | Acquire conceptual knowledge of industrial relations and labour laws followed within industries  |     |     |     |     |     |
|                | CO3 | Develop greater understanding of IR concepts and its applications in solving various issues in IR  |     |     |     |     |     |
|                | CO4 | Apply the IR and labour law concepts in various industries in India  |     |     |     |     |     |
| CO-PO MAPPING  |     |  |     |     |     |     |     |
|                | PO1 | PO2  | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1            | 3   |  |     |     |     |     |     |
| CO2            |     | 2  |     |     |     |     |     |
| CO3            |     | 2  | 3   |     |     |     |     |
| CO4            |     | 2  | 2   |     |     |     |     |
| 18MBAHR<br>306 | CO1 | Gain conceptual aspects of Compensation and benefits to achieve organizational goals   |     |     |     |     |     |
|                | CO2 | Determine the performance based compensation system for business excellence and solve various cases  |     |     |     |     |     |
|                | CO3 | Designing the compensation strategies for attraction, motivation and retaining high quality workforce.   |     |     |     |     |     |
|                | CO4 | Understand the legal and administrative issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus |     |     |     |     |     |
| CO-PO MAPPING  |     |  |     |     |     |     |     |
|                | PO1 | PO2  | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1            | 2   |  |     |     | 2   |     |     |
| CO2            | 3   | 2  | 2   |     |     |     |     |
| CO3            | 2   | 3  |     |     |     |     |     |
| CO4            | 2   |  |     | 3   | 3   |     |     |
| 20MBAM<br>M303 | CO1 | Develop an understanding about the various concepts and importance of Services Marketing.  |     |     |     |     |     |
|                | CO2 | Enhance knowledge about emerging issues and trends in the service sector.  |     |     |     |     |     |
|                | CO3 | Learn to implement service strategies to meet new challenges.  |     |     |     |     |     |



## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     |     |
| CO2 | 2   |     |     | 3   |     |     |     |
| CO3 | 3   |     | 2   |     | 3   |     |     |

|                        |     |   |
|------------------------|-----|---|
| <b>20MBAM<br/>M304</b> | CO1 | Comprehend the objectives of Market research & its application in solving marketing problems.                                 |
|                        | CO2 | Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data. |
|                        | CO3 | Generalize and interpret the data with the help of various measurement techniques.  |
|                        | CO4 | To understand the emergence of new trends in research.  |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     | 2   |     |     | 2   |     |
| CO2 | 3   | 2   |     | 3   |     | 3   |     |
| CO3 | 1   |     | 2   |     | 2   | 2   |     |
| CO4 | 2   |     |     | 1   | 3   | 2   |     |

|                        |     |   |
|------------------------|-----|---|
| <b>20MBAM<br/>M305</b> | CO1 | Explain the background and concepts vital for understanding Consumer Behaviour                                      |
|                        | CO2 | Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.                      |
|                        | CO3 | Identifying the psychological and behavioural practices adopted by organizations to enhance the Consumer Behaviour. |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     |     |
| CO2 | 2   |     | 2   |     |     |     |     |
| CO3 | 2   |     |     | 3   | 2   |     |     |

|                        |     |   |
|------------------------|-----|---|
| <b>20MBAM<br/>M306</b> | CO1 | Career development in the field of sales  |
|                        | CO2 | Management of sales   |
|                        | CO3 | Management of sales 3. Find out the contemporary retail management, issues, and strategies. |
|                        | CO4 | .Evaluate the recent trends in retailing and its impact in the success of modern business.  |
|                        | CO5 | Relate store management and visual merchandising practices for effective retailing          |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     | 3   |
| CO2 |     |     |     | 3   | 3   |     |     |
| CO3 |     | 3   |     |     | 3   |     |     |
| CO4 |     |     |     | 3   |     | 3   |     |
| CO5 |     |     |     |     | 3   |     |     |

| 4 <sup>th</sup> semester |                |   |     |     |     |     |     |
|--------------------------|----------------|---|-----|-----|-----|-----|-----|
| Course code              | Course outcome | Description   |     |     |     |     |     |
| 20MBAF M401              | CO1            | Understand various types of risks.                                  |     |     |     |     |     |
|                          | CO2            | Assess the process of identifying and measuring the risk.           |     |     |     |     |     |
|                          | CO3            | Acquaint with the functioning of life Insurance in risk management. |     |     |     |     |     |
|                          | CO4            | Understand general insurance contract.                              |     |     |     |     |     |
| CO-PO MAPPING            |                |   |     |     |     |     |     |
|                          | PO1            | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1                      | 1              |   |     |     |     |     |     |
| CO2                      |                | 2   |     | 1   |     |     |     |
| CO3                      |                |   | 2   | 1   |     |     |     |
| CO4                      | 1              | 2   |     |     |     |     |     |

|                        |     |  |     |     |     |     |     |
|------------------------|-----|--|-----|-----|-----|-----|-----|
| <b>20MBAF<br/>M402</b> | CO1 | Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits. |     |     |     |     |     |
|                        | CO2 | Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems                    |     |     |     |     |     |
|                        | CO3 | Application of financial derivatives in risk management.   |     |     |     |     |     |
|                        | CO4 | Critically evaluate various financial derivatives.   |     |     |     |     |     |
| CO-PO MAPPING          |     |  |     |     |     |     |     |
|                        | PO1 | PO2  | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1                    | 2   |  |     |     |     |     |     |
| CO2                    |     |  | 3   |     |     |     |     |
| CO3                    |     | 2  |     | 2   |     |     |     |
| CO4                    |     |  |     |     | 2   |     |     |
| <b>20MBAF<br/>M403</b> | CO1 | Have clarity about GST system in India 2. 3. 4.  |     |     |     |     |     |
|                        | CO2 | Understanding of levy and collection of GST in India   |     |     |     |     |     |
|                        | CO3 | Have an overview of customs duty in India  |     |     |     |     |     |
|                        | CO4 | Understanding of valuation for customs duty.   |     |     |     |     |     |
| CO-PO MAPPING          |     |  |     |     |     |     |     |
|                        | PO1 | PO2  | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1                    | 2   |  |     |     |     |     |     |
| CO2                    | 2   |  |     |     |     |     |     |
| CO3                    | 2   |  |     |     |     |     |     |
| CO4                    | 2   |  |     |     | 2   |     |     |
| <b>20MBAF<br/>M404</b> | CO1 | Understand M&A with its different classifications, strategies, theories, synergy etc   |     |     |     |     |     |
|                        | CO2 | Conduct financial evaluation of M&A  |     |     |     |     |     |
|                        | CO3 | Analyse the results after evaluation   |     |     |     |     |     |
|                        | CO4 | Critically evaluate different types of M&A, takeover and antitakeover strategies   |     |     |     |     |     |



### CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     |     |
| CO2 | 3   |     |     | 3   |     |     |     |
| CO3 | 3   |     |     | 3   |     |     |     |
| CO4 | 3   |     |     | 3   |     |     |     |

|                        |     |   |
|------------------------|-----|---|
| <b>20MBAF<br/>M405</b> | CO1 | Understand corporate valuation and valuation                    |
|                        | CO2 | Familiarize with the standard techniques of corporate valuation |
|                        | CO3 | Understand non-DCF approaches to valuation                      |
|                        | CO4 | Analyze valuation in different context                          |
|                        | CO5 | Evaluate strategic financial decisions in creating value        |
|                        | CO6 | Apply value based management                                    |

### CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 |     |     | 2   |     |     |     |     |
| CO2 | 2   |     |     |     |     |     |     |
| CO3 |     | 2   |     |     |     |     |     |
| CO4 |     |     |     | 2   |     | 2   |     |
| CO5 |     |     |     |     |     |     | 2   |
| CO6 | 2   |     |     |     |     |     |     |

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAF<br/>M406</b> | CO1 | The student will have an understanding of the International Financial Environment. 2.. 3. 4. |
|                        | CO2 | The student will learn about the foreign exchange market, participants and transactions      |
|                        | CO3 | The student will be able to use derivatives in foreign exchange risk management.             |
|                        | CO4 | The student will be able to evaluate the Firm's Exposure to risk in International            |

### CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     |     |
| CO2 | 3   |     |     | 3   | 3   |     |     |
| CO3 | 3   |     |     | 3   |     |     |     |
| CO4 | 3   |     | 3   |     | 3   |     |     |

|                        |     |   |
|------------------------|-----|---|
| <b>20MBAH<br/>R401</b> | CO1 | Understand the fundamental concepts and principles, theories of Organizational Leadership.  |
|                        | CO2 | Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments. |
|                        | CO3 | Developing better insight in understanding the leadership traits that influence them to work effectively in group                             |
|                        | CO4 | Demonstrate their ability to apply of their knowledge in organizational leadership  |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     |     |     |     |
| CO2 | 2   |     | 3   | 2   | 2   |     |     |
| CO3 | 2   |     | 2   | 2   |     |     |     |
| CO4 | 2   |     | 2   |     | 3   |     |     |

**20MBAH  
R402**

|     |  |
|-----|--|
| CO1 | Have in-depth understanding the various personality traits which promotes personal growth. 2. 3. 4.  |
| CO2 | Analyze the concepts of human personality, behaviour and functioning of mind   |
| CO3 | Learn and apply the psychometrics tests in understanding the personality traits.   |
| CO4 | Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness. |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     | 2   |     |     |     |     |
| CO2 | 2   |     | 3   | 2   | 2   |     |     |
| CO3 | 2   | 2   | 2   |     |     |     |     |
| CO4 | 2   | 2   | 2   |     | 3   |     |     |

**20MBAH  
R403**

|     |  |
|-----|--|
| CO1 | Gain conceptual knowledge and practical experience in understanding the HR concepts globally                                     |
| CO2 | Comprehend and correlate the strategic approaches to HR aspects amongst PCN's, TCN's and HCN's.                                  |
| CO3 | Develop knowledge and apply the concepts of HR in global perspective   |
| CO4 | Have a better insight of HR concepts, policies and practices by critically analysing the impact of contemporary issues globally. |

## CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     | 2   |     | 2   |     |     |
| CO2 | 2   |     | 2   |     | 2   |     |     |
| CO3 | 2   | 2   | 2   |     |     |     |     |
| CO4 | 2   |     | 2   | 2   | 2   |     |     |

**20MBAH  
R404**

|     |   |
|-----|---|
| CO1 | Gain conceptual insight of change management models, OD processes and interventions. 2. 3. 4.   |
| CO2 | Develop the understanding of OD to apply OD aspects in private and public sectors in India.     |
| CO3 | Analyse the tools and techniques available to implement changes in the organization environment |
| CO4 | Handle the OD interventions by analysing the role of OD consultant                              |



| CO-PO MAPPING |     |     |     |     |     |     |     |
|---------------|-----|-----|-----|-----|-----|-----|-----|
|               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1           | 2   |     |     |     | 2   |     |     |
| CO2           | 2   |     | 3   | 2   | 2   |     |     |
| CO3           | 2   |     | 2   | 2   |     |     |     |
| CO4           | 2   |     | 2   | 2   |     |     |     |

  

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAH<br/>R405</b> | CO1 | Gain conceptual knowledge and practical experience in understanding the HR Audit.  |
|                        | CO2 | Comprehend and correlate the strategic approaches to HR Audit aspect   |
|                        | CO3 | Develop knowledge and apply the concepts of HR Audit in the organisation   |
|                        | CO4 | Have a better insight of HR Audit concepts, policies and practices by critically analysing the impact of contemporary issues in the organisation |

  

| CO-PO MAPPING |     |     |     |     |     |     |     |
|---------------|-----|-----|-----|-----|-----|-----|-----|
|               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1           | 1   |     | 2   |     | 1   |     |     |
| CO2           | 1   |     | 1   |     |     |     |     |
| CO3           | 1   |     | 1   | 1   | 1   |     |     |
| CO4           | 1   |     | 1   | 1   | 1   |     |     |

  

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAH<br/>R406</b> | CO1 | Gain the practical insight of various principles and practices of Consultant and Consultancy.  |
|                        | CO2 | Acquire knowledge of latest conceptual framework used by Consultant and Consultancy process and procedure applied in various sectors |
|                        | CO3 | Illustrate the application of Consultant and Consultancy tools and techniques in various sectors.                                    |
|                        | CO4 | Develop a greater understanding about strategies adopted/undertaken by Consultant and Consultancy.                                   |

  

| CO-PO MAPPING |     |     |     |     |     |     |     |
|---------------|-----|-----|-----|-----|-----|-----|-----|
|               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1           | 2   |     | 2   | 2   |     |     |     |
| CO2           | 3   | 2   |     | 3   |     | 3   |     |
| CO3           | 2   | 2   |     |     | 3   | 3   |     |
| CO4           | 2   |     |     | 3   |     |     |     |

  

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAM<br/>M401</b> | CO1 | Understand significance of B2B marketing.  |
|                        | CO2 | . Ability to create an integrated marketing communications plan which includes promotional strategies.                               |
|                        | CO3 | Effectively use marketing communication for customer acquisition   |
|                        | CO4 | Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics |

  

| CO-PO MAPPING |     |     |     |     |     |     |     |
|---------------|-----|-----|-----|-----|-----|-----|-----|
|               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| CO1           | 3   |     |     |     |     |     |     |
| CO2           | 2   | 3   | 2   | 2   |     |     |     |
| CO3           | 3   | 2   | 2   | 2   |     | 2   |     |
| CO4           | 3   |     | 3   | 3   | 3   | 2   |     |

  

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAM<br/>M402</b> | CO1 | Demonstrate knowledge of the functions of logistics and supply chain management. |
|                        | CO2 | To relate concepts and activities of the supply chain to actual organizations    |

|  |     |  |
|--|-----|--|
|  | CO3 | Highlight the role of technology in logistics and supply chain management.   |
|  | CO4 | Evaluate cases for effective supply chain management and its implementation. |

#### CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 2   |     |     |     |     |     |     |
| CO2 | 2   |     | 2   | 2   |     |     |     |
| CO3 | 2   |     |     |     | 2   |     |     |
| CO4 | 2   |     |     | 2   |     |     |     |

|                        |     |   |
|------------------------|-----|---|
| <b>20MBAM<br/>M403</b> | CO1 | Recognize appropriate e-marketing objectives.   |
|                        | CO2 | Appreciate the e-commerce framework and technology.   |
|                        | CO3 | Illustrate the use of search engine marketing, online advertising and marketing strategies. |
|                        | CO4 | Use social media and create templates   |
|                        | CO5 | Develop social media strategy's to solve business problems.                                 |

#### CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     |     |
| CO2 |     |     | 2   |     | 3   |     | 2   |
| CO3 |     | 2   |     | 3   |     |     |     |
| CO4 |     |     |     | 2   | 1   | 2   |     |
| CO5 | 2   |     |     |     |     |     |     |

|                        |     |  |
|------------------------|-----|--|
| <b>20MBAM<br/>M404</b> | CO1 | Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management. |
|                        | CO2 | Understand the overview of management, theory of management and practical applications of the same.                                    |
|                        | CO3 | Effectively use their skills for self-grooming, working in groups and to achieve organizational goals.                                 |
|                        | CO4 | Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.  |
|                        | CO5 | Understand and demonstrate their exposure on recent trends in management.  |

#### CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     |     |
| CO2 | 2   |     |     |     |     | 3   |     |
| CO3 | 2   |     | 2   |     | 2   | 3   |     |
| CO4 | 3   |     | 2   |     | 2   | 2   | 3   |
| CO5 | 2   |     | 2   | 1   |     |     | 3   |

|                        |     |   |
|------------------------|-----|---|
| <b>20MBAM<br/>M405</b> | CO1 | Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy. |
|                        | CO2 | . Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets.               |
|                        | CO3 | Emphasize the different strategies adopted by Indian companies for rural markets.                                       |
|                        | CO4 | Apply the strategies to be adopted for influencing the rural consumers.   |



CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   | 2   |     |     |     |     |     |
| CO2 | 2   |     |     | 2   |     |     |     |
| CO3 | 3   |     | 3   |     | 3   |     |     |
| CO4 | 3   |     | 2   |     | 3   |     |     |

**20MBAM  
M406**

|     |   |
|-----|---|
| CO1 | Understand the differences between domestic marketing and international marketing |
| CO2 | Understand the concept of international pricing and distribution decision.        |
| CO3 | Acquire the knowledge of import export documentation                              |

CO-PO MAPPING

|     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-----|-----|-----|-----|-----|-----|-----|-----|
| CO1 | 3   |     |     |     |     |     | 2   |
| CO2 |     |     |     |     | 3   | 2   |     |
| CO3 |     | 3   | 3   | 3   |     |     |     |

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