



II Jai Sri Gurudev II
Sri AdichunuchanagiriShikshna Trust ®

SJB Institute of Technology

(An Autonomous Institute under Visvesvaraya Technological University,Belagavi
Approved by AICTE,New Delhi, Recognized by UGC, New Delhi with 2(f) and 12 (B).
Accredited by NAAC with 'A+' Grade, Accredited by National Board of Accreditation)

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DEPARTMENT OF MBA

COURSE OUTCOMES AND CO- PO ARTICULATION MATRIX

BATCH 2021-23

Program Outcomes (PO) Description	
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop Value based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO6	Ability to recognize the need for sustained research orientation to comprehend a growingly complex business environment.
PO7	Possess self-sustaining entrepreneurship qualities that encourages evaluated risk taking

SEM:1

Subject Name MANAGEMENT & ORGANIZATIONAL BEHAVIOUR				Subject Code: 20MBA11			
	CO Statements						
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 behavioural knowledge in real world situations.						
CO4	Develop a greater understanding about Management and Behavioural aspects to analyse the concepts related to individual behavior, attitude, perception and personality.						
CO5	Understand and demonstrate their exposure on recent trends in management.						
CO- PO Mapping							
CO			PO				
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	-	3	-	1	2	-	-
CO3	-	-	-	-	2	-	-
CO4	-	-	2	1	-	-	-
CO5	-	-	-	2	2	-	-

Subject Name MANAGERIAL ECONOMICS				Subject Code: 20MBA12			
	CO Statements						
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 be able to understand macroeconomic concepts.						
CO6	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure.						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	2	-	-	-	-
CO2	2	-	-	1	-	-	-
CO3	2	-	-	-	2	-	-
CO4	2	-	-	-	2	-	-
CO5	2	-	-	2	-	-	-
CO6	2	-	-	2	-	-	-

Subject Name ACCOUNTING FOR MANAGERS					Subject Code: 20MBA13		
	CO Statements						
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	Comprehend emerging trends in accounting and computerization of Accounting systems.						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	2	-	2	-	-
CO2	3	3	3	-	-	-	-
CO3	3	2	2	-	2	-	-
CO4	3	3	-	3	2	-	-

Subject Name BUSINESS STATISTICS					Subject Code: 20MBA14		
	CO Statements						
CO1	Facilitate objective solutions in business decision making under subjective conditions.						
CO2	Demonstrate different statistical techniques in business or real life situations						
CO3	Understand the importance of probability in decision making.						
CO4	Understand the need and application of analytics						
CO5	Understand and apply various data analysis function for business problems						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	2	3	-	-
CO2	3	2	3	-	3	-	-
CO3	3	-	3	-	3	-	-
CO4	3	-	3	-	-	-	-
CO5	3	3	3	2	3	-	-

Subject Name: MARKETING MANAGEMENT		Subject Code: 20MBA15
	CO Statements	
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	3	-	-	-	-
CO2	3	3	2	-	3	-	-
CO3	2	3	3	-	-	-	-
CO4	3	2	-	-	3	-	-
CO5	2	-	-	3	-	-	-
CO6	3	-	-	2	3	-	-

Subject Name: MANAGERIAL COMMUNICATION				Subject Code: 20MBA16			
	CO Statements						
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 analyzing business situations						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	-	1	-	-	-
CO2	2	-	2	-	-	-	-
CO3	2	2	2	-	2	-	-
CO4	3	3	-	-	-	-	-
CO5	2	3	-	-	2	2	-

SEM: 2

Subject Name: HUMAN RESOURCE MANAGEMENT					Subject Code: 20MBA21		
	CO Statements						
CO1	Gain 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, analyse the trends in the field of HR.						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	2	-	2	-	-
CO2	-	2	-	2	-	-	-
CO3	-	-	2	-	2	2	-
CO4	-	-	-	2	-	2	-

Subject Name: FINANCIAL MANAGEMENT					Subject Code: 20MBA22		
	CO Statements						
CO1	Understand the basic financial concepts						
CO2	Apply time value of money						
CO3	Apply cost of capital						
CO4	Evaluate the investment decisions						
CO5	Estimate working capital requirements						
CO6	Analyze the capital structure and dividend decisions						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	-	-	-
CO2	2	2	-	-	-	-	-
CO3	2	-	2	-	-	-	-
CO4	2	-	2	2	-	-	-
CO5	2	-	2	-	-	-	-
CO6		2	-	2	-	-	-

Subject Name: RESEARCH METHODOLOGY		Subject Code: 20MBA23
	CO Statements	
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	-	-	3	-
CO2	3	3	-	-	-	3	-
CO3	3	2	-	-	-	3	-
CO4	3	2	-	-	-	3	-

Subject Name: OPERATIONS RESEARCH					Subject Code: 20MBA24		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	-	-	-	-	-
CO2	1	2	-	2	-	-	-
CO3	1	2	-	2	-	-	-
CO4	2	-	2	-	-	-	-

Subject Name: STRATEGIC MANAGEMENT		Subject Code: 20MBA25
	CO Statements	
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

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

Subject Name:**ENTREPRENEURSHIP AND LEGAL ASPECTS****Subject Code: 20MBA26**

CO Statements	
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

CO	PO						
	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

SEM: jIII

Subject Name: EMERGING EXPONENTIAL TECHNOLOGIES					Subject Code: 20MBA301		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	2	2	-	3	-	-	-
CO3	2	3	-	3	-	-	-
CO4	3	-	-	-	-	-	-

Subject Name: Technology & Operational Strategy					Subject Code: 20MBA302		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	-	-	-
CO2	2	-	-	2	-	-	-
CO3	2	-	-	2	-	-	-
CO4	2	-	2	-	2	-	-
CO5	2	-	2	-	2	-	-

Subject Name: SERVICES MARKETING		Subject Code: 20MBAMM303
	CO Statements	
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

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

Subject Name: MARKETING RESEARCH & ANALYTICS					Subject Code: 20MBAMM304		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	3	-	3	3	2
CO2	3	-	-	3	-	-	-
CO3	1	-	-	-	2	-	-
CO4	2	-	-	3	3	3	-

Subject Name: CONSUMER BEHAVIOUR					Subject Code: 20MBAMM305		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	3	-	3	2	-	-	-
CO3	2	-	-	-	3	-	-

Subject Name: RETAIL MANAGEMENT		Subject Code: 20MBAMM306
	CO Statements	
CO1	Career development in the field of sales	
CO2	Management of sales	
CO3	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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	1	-	-	-
CO2	2	-	-	3	-	-	-
CO3	3	-	2	-	3	-	-
CO4	-	-	3	3	2	-	-
CO5	1	-	-	-	2	-	-

Subject Name: INVESTMENT MANAGEMENT					Subject Code: 20MBAFM303		
	CO Statements						
CO1	The student will understand the capital market and various Instruments for Investment.						
CO2	Assess the risk and return associated with investments and methods to value securities.						
CO3	Value equity share, preference share and debt instrument						
CO4	Analyse the Economy, Industry and Company framework for Investment Management.						
CO5	Understand and apply modern portfolio theories						
CO6	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	2	-	-	-
CO2	3	-	-	-	2	2	2
CO3	1	-	-	-	2	2	2
CO4	2	-	-	3	2	2	2
CO5	2	-	-	-	2	2	2
CO6	-	-	-	-	2	2	2

Subject Name: DIRECT TAXATION					Subject Code: 20MBAFM304		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	3	-	-	3	-	-	-
CO3	3	-	-	-	-	-	-
CO4	3	-	-	-	-	-	-

Subject Name: BANKING & FINANCIAL SERVICES					Subject Code: 20MBAFM305		
	CO Statements						
CO1	The Student will be acquainted to various Banking and Non-Banking financial services in India.						
CO2	The Student will understand the activities of Merchant Banking and credit rating.						
CO3	The Student will be equipped to understand micro financing and other financial services in India.						
CO4	The Student will understand how to evaluate and compare leasing & hire purchase						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	-	3	-	-	-	-	3
CO3	3	-	3	-	-	-	-
CO4	3	-	-	3	-	3	-

Subject Name: ADVANCED FINANCIAL MANAGEMENT					Subject Code: 20MBAFM306		
	CO Statements						
CO1	Get an overview of capital structure theories.						
CO2	Understand and assess the dividend policy of the firm.						
CO3	Realize the importance of management of working capital in an organization.						
CO4	Be aware of the techniques of cash, inventory and receivables management						
CO- PO Mapping							
CO	PO						
	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

Subject Name: RECRUITMENT AND SELECTION		Subject Code: 20MBAHR303
	CO Statements	
CO1	Gain the practical insight of various principles and practices of recruitment and selection.	
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	2	-	-	3	-	-	-
CO3	2	-	-	-	3	-	-
CO4	3	-	3	3	-	-	-

Subject Name: HUMAN RESOURCE ANALYTICS		Subject Code: 20MBAHR304
	CO Statements	
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	2	-	-
CO2	2	-	-	2	-	-	-
CO3	2	2	-	2	-	2	-
CO4	2	-	-	2	-	2	-

Subject Name: INDUSTRIAL RELATIONS AND LABOUR LAWS		Subject Code: 20MBAHR305
	CO Statements	
CO1	Gain practical experience related to labour legislations in India across various sectors.	
CO2	Acquire conceptual knowledge of Industrial relations and labour laws followed within industries.	
CO3	.Develop the greater understanding of IR concepts and its application in solving various issues in IR.	
CO4	Apply the IR and labour laws concepts in various industries in India	

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

Subject Name: COMPENSATION MANAGEMENT AND REWARD SYSTEM					Subject Code: 20MBAHR306		
	CO Statements						
CO1	Gain insights of various 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 & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	3	-	-
CO2	3	2	2	-	-	-	-
CO3	2	3	-	-	-	-	-
CO4	2	-	-	3	3	-	-

Subject Name: INTERNSHIP				Subject Code: 20MBAIN307			
	CO Statements						
CO1	Analyze organization’s structure, functions of departments, product line, environment of industry, in which the organization is operating.						
CO2	Apply Mckinsey’s 7S framework model for reviewing an organization’s marketing capabilities, and Porter’s Five Forces Model to analyze competition in industry.						
CO3	Analyze financial health of an organization.						
CO4	Evaluate an organization’s strengths, weaknesses, opportunities and threats.						
CO5	Apply research techniques to business and demonstrate knowledge of data analysis, interpretation and report writing.						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	1	-	-	1	-	-
CO2	1	-	-	2	2	-	-
CO3	2	1	2	-	-	-	-
CO4	1	2	1	-	-	-	-
CO5	2	1	-	-	-	2	-

IV SEMESTER

Subject Name: B2B MARKETING MANAGEMENT					Subject Code: 20MBAMM401		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	-	-	3	-	2	-
CO2	-	3	2	-	-	-	-
CO3	2	-	-	2	-	-	3
CO4	3	-	3	-	2	-	2

Subject Name: LOGISTICS AND SUPPLY CHAIN MANAGEMENT					Subject Code: 20MBAMM402		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	3	-	2	3	-	-	-
CO3	3	-	-	-	3	-	-
CO4	3	-	-	3	-	-	-

Subject Name: DIGITAL MARKETING MANAGEMENT		Subject Code: 20MBAMM403
	CO Statements	
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	-	-	3	-	3	-	2
CO3	-	3	-	3	-	-	-
CO4	-	-	-	2	1	2	-
CO5	2	-	-	-	-	-	-

Subject Name: STRATEGIC BRAND MANAGEMENT					Subject Code: 20MBAMM404		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	3	-	-	-	-	-	-
CO3	3	-	2	-	2	-	-
CO4	3	-	3	-	3	-	-
CO5	3	-	3	3	-	-	-

Subject Name: AGRI BUSINESS MARKETING					Subject Code: 20MBAMM405		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	-	-	--	-	-	2	3

CO- PO Mapping

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

Subject Name: INDIRECT TAXATION					Subject Code: 20MBAFM403		
	CO Statements						
CO1	Have clarity about GST system in India						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	2	-	-	-	-	-	-
CO3	3	-	-	-	-	-	-
CO4	2	-	-	-	2	-	-

Subject Name: MERGERS, ACQUISITIONS & CORPORATE RESTRUCTURING					Subject Code: 20MBAFM404		
	CO Statements						
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							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	2	-	-	2	-	-	-
CO3	3	-	-	2	-	-	-
CO4	2	-	-	2	-	-	-

Subject Name: CORPORATE VALUATION		Subject Code: 20MBAFM405
	CO Statements	
CO1	Understand corporate valuation and valuation process	

C02	Familiarize herself/himself with the standard techniques (DCF) of corporate valuation.						
C03	Understand non-DCF approaches to valuation						
C04	Analyse valuation in different contexts						
C05	Evaluate strategic financial decisions in creating value						
C06	Apply Value based Management						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
C01		-	2	-	-	-	-
C02	2	-	-	-	-	-	-
C03	-	2	-	-	-	-	-
C04	-	-	-	2	-	2	-
C05	-	-	-	-	-	-	2
C06	2	-	-	-	-	-	-

Subject Name: INTERNATIONAL FINANCIAL MANAGEMENT				Subject Code: 20MBAFM406			
	CO Statements						
CO1	The student will have an understanding of the International Financial Environment.						
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 understand various international financial market instruments						
CO5	The student will be able to evaluate various theories associated with international financial environment						
CO6	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it						
CO- PO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	3	-	-	3	3	-	-
CO3	3	-	-	3	-	-	-
CO4	3	-	3		3	-	-
CO5	3	-	-	2	-	-	-
CO6	3	-	-	2	-	-	-

Subject Name: ORGANISATIONAL LEADERSHIP		Subject Code: 20MBAHR401
	CO Statements	
CO1	Understand the fundamental concepts and principles, theories of Organizational Leadership.	

CO1	Understand the fundamental concepts and principles, theories of Organizational Leadership.
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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- PSO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	2	-	3	2	2	-	-
CO3	2	-	2	3	-	-	-
CO4	2	-	2	-	2	-	-

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

Subject Name: ORGANISATIONAL CHANGE AND DEVELOPMENT					Subject Code: 20MBAHR404		
	CO Statements						
CO1	Gain conceptual insight of change management models, OD processes and interventions.						
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.						
CO5							
CO6							
CO- PO- PSO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	-	-	2	-	-
CO2	2	-	3	2	2	-	-
CO3	2	-	2	2	-	-	-
CO4	2	-	2	2	-	-	-

Subject Name: HUMAN RECOURSE AUDIT					Subject Code: 20MBAHR405		
	CO Statements						
CO1	Gain conceptual knowledge and practical experience in understanding the HR Audit.						
CO2	Comprehend and correlate the strategic approaches to HR Audit aspects						
CO3	Develop knowledge and apply the concepts of HR Audit in the organization						
CO4	Have a better insight of HR Audit concepts, policies and practices by critically analysing the impact of contemporary issues in the organization						
CO- PO- PSO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	-	2	-	2	-	-
CO2	2	-	1	-	-	-	-
CO3	2	-	1	1	1	-	-
CO4	2	-	-	1	1	-	-

Subject Name: MANAGEMENT CONSULTING FOR BUSINESS EXCELLENCE					Subject Code: 20MBAHR406		
	CO Statements						
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- PSO Mapping							
CO	PO						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	-	-	-	-	-
CO2	-	-	3	-	3	-	-
CO3	-	3	-	3	-	-	-
CO4	-	-	-	2	1	-	-

Subject Name: PROJECT WORK				Subject Code: 20MBAPR407	
	CO Statements				
CO1	Students will apply Leadership styles and strategies, management theories and concepts to real-world organizational problems through structured project execution.				
CO2	Students will analyze complex business data using appropriate research tools to identify trends, problems, and opportunities.				
CO3	Students will critically evaluate alternative solutions and justify the most appropriate strategy for the business issue at hand.				
CO4	Students will design and develop an original project report considering ethics that				
CO- PO- PSO Mapping					
CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	3	-	3	-	-
CO2	3	-	-	3	-
CO3	-	3	-	-	-
CO4	-		-	-	3