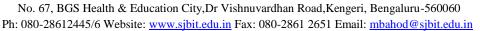


II Jai Sri Gurudev II Sri AdichunuchanagiriShikshna Trust ®

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)





DEPARTMENT OF MBA

COURSE OUTCOMES AND CO- PO- PSO ARTICULATION MATRIX

BATCH 2022-24

	Program Specific Outcome (PSO) Description
PSO 1	Comprehend the contemporary features and characteristics of Business Management Science and its administration.
PSO 2	Analyze and interpret the dynamic situations for making Business Management strategies and decisions at the national and global level.
PSO 3	Handle responsibility with the ethical values for all actions undertaken by them.
PSO 4	Adapt and focus on achieving the organizational goal and objectives with complete zeal and commitment.

	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.

BATCH: 2022-2024 SEM:1

-	lame: Prin ional beha	_	managen	Subj	Subject Code: 22MBA11					
	CO Statements									
CO1	Gain pra	actical exp	erience in	n the field	d of man	agement	and organ	izational	behaviors	
CO2	Concept	tual know in OB	ledge of n	nanagem	ent vario	us functi	ons of ma	nagemen	t and	
CO3	Comprehend and apply management and behavioral models to relate attitude perception and personality									
CO4	Analyze	the recen	t trends in	n manage	ement an	d OB mo	dels			
CO- PO-	PSO Map	ping								
СО			PO							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	
CO1	1	-	-	-	2	-	-	-	-	
CO2		2	2	-	-	-	-	-	-	
CO3	-	-	-	3	-	2	-	-	-	
CO4	-	2	-	2	-	-	2	-	-	

Subject	t Name:	Name: Entrepreneurship						St	ubject C	ode: 22	MBA12
develop	ment										
	CO Statements										
CO1	Displa	Display key interest and orientation towards entrepreneurship entrepreneurial									
	opportunity models in order to set up a business and to think creatively										
CO2	To kn	ow abou	it the va	rious bu	ısiness 1	nodels a	and B pla	ans acros	s busine	ss sector	
CO3	Table	to under	rstand th	ne impo	rtance o	f marke	ting and	different	forms o	f busine	sses
CO4	Becon	ne awar	e about	various	sources	of findi	ings and	institutio	ns suppo	orting	<u></u>
	entrep	reneurs									
CO5	Awareness about legal aspects and way to protect the ideas										
CO6	To understand the ways of starting a business and to know out to foster at their ideas										
		CO-1	PO- PS	О Марј	ping						
СО				PO				PSO			
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	3	-	-	1	-	-	1
CO2	1	2	-	-	2	2	-	-	2	-	
CO3	1	-	1	2		-	-	_	-	-	-
CO4	1	-	-	-	1	-	-	_	-	3	-
CO5	1	-	3	-	1	-	2	_	-	-	2

CO6	1	-	1	-	-	-	2	-	-	-	_

Subject N	Name: Acc	ounting f	Subject Code: 22MBA13							
		CO Statements								
CO1	Know v	vhat and h	ow books	of accou	ints and	financial	statements	s are prep	ared	
CO2	How to	interpret f	inancial s	tatement	s of com	panies fo	r decision	making		
CO3	Indepen	dently Un	dertaker 1	financial	statemer	t analysi	s and take	decisions	S	
	PSO Map	ping	PO				P	SO		
CO- PO-	PSO Map	PO2	PO PO3	PO4	PO5	PSO1	PSO2	SO PSO3	PSO4	
				PO4	PO5 2	PSO1 3			PSO4	
CO				PO4 -					PSO4 -	

Subject Na	ame: Statistics for managers	Subject Code: 22MBA14					
CO Statements							
CO1	Understand how to organize manage and present data						
CO2	Apply a white variety of specific strategical tools						
CO3	Understand the applications of probability in business						
CO4	Effectively interpreter results of strategical analysis						
CO5	Developed competence of using computer packages to solve the problems						

CO			PO		PSO				
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	-	-	-	-
CO2	-	2	2	-	-	-	-	-	-
CO3	-	-	-	3	-	-	-	-	-
CO4	-	2	-	2	-	-	-	-	-
CO5	2	3	-	_	_	_	-	_	-

Subject 1	Name: Marketing management	Subject Code:22MBA15				
	CO Statements					
CO1	Comprehend the concept of marketing management					
CO2	Gain all exam consumer behaviors and buying process					
CO3	Understand concepts of product and brand management branding and pricing					
	strategies					

CO4		Identify marketing channels and the concept of product distribution techniques of sales promotions									
CO5	1										
CO- PC	CO- PO- PSO Mapping										
СО				PO					PS	SO	
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	-		-	2	-	-	-	-	-	-
CO2	3	-	3	-	-	-	-	-	-	-	-
CO3	-	-	-	3	-	3	-	-	-	-	-
~~.				_		2	2				
CO4	-	3	-	2	-	3	3	-	-	-	-

Subject 1	Vama. Di	iginogg og	mmuni	action			Cub	ject Cod	0. 22MD	A 16
Subject	Name: Di	isiness co)IIIIIIIIIIII	cation			ject Cou	e: ZZIVID	AIU	
		CO Statements								
CO1	The stu	ident will	be aware	e of their	commu	nication	skills ar	d non the	eir potent	ial to
	become	e a succes	sful man	ager						
CO2	The stu	dent will	get enab	le with t	he mech	anic of w	vriting a	nd can co	mpose a	business
		n English	_						1	
CO3		ident will				agerial co	ommuni	cations n	ractices i	n
COS					me man	agerrar C	Ommulli	cations p	ractices i	11
	-	ss those a								
CO4	Studen	ts will get	t trained:	in the art	t of draft	ing busir	ness proj	posals an	d busines	SS
	Comm	unications	s with en	nphasis c	on analyz	zing busi	ness situ	ations		
CO- PO-	PSO Ma	apping								
CO			PC)					PSO	
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO ₁	PSO3	PSO4
CO1	1	-	-	-	2	-	-	-	-	-
CO2	-	-	2	3	-	2	-	-	-	-
CO3				2	-		_		-	
CO4		2		_	_	_	_			_

SEM:2

Subject N	ame: Human Resource Management	Subject Code: 22MBA21						
	CO Statements							
CO1	Understand and gain practical experience in the field of human resource concept							
	functions and theory							
CO2	Conceptual inside of humor resource and va	rious functions of HR						
CO3	Apply personal managerial and welfare aspects of HR							
CO4	Practice greater understanding about HR pra	actice						

CO- PO-	CO- PO- PSO Mapping								
CO			PO				P	SO	
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	-	-	-	-	-
CO2	2	3	1	-	-	-	1	1	-
CO3	2	-	2	-	_	-	-	-	-
CO4	3	-	2	1	2	-	1	-	-

Subject Na	me: Financial management	Subject Code: 22MBA22					
	CO Statements						
CO1	Understand the basic financial concepts						
CO2	Apply time value of money						
CO3	Understand different source of financing	and analyze cost of capital					
CO4	Analyze the capital structure and dividend	d decisions					
CO5	Evaluate the Investment decisions						
CO6	Estimate working capital requirements						

СО			PSO						
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	3	1	-	1
CO2	-	-	2	-	-	-	2	-	-
CO3	-	-	-	3	-	-	-	2	-
CO4	-	2	-	2	-	-	-	-	3
CO5	1	-	-	-	2	3	-	-	-
CO6	1	-	-	-	2	-	2	-	-

	ne: Research methodology and IPR	Subject Code: 22MBA23							
	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 today management problems								
CO3	Demonstrate knowledge and understanding of data analysis interpretation and report writing								
CO4	Develop necessary critical thinking skills in ordapproaches in business	ler to evaluate different research							
CO5	Discuss various forms of intellectual property its relevance and business impact								
CO- PO- PS	CO- PO- PSO Mapping								
CO	CO PO PSO								

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	ı	2	2	-	-	-	-	1
CO2	-	-	2	-	-	1	-	-	-	-	-
CO3	-	-	-	3	-	1	-	-	-	-	-
CO4	-	2	-	2	-	1	-	-	-	-	-
CO5	2	-	-	-	2	2	-	-	-	-	-

Subject N	ame: Operations Research Subject Code: 22MBA24						
	CO Statements						
CO1	Get an insight into fundamentals of operations research and its definition characteristics phases						
CO2	Use appropriate quantitative techniques to get feasible and optimal solutions						
CO3	Understand the uses of games theory queuing theory and simulation of solving business problems						
CO4	Understand and apply the network diagram for project competition						
CO. PO. 1	PSO Manning						

СО			PO		PSO				
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	-	1	-	1
CO2	-	2	2	-	-	-	-	-	-
CO3	-	-	-	3	-	-	-	-	-
CO4	-	2	-	2	-	-	-	-	-

Subject Na	nme: Strategic management	Subject Code: 22MBA25				
	CO Statements					
CO1	Student should get clear idea about the con	cept of strategic management its				
	relevance characteristics process nature and pur	pose				
CO2	Student to acquire an understanding of how firms successfully institutionalize a					
	strategy and create an organizational struc	ture for domestic and overseas				
	operations and gain competitive advantage					
CO3	To give the students and insights a strategy at	a different level of an organization				
	to gain competitive advantage					
CO4	To help students understand the strategy driv	e in multinational firms and their				
	decision in different markets					

СО	PO								PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	P07	PSO1	PSO2	
CO1	3	-	-	-	-	2	-	-	-	
CO2	-	3	2	-	-	-	-	-	-	
CO3	2	-		2	-	-	3	-	-	
CO4	3	-	3	-	2	-	2	-	-	

me: Managerial economics	Subject Code: 22MBA26				
CO Statements					
Understand the applications of economic princip	ples in management decision				
making					
Earn the micro economic concept and apply the	m for effective functioning of a				
firm and industry					
Understand assess forecast the demand Apply the	ne concepts of production and cost				
for optimization of production					
Apply the concepts of production and cost for o	ptimization of production				
Design competitive strategies like pricing produ	ct differentiation etc and				
marketing according to the market structure					
Understand the impact of microeconomic conce	pts				
	Understand the applications of economic princip making Earn the micro economic concept and apply the firm and industry Understand assess forecast the demand Apply the for optimization of production Apply the concepts of production and cost for or Design competitive strategies like pricing production marketing according to the market structure				

СО		PO							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	2	2	-	2	2	-	-	ı
CO2	2	-	-	2	2	-	-	-	ı
CO3	2	-	-	-	-	-	-	-	-
CO4	2	-	2	2	-	-	-	-	-
CO5	2	-	-	2	-	_	-	-	-
CO6	2	-	-	-	-	-	-	-	-

SEM:3

Subject Na	me: Logistic and supply chain management	Subject Code: 22MBA301					
CO Statements							
CO1	Demonstrate knowledge of functions of logistics and supply chain management						
CO2	Relate concepts and activities of supply chain to	actual organizations					
CO3	Analyze the role of technology in logistics and supply chain management						
CO4							

CO			PO				P	SO	
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	-	2	-	-	3	-	-	-
CO2	2	-	3	2	2	-	2	-	-
CO3	2	2	2		-	3	-	2	-
CO4	2	2	2	-	3	-	1	-	2

Subject Na	me: Information technology for manager	Subject Code: 22MBA302
	CO Statemen	ts
CO1	Understand the importance of information technology	ology for business
CO2	Develop insights into technology and investigate	it impact on business
CO3	Understand various measures of technology avai	lable in corporate world
CO4	Understanding how creatively and innovative tec problems	chnology helps to find a solution to

CO			PO				P	SO	
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	2	-	-
CO3	-	-	-	3	-	-	-	2	-
CO4	1	2	-	2	-	-	1	-	3

Subject Na	me: Static Cost Management	Subject Code: 22MBAFM303
	CO Statement	ts
CO1	Understand the goals and strategies of business u	nits
CO2	Determine the standard costing and variance and decision making	lysis cost control in business
CO3	Application of management accounting and cont	rol system in corporate
CO4	Critically evaluate all traditional and non-traditional absorption costing managerial costing and activition	C

СО			PO				P	SO	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	3	-	-	-
CO2	-	-	2	-	-	-	2	-	-
CO3	-	-	-	3	-	-	-	2	-
CO4	-	2	-	2	-	-	-	-	3

Subject Na	ame: Security analysis and portfolio	Subject Code: 22MBAFM304
managem	ent	
	CO Statemen	ts
CO1	Understand the capital market and various instru	ments for investment
CO2	Assess the risk and return associated with investi	ments
CO3	Value equity shares performance share and debt models	instruments using various valuation
CO4	Analyze the economy industry and company fran	neworks for investment
CO5	Apply modern portfolio theories	
CO6	Learn that theories of portfolio management and efficient portfolio management	also the tools and techniques for

CO-PO-	PSO Map	ping							
CO			PO				P	SO	
СО	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	3	-	-	-
CO2	-	-	2	-	-	-	2	-	-
CO3	-	-	-	3	-	-	-	2	-
CO4	-	2	-	2	-	-	-	-	3
CO5	-	-	-	-	2	3	-	-	-
CO6	-	-	-	_	2	_	2	-	-

Subject N	ame: Adv	anced Fi	nancial M	Ianagem	ent	Subj	ect Code	: 22MBA	FM305
				CO) Statem	nents			
CO1	Demons	strate the	applicat	oility of	the co	ncept of	financia	ıl manag	ement to
	understa	and the ma	magerial o	decision	and corp	orate cap	ital struct	ure	
CO2	Apply t	he leverag	ge and El	BIT EPS	analysis	s associa	te with fi	nancial d	ata in the
	corpora	te and ana	alyze the	complex	cities ass	ociated v	with mana	agement (of cost of
	funds in	the capita	al structur	e					
CO3	Demons	strate out	the conce	pt of fin	ancial m	anageme	nt and in	vestment	financing
	and divi	idend poli	cy divisio	n could i	integrate	while ide	entificatio	n and res	olution of
	problem	ıs							
CO4	Be awar	re of the te	chniques	of cash i	nventory	and rece	eivable ma	nagemen	ıt
CO- PO-	DSO Man	ning							
CO- FO-	rso map	phing							
CO			PO				P	SO	
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	1	-	2	3	1	1	1
CO2	-	-	2	-	-	-	2	-	1
CO3	-	-	1	3	-	-	1	2	1
CO4	-	2	ı	2	-	-	-	-	3
Subject N	ame: Ban	king & S	ervices O	peration	ıs	Subj	ect Code	: 22MBA	FM306
) Statem				
CO1	The stu	dent will	be acqua	inted to	various	Banking	and Non	-Banking	financial
		in India							
CO2	The stud	dent will u	nderstand	the activ	vities of	Merchant	t Banking	and cred	it rating
CO3	The stu	dent will	be equipp	ped to ur	nderstand	l micro f	inancing :	and other	financial
	services	in India							
CO4	The stud	dent will u	nderstand	how to	evaluate	and com	pare leasii	ng & hire	purchase
CO DO	DSO Man	ning							
CO- PO-	rso map	hing							
СО			PO				P	SO	
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4

CO			PO				P	SO	
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	2	-	-	3	-	-	-
CO2	1	3	-	2	-	-	1	-	ı

CO3	1	1	3	-	3	-	-	-	-
CO4	1	3	-	-		3	-	-	_

Subject N	ame: Intro	oduction T	To Pythor	ı, Data a	nd	Subj	ect Code:	22MBA	BA303
Control S	ystem		-						
				CC) Statem	ents			
CO1	Underst	and the co	ncept of p	ython pro	ogrammi	ng			
CO2	Structur	e a simple	python pr	ogram fo	r solving	gprogram	ns		
CO3	Apply th	ne knowled	dge to dec	ompose p	ython pr	ogram in	to function	ns	
CO4	Analyze	and repre	sent comp	ound dat	a using p	ython lea	ves tuples	dictiona	ries
CO5	Read an	d write dat	ta form/to	files in p	ython pr	ogram.			
CO- PO-	PSO Map	ping							
CO			PO				P	SO	
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	3	-	-	-
CO2	-	2	2	-	-	-	2	-	-
CO3	-	-	-	3	-	3	-	2	-
CO4	_	2	_	2	-	-	1	_	2

Subject N	ame: Exp	loratory d	ata analy	sis for b	usiness	Subj	ect Code	22MBA	BA404
-		-		CO) Statem	ents			
CO1	Underst	and data m	nining and	its impo	rtance				
CO2	Apply k	nowledge	of researc	h design	for busir	ess probl	lems		
CO3	Analys	he cause-a	and-effect	relations	hip betw	een the v	ariable fro	m the ana	lysis
CO4	Evaluate	e regressio	n and dec	ision tree	-based m	nethods to	solve bus	siness pro	blems
CO- PO-								<u> </u>	
	PSO Map		PO					SO	
CO- PO-				PO4	PO5	PSO1		•	
	PSO Map	ping	PO			PSO1 3	P	SO	
СО	PSO Map	ping	PO PO3				P	SO	
CO CO1	PO1 2	ping	PO PO3 2	PO4 -	PO5		PSO2	SO	PSO4

Subject Na	me: Recruitment of selection	Subject Code: 22MBAHR303
	CO Statemen	ts
CO1	Gain the practical insights of various principle selection	es and practice of recruitment and

Acquire knowledge of latest conceptual framework used in recruitment and
selection process and procedure applied in the various industries
Illustrate the applications of recruitment and selection tools and techniques in
various sectors
Develop greater understanding about strategies for work force planning and
assessment analyze the iron management system followed in the various industries

CO			PO			PSO			
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	-	3	-	-	-
CO2	3	-	-	2	-	-	2	-	-
CO3	2	-	-	-	3	3	-	2	-
CO4	2	-	3	3	-	-	1	-	2

Subject Na	ame: Industrial relations and legislation	Subject Code: 22MBAHR304
	CO Statemen	ts
CO1	Gain practical experience related to labor legisla	tion in India across various sectors
CO2	Acquire conceptual knowledge of industrial relativistin industries	tions and labor laws followed
CO3	Develop the greater understanding of IR concept various issues in IR	s and its applications in solving
CO4	Apply the IR and labor laws concepts in various	industrial in India

CO			PO	PSO					
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	3	-	-	-
CO2	-	2	2	-	-	-	2	-	-
CO3	-	-	-	3	-	3	-	-	-
CO4	-	2	-	2	-	-	1	-	2

Subject N	ame: Consumer Behavior	Subject Code: 22MBAMM303							
	CO Statements								
CO1	The student will be able to understand the backbehavior	The student will be able to understand the background and concept of consumer behavior							
CO2	The student should be able to identify the dyna basic factors that influence the consumers decisi								
CO3	The student will be able to demonstrate how co strategy	ncepts may be applied to marketing							
CO4	Student will be able to apply and demonstrate situations by profiling and identify marketing se	_							
CO-PO-	PSO Mapping								

CO			PO	PSO					
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	3	-	3	-	2	-
CO2	-	-	3	2	2	-	2	-	-
CO3	2	-	3	-	-	-	-	3	-
CO4	-	2	-	3	3	-	2	-	2

Subject Na	me: Sales and Retail Management	Subject Code: 22MBAMM304
	CO Statemen	ts
CO1	Understand the selling techniques in an organiza	tion
CO2	Developer plan for organizing staffing and training	ng Salesforce
CO3	Organize sales territories to maximize selling eff	ectiveness
CO4	Evaluate sales management strategies	
CO5	Find out the contemporary retail management iss	sues and strategies
CO6	Evaluator recent trends in retailing and its impac	t in the success of modern business
CO7	Understand the recent store management and vis	ual merchandising in practices for
	effective retailing	

CO			PO	PSO					
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	1	2	3	1	-	-
CO2	1	1	2	1	-	-	2	-	-
CO3	1	1	1	3	-	-	1	2	-
CO4	-	2	-	2	-	-	-	-	3
CO5	1		2	-	3	-	2	-	-
CO6	1	1	1	2	-	1	1	-	-
CO7	1	-	2	-	-	-	-	-	3

Subject Na	ame: Service Marketing	Subject Code: 22MBAMM305
	CO Statemen	its
CO1	Development understanding about the various co	oncepts and importance of service
	marketing	
CO2	Knowledge about emerging issues and trends in	the service sector
CO3	Learn to implement service strategies to meet ne	w challenges
CO4	Analysis services blueprint and SERVQUAL mo	odel

CO			PO	PSO					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	3	-	-	-
CO2	-	-	2	-	-	-	2	-	-
CO3	-	-	-	3	-	-	-	2	-

CO4	-	2	-	2	-	-	-	-	3

Subject N	ame: Rural marketing Subject Code: 22MBAMM306
	CO Statements
CO1	Recognize appropriate rural marketing objectives
CO2	Knowledge and consumer buying behavior and influencing factors on consumer buying behavior at rural market and the decision process appropriate E-Commerce and innovation a rural marketing
CO3	Illustrated promotional mix in rural markets rural marketing and marketing strategies
CO4	Knowledge of premises underlying in rural markets
CO5	To comprehend the initiative and future of rural markets

СО			PO	PSO					
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	2	1	-	3	-	-	-
CO2	1	-	2	-	-	-	2	-	-
CO3	1	2	2	3	2	-	-	2	2
CO4	1	2	-	2	-	-	-	-	-
CO5	1	-	2	1	2	-	-	-	-

Subject Na	ame: INTERNSHIP	Subject Code: 20MBAIN307
	CO State	ments
CO1	Analyze organization's structure, functions of	of departments, product line,
COI	environment of industry, in which the organ	ization is operating.
CO2	Apply Mckinsey's 7S framework model for	reviewing an organization's marketing
COZ	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, weakne	esses opportunities and threats.
CO5	Apply research techniques to business and d	emonstrate knowledge of data analysis,
	interpretation and report writing.	

CO	•	РО							
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	-	-	1	-	-	-	-
CO2	2	-	-	2	2	-	-	-	-
CO3	2	1	2	-	-	-	-	-	-
CO4	-	2	2	-	_	-	-	_	-
CO5	2	1		-	-	2	-	_	-

SEM:4

Subject N	ame: Inter	rnational	business			Subject Code: 22MBA401				
				CC) Statem	ents				
CO1	Defining	g internatio	onal busin	ess and d	lescribe h	now it dif	fers from o	domestic	business	
	with res	pect to los	s regulatio	on and tax	xation					
CO2	Identify	and descri	be factors	and force	es that a	ffect an o	rganizatio	n decisio	n to	
	internati	onalize its	business							
CO3	Describe	e and comp	oare strate	gies for i	nternatio	nalizatio	n			
CO4	Identify	and analys	ses challe	nges in w	orking c	ommunic	ating and	negotiatii	ng in cross	
	cultural									
CO5	Discuss	the role of	corporate	e social re	esponsibi	ility in int	ernational	business	practice	
CO-PO-	PSO Map	ping								
СО			PO				P	SO		
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	
CO1	1	-	-	-	2	3	-	-	-	
CO2	-	-	2	-	-	-	2	-	-	
CO3	-	-	-	3	-	-	-	2	-	
CO4	-	2	-	2	-	-	-	-	3	
CO5	-	1	-	-	-	-	3	-	-	

Subject N	ame: Inno	d Design	Subj	ect Code:	22MBA 4	102				
				CC) Statem	ents				
CO1	Underst	and the de	sign think	ing proce	ess from	business	manageme	ent perspe	ective	
CO2	Apply the innovation		dge and sk	cills of D	D in prot	otype dev	velopment	for produ	ict/service	
CO3	Analyze	sustainab	le and soc	ial challe	nges and	l find solu	ıtions			
CO4	Evaluate	e the pros	and cons o	of sustain	able dev	elopment	by applyi	ng DT		
CO- PO-	PSO Map	ping								
CO			PO			PSO				
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	
CO1	1	1	-	-	2	3	-	-	-	
CO2	-	-	2	2	-	-	2	-	-	
CO3	-	3 3 2 -								
CO4	_	- 2 - 2 3								

Subject Na	me: Strategic Brand Management	Subject Code: 22MBAMM403
	CO Stateme	ents

CO1	Comprehension and correlate all the management functions to brand creation
CO2	Ability to develop the branding strategies
CO3	Demonstrate data acumen in applying managerial and behavioral concepts in
	creating brand equity
CO4	Ability to analyze Global brand and their SWOT

CO		PO						PSO			
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4		
CO1	1	-	-	-	2	3	-	-	-		
CO2	-	-	2		-	-	2	-	-		
CO3	-	-	-	3	-	-	-	2	-		
CO4	_	2	-	2	-	-	-	-	3		

Subject Na	ame: Integrated Marketing Communications	Subject Code: 22MBAMM404
	CO Statemen	ts
CO1	The students will be able to define and apply known managerial decision making related to marketing tactics	
CO2	The students will be getting an idea to explain the marketing and use effectiveness measures to evaluate the students will be getting an idea to explain the marketing and use effectiveness measures to evaluate the students will be getting an idea to explain the marketing and use effectiveness measures to evaluate the students will be getting an idea to explain the marketing and use effectiveness measures to evaluate the students will be getting an idea to explain the marketing and use effectiveness measures to evaluate the students will be getting an idea to explain the marketing and use effectiveness measures to evaluate the students will be getting an idea to explain the marketing and use effectiveness measures to evaluate the students will be getting the students will be supported to the students of the students will be getting the students of the students of the students will be getting the students of the students of the students will be getting the students of the s	
CO3	The students will get the ability to create an integral plan which includes promotional strategies	grated marketing communications
CO4	The students will get trend in the art of drafting pother basic IMC tools ethically situations	prepare advertising copy and design

CO		PSO							
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	_	-	-	_	2	-	-	-
CO2	-	2	-	-	-	-	2	-	-
CO3	-	-	2	-	2	-	2	-	-
CO4	-	_	-	2	2	-	-	3	-

Subject N	lame: Digital Marketing Management Subject Code: 22MBAMM405
	CO Statements
CO1	Illustrate the knowledge about digital marketing strategy and planning
CO2	Describe and improve a strategy for measuring and improving digital media effectiveness
CO3	Describe online advertising including ad networks and behavioral targeting
CO4	Evaluate emerging trends in digital marketing
CO5	Analyze how to create a search engine optimization strategy for own business

CO- PO- PSO Mapping										
CO			PO			PSO 5 PSO1 PSO2 PSO3 PSO4 3 2				
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	
CO1	1	-	-	-	2	3	-	-	-	
CO2	-	2	2	-	-	-	2	-	-	
CO3	-	-	-	-	-	3	-	-	-	
CO4	1	2	-	2	-	-	1	-	-	
CO5	-	-	2	-	-	-	-	-	-	

Subject N	ame: Business Marketing	Subject Code: 22MBAMM406					
	CO State	CO Statements					
CO1	Understand significance of B2B marketing						
CO2	Ability to create an integrated marketing communications plant which includes promotional strategies						
CO3	Effectively use marketing communication for	or customer acquisition					
CO4	Define an applied knowledge of various asp related to marketing communication strateg	<u>C</u>					

СО			PO				P	SO	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	3	-	3	1	2	1
CO2	-	1	1	3	-	-	2	-	1
CO3	-	-	3	3	-	-	-	3	-
CO4	-	3	-	-	3	-	2	-	2

Subject Na	me: Global Financial Management	Subject Code: 22MBAFM403					
	CO Statements						
CO1	Have an understanding of the international financial environment						
CO2	The students will learn about the foreign exchange market participants and						
	transactions						
CO3	Be able to use derivative in foreign exchange risl	k management					
CO4	Be able to understand various international finan	cial Market instruments					
CO5	Be able to evaluate various theories associated w	ith international environmental					
CO6	Be able to evaluate the firms exposure to risk in	international environment					
	-	·					

CO			PO			PSO PSO1 PSO2 PSO3 PSO4 3 2			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	3	-	-	-
CO2	-	-	2	-	-	-	2	-	-
CO3	-	-	-	3	-	-	2	-	-

CO4	1	1	-	-	-	-	-	-	-
CO5	2	2	-	-	-	-	-	2	-
CO6	-	2	-	2	-	-	-	-	2

Subject N	lame: Mer	ges acquis	itions an	d corpor	ate	Subj	ect Code:	22MBA	FM404
restructu	ring			_					
				CC) Statem	ents			
CO1	To expl	ain the maj	or forms	and objec	ctives of	corporate	restructui	ring	
CO2	To desc	ribe the pro	ocess of v	alue crea	tion unde	er differer	nt forms o	f M and A	1
CO3	To unde	erstand M&	A with it	s differer	t classifi	cation, st	rategies, t	heories ar	ıd
	synergie	synergies etc							
CO4	To cond	To conduct financial evaluation of M&A							
CO5	To analy	To analyze the demonstrate the accounting aspects of amalgamation							
CO6	To critic	To critically evaluate different types of M&A, takeover and anti-takeover strategies							
CO- PO-	PSO Map	ping				T			
CO			PO			PSO			
CO			10				P	SO	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	SO PSO3	PSO4
CO1	PO1 2	PO2		PO4 -	PO5	PSO1 2			PSO4
CO1 CO2	PO1 2 1	PO2 - 2		PO4 -	PO5 -				PSO4 - -
	PO1 2 1 1	-		PO4 - -	PO5 - -		PSO2		PSO4 - -
CO2	PO1 2 1 1 1 1	-		PO4 - - - 3	PO5 1		PSO2		PSO4 - - -
CO2 CO3	PO1 2 1 1 1 -	-		-	PO5 1 1		PSO2 - 2 -		PSO4 2

Subject Na	nme: Risk Management and Insurance	Subject Code: 22MBAFM405				
	CO Stateme	ents				
CO1	Understand the various types of risk					
CO2	Assess the process of identifying and measuring risk					
CO3	Acquaint with the functioning of life insurance	with risk management				
CO4	Understand general insurance contact					
CO DO I	OCO Monning					

CO			PO				PSO D1 PSO2 PSO3 PSO4		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	-	-	2	-	-	-
CO2	1	2	-	-	-	-	2	-	-
CO3	1	-	-	-	-	1	-	-	-
CO4	1	-	-	3	1	-	3	-	-

Subject Na	me: Indirect Ttaxation	Subject Code: 22MBAFM406						
	CO Statements							
CO1	Explain the various terms related to Indian goods	Explain the various terms related to Indian goods and service tax						

CO2	Analyze whether a person is eligible to obtain registration as well as filing of returns
	under GST law
CO3	Have clarity on previous to levy and collection of GST in India
CO4	Assess the value of goods and services based on provisions of time, value and place
	of supply
CO5	Understand the concept pf import and export procedure for custom duty
CO6	Identify customs duty provisions and valuation of imported goods

CO			PO			PSO PSO1 PSO2 PSO3 PSO4 2 - - 1 - 2 2 - - 3 - 2			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	1	-	1	2	-	-	1
CO2	1	2	3	-		-	2	2	-
CO3	1	3	-	-	1	-	3	-	2
CO4	1	3	-	-	1	-	3	-	-
CO5	1	1	-	-	1	-	-	-	-
CO6	-	1	3	-		-	-	-	3

Subject Na	me: Conflict and Negotiation Management	Subject Code: 22MBAHR403					
	CO Statements						
CO1	Understand the concept soil of conflict and negotiation and its role						
CO2	Learn various contemporary methods of conflicts and negotiation						
CO3	Gain insights of various conflict handling mechanism						
CO4	Demonstrate the cross cultural and general dimer	nsions of negotiation					

CO		PSO							
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	-	3	-	ı	-	1
CO2	-	-	2	-	-	-	2	-	-
CO3	-	1	-	2	-	-	-	2	-
CO4	-	-	1	_	_	-	-	_	2

Subject N	ame: Global HRM	Subject Code: 22MBAHR404					
	CO Statements						
CO1	Understand various practices with in the field of global HRM						
CO2	Describe HR concepts, policies and practices to deal with issues in an international context						
CO3	Apprise the impact of global factors in shaping	HR practices					
CO4	Apply the concepts of HR in global perspective						
CO- PO-	CO- PO- PSO Mapping						
CO	PO	PSO					

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	3	-	-	-
CO2	-	-	2	-	-	-	2	-	-
CO3	-	-	-	3	-	-	-	2	-
CO4	-	2	-	2	-	-	-	-	3

Subject N	ame: Mac	hine Lear	ning			Subject Code: 22MBABA403			
-	CO Statements								
CO1	Explain	the concep	ots of miss	sion learr	ning				
CO2	Apply th	ne knowled	dge of dat	a visualiz	cation and	d accurate	decision	making	
CO3	Analyst	the big da	ta and pat	tern using	g machin	e learning	g algorithr	ns	
CO4	Evaluate the data structure and provide immersive experience to users								
	2 varaati	o tiro data s	yar are tare a	P					
CO- PO-	PSO Map		PO	F				SO	
	•			PO4	PO5	PSO1			PSO4
CO- PO-	PSO Map	ping	PO				P	SO	PSO4
CO- PO-	PSO Map	ping	PO		PO5	PSO1	P	SO	PSO4 -
CO- PO- CO CO1	PSO Map	PO2	PO PO3		PO5	PSO1 3	P	SO	PSO4 - - -

Subject N	ame: HR Analytics	Subject Code: 22MBABA404				
	CO Statements					
CO1	Have an understanding of how HR function and value and demonstrates the value in business term					
CO2	•	Measure the value of intangibles that HR may help built for the organization given a particular business context to facilitate the decision making				
CO3	Convert soft factors in a people management contacts into miserable various across various domains					
CO4	Devise, conduct and analyze a study on employed in an organization	ee or any other related to HR contact				

СО		PSO							
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	3	-	-	-
CO2	-	2	2	-	-	-	2	-	-
CO3	-	-	-	3	-	3	-	2	-
CO4	-	1	-	2	-	-	1	-	2

Subject Na	nme: PROJECT WORK	Subject Code: 20MBAPR407				
	CO Statements					
CO1	Students will apply Leadership styles and strategies, management theories and					

	concept	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	Student	s will criti	cally evalues	uate altern	ative solu		justify th	e most		
CO4	Student	s will desi	gn and de	velop an o	riginal pro	oject repo	rt conside	ering ethi	cs that	
CO-PO-	PSO Map	ping								
CO			PO				PS	SO		
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	
CO1	3	-	3	-	-	3	-	-	-	
CO2	3	-	-	3	-	-	3	-	-	
CO3	-	3	-	-	-	-	-	-	3	
CO4	-	-	-	-	3	-	-	3	-	

Sd/-Dr. Mamatha J **Professor & HOD Department of MBA**