



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- 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

Subject Name: Principles of management and organizational behaviors						Subject Code: 22MBA11			
	CO Statements								
CO1	Gain practical experience in the field of management and organizational behaviors								
CO2	Conceptual knowledge of management various functions of management and theories in OB								
CO3	Comprehend and apply management and behavioral models to relate attitude perception and personality								
CO4	Analyze the recent trends in management and OB models								
CO- PO- PSO Mapping									
CO	PO								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	1	-	-	-	2	-	-	-	-
CO2	-	2	2	-	-	-	-	-	-
CO3	-	-	-	3	-	2	-	-	-
CO4	-	2	-	2	-	-	2	-	-

Subject Name: Entrepreneurship development							Subject Code: 22MBA12				
	CO Statements										
CO1	Display key interest and orientation towards entrepreneurship entrepreneurial opportunity models in order to set up a business and to think creatively										
CO2	To know about the various business models and B plans across business sector										
CO3	Table to understand the importance of marketing and different forms of businesses										
CO4	Become aware about various sources of findings and institutions supporting entrepreneurs										
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- PO- PSO Mapping									
CO	PO							PSO			
	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

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

Subject Name: 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 decisions								
CO5	Evaluate the Investment decisions								
CO6	Estimate working capital requirements								
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
CO5	1	-	-	-	2	3	-	-	-
CO6	1	-	-	-	2	-	2	-	-

Subject Name: 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 order to evaluate different research approaches in business	
CO5	Discuss various forms of intellectual property its relevance and business impact in the challenging global business environment and leading international concerning IPR	
CO- PO- PSO Mapping		
CO	PO	PSO

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

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

Subject Name: Strategic management						Subject Code: 22MBA25			
	CO Statements								
CO1	Student 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 and insights a strategy at a different level of an organization to gain competitive advantage								
CO4	To help students understand the strategy drive in multinational firms and their decision in different markets								
CO- PO- PSO Mapping									
CO	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	-	-

Subject Name: Managerial economics					Subject Code: 22MBA26				
	CO Statements								
CO1	Understand the applications of economic principles in management decision making								
CO2	Earn the micro economic concept and apply them for effective functioning of a firm and industry								
CO3	Understand assess forecast the demand Apply the concepts of production and cost for optimization of production								
CO4	Apply the concepts of production and cost for optimization of production								
CO5	Design competitive strategies like pricing product differentiation etc and marketing according to the market structure								
CO6	Understand the impact of microeconomic concepts								
CO- PO- PSO Mapping									
CO	PO							PSO	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	3	2	2	-	2	2	-	-	-
CO2	2	-	-	2	2	-	-	-	-
CO3	2	-	-	-	-	-	-	-	-
CO4	2	-	2	2	-	-	-	-	-
CO5	2	-	-	2	-	-	-	-	-
CO6	2	-	-	-	-	-	-	-	-

SEM:3

Subject Name: 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	Evaluate cases for effective supply chain management and its implementation								
CO- PO- PSO Mapping									
CO	PO					PSO			
	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 Name: Information technology for manager						Subject Code: 22MBA302			
	CO Statements								
CO1	Understand the importance of information technology for business								
CO2	Develop insights into technology and investigate it impact on business								
CO3	Understand various measures of technology available in corporate world								
CO4	Understanding how creatively and innovative technology helps to find a solution to problems								
CO- PO- PSO Mapping									
CO	PO					PSO			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	-	-	-	-	-
CO2	-	-	2	-	-	-	2	-	-
CO3	-	-	-	3	-	-	-	2	-
CO4	-	2	-	2	-	-	-	-	3

Subject Name: Static Cost Management						Subject Code: 22MBAFM303			
	CO Statements								
CO1	Understand the goals and strategies of business units								
CO2	Determine the standard costing and variance analysis cost control in business decision making								
CO3	Application of management accounting and control system in corporate								
CO4	Critically evaluate all traditional and non-traditional costing method such as absorption costing managerial costing and activity-based costing								
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 Name: Security analysis and portfolio management	Subject Code: 22MBAFM304
	CO Statements
CO1	Understand the capital market and various instruments for investment
CO2	Assess the risk and return associated with investments
CO3	Value equity shares performance share and debt instruments using various valuation models
CO4	Analyze the economy industry and company frameworks for investment
CO5	Apply modern portfolio theories
CO6	Learn that theories of portfolio management and also the tools and techniques for efficient portfolio management

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
CO5	-	-	-	-	2	3	-	-	-
CO6	-	-	-	-	2	-	2	-	-

Subject Name: Advanced Financial Management	Subject Code: 22MBAFM305
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CO Statements	
CO1	Demonstrate the applicability of the concept of financial management to understand the managerial decision and corporate capital structure
CO2	Apply the leverage and EBIT EPS analysis associate with financial data in the corporate and analyze the complexities associated with management of cost of funds in the capital structure
CO3	Demonstrate out the concept of financial management and investment financing and dividend policy division could integrate while identification and resolution of problems
CO4	Be aware of the techniques of cash inventory and receivable management

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 Name: Banking & Services Operations	Subject Code: 22MBAFM306
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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- PSO Mapping

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

CO2	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in the various industries								
CO3	Illustrate the applications of recruitment and selection tools and techniques in various sectors								
CO4	Develop greater understanding about strategies for work force planning and assessment analyze the iron management system followed in the various industries								
CO- PO- PSO Mapping									
CO	PO					PSO			
	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 Name: Industrial relations and legislation						Subject Code: 22MBAHR304			
	CO Statements								
CO1	Gain practical experience related to labor legislation in India across various sectors								
CO2	Acquire conceptual knowledge of industrial relations and labor laws followed within industries								
CO3	Develop the greater understanding of IR concepts and its applications in solving various issues in IR								
CO4	Apply the IR and labor laws concepts in various industrial in India								
CO- PO- PSO Mapping									
CO	PO					PSO			
	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 Name: Consumer Behavior		Subject Code: 22MBAMM303
	CO Statements	
CO1	The student will be able to understand the background and concept of consumer behavior	
CO2	The student should be able to identify the dynamics of consumer behavior and the basic factors that influence the consumers decision process	
CO3	The student will be able to demonstrate how concepts may be applied to marketing strategy	
CO4	Student will be able to apply and demonstrate theories and real-world marketing situations by profiling and identify marketing segments	
CO- PO- PSO Mapping		

CO	PO					PSO			
	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 Name: Sales and Retail Management						Subject Code: 22MBAMM304			
	CO Statements								
CO1	Understand the selling techniques in an organization								
CO2	Developer plan for organizing staffing and training Salesforce								
CO3	Organize sales territories to maximize selling effectiveness								
CO4	Evaluate sales management strategies								
CO5	Find out the contemporary retail management issues and strategies								
CO6	Evaluator recent trends in retailing and its impact in the success of modern business								
CO7	Understand the recent store management and visual merchandising in practices for effective retailing								
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
CO5	1		2	-	3	-	2	-	-
CO6	-	1	-	2	-	1	-	-	-
CO7	1	-	2	-	-	-	-	-	3

Subject Name: Service Marketing						Subject Code: 22MBAMM305			
	CO Statements								
CO1	Development understanding about the various concepts and importance of service marketing								
CO2	Knowledge about emerging issues and trends in the service sector								
CO3	Learn to implement service strategies to meet new challenges								
CO4	Analysis services blueprint and SERVQUAL model								
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
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Subject Name: 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								
CO- PO- PSO Mapping									
CO	PO					PSO			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	2	-	-	3	-	-	-
CO2	1	-	2	-	-	-	2	-	-
CO3	1	2	2	3	2	-	-	2	2
CO4	1	2	-	2	-	-	-	-	-
CO5	1	-	2	-	2	-	-	-	-

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- PSO Mapping									
CO		PO							
	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	-	-	-

Subject Name: International business						Subject Code: 22MBA401			
	CO Statements								
CO1	Defining international business and describe how it differs from domestic business with respect to loss regulation and taxation								
CO2	Identify and describe factors and forces that affect an organization decision to internationalize its business								
CO3	Describe and compare strategies for internationalization								
CO4	Identify and analyses challenges in working communicating and negotiating in cross cultural context								
CO5	Discuss the role of corporate social responsibility in international business practice								
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
CO5	-	1	-	-	-	-	3	-	-

Subject Name: Strategic Brand Management		Subject Code: 22MBAMM403
	CO Statements	

CO- PO- PSO Mapping									
CO	PO					PSO			
	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 Name: Business Marketing						Subject Code: 22MBAMM406			
	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 an applied knowledge of various aspects of managerial decision making related to marketing communication strategy and tactics								
CO- PO- PSO Mapping									
CO	PO					PSO			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	3	-	3	-	2	-
CO2	-	-	-	3	-	-	2	-	-
CO3	-	-	3	3	-	-	-	3	-
CO4	-	3	-	-	3	-	2	-	2

Subject Name: 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 risk management								
CO4	Be able to understand various international financial Market instruments								
CO5	Be able to evaluate various theories associated with international environmental								
CO6	Be able to evaluate the firms exposure to risk in international environment								
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	-	-

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 Mapping									
CO	PO					PSO			
	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 Name: 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 dimensions of negotiation								
CO- PO- PSO Mapping									
CO	PO					PSO			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	3	-	-	-	-
CO2	-	-	2	-	-	-	2	-	-
CO3	-	1	-	2	-	-	-	2	-
CO4	-	-	1	-	-	-	-	-	2

Subject Name: 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- PSO Mapping			
CO	PO	PSO	

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

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