

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 2023-25

	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 2023-25

SEMESTER: 1

•	lame: Pri tional Bel	-	Subj	ect Code	: 23MBA	C101			
	CO Statements								
CO1	CO1 Understand the fundamentals of management, theory of management and its trends.								
CO2	Apply t	heir under	rstanding	of manag	gement f	unctions	in organiz	ations	
CO3	Analyze	Analyze the concepts of OB to manage the behavior of people in organizations.							
CO4	Discuss recent trends in management and inclusive leadership practices.								
CO- PO-	PSO Map	pping							
CO			PO				P	SO	
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	_	_	_	2	2	-	-	-
CO2	-	2	2	-	-	-	ı	-	3
CO3	-	-	-	3	-	-	2	-	-
CO4	-	2	-	2	-	-	3	-	-

Tame: Managerial Economics	Subject Code: 23MBAC102						
CO Statements							
CO1 Apply the economic way of thinking to business decisions							
Understand the behavior of economic agents							
Analyze production, cost and allocation of resources; evaluate market structure and pricing strategies							
Comprehend microeconomics and environment that has direct business employer implications							
	CO Statements Apply the economic way of thinking to busing Understand the behavior of economic agent Analyze production, cost and allocation of rand pricing strategies Comprehend microeconomics and environments						

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

Subject N	lame: Accounting for Managers	Subject Code: 23MBAC103					
CO Statements							
CO1 Student should be able to demonstrate theoretical knowledge and its application in real time accounting							
CO2	Students should be capable of preparing financial statement of companies						
CO3	Student should independently undertake f financial decision	inancial statement analysis and take					
CO4	Student should be able to comprehend emerging trends in accounting and computerization of accounting system						
CO- PO-	PSO Mapping						

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

Subject N	Name: Business Statistics	Subject Code: 23MBAC104					
CO Statements							
CO1	O1 Understand how to organize, manage and present data						
CO2	Use an apply a white variety of specific statis	tical tool					
CO3	Understand the application of probability in b	usiness					
CO4	Efficiently interpret the results of statistical analysis						
CO5	Understand and apply various data analysis functions for business problems						
	117	1					

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

Subject N	Jame: Fundamentals of Business Analytics	Subject Code: 23MBAC105						
	CO Statements							
CO1	Acquire the knowledge of business analytics							
CO2	Apply structures of data in business administr	ation						
CO3	Evaluate the tools and techniques of visualiza	tion						
CO4	Determine the applications of business analytics							
CO5	Discover ethical moral of using business analytics							

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

Subject N	ame: Communication Skills For Business	Subject Code: 23MBAC106							
	CO Statements								
CO1	Identify in the Ethical, legal, cultural and global issues affecting the business communication and apply business communication strategies and principles to prepare effective communication for domestic and international business situations.								
CO2	Deliver and effective oral business presentation	on.							
CO3	Utilize the mechanics of writing and compose business letters in English precisely and effectively.								
CO4	The students will be introduced to the employment and managerial communications practices in business to those who are in vogue.								
CO5	The students will be aware of their communication skills and know their potential to become a successful manager								

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

SEMESTER:II

Subject N	Jame: Human Resource Management	Subject Code: 23MBAC201						
	CO Statements							
CO1	Acquire the conceptual insight of Human resource and various functions of HR							
CO2	Interpret the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.							
CO3	Illustrate the different methods of HR Acquis	sition and retention						
CO4	Demonstrate the use of different apprair organization, outline compensation strategies							
CO5	Enumerate the emerging trends and practices	in HRM						
CO-PO-	CO- PO- PSO Mapping							
CO	PO	PSO						

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

Subject N	ame: Corporate Financial Management	Subject Code: 23MBAC202						
	CO Statements							
CO1	Students should be able to understand the basic concepts of financial and application of real value of money							
CO2	Students should be able to evaluate long term cost of capital	n source of financing and to estimate						
CO3	Students should be able to evaluate the long-	term investment decisions						
CO4	Students should be able to analyses the capital structure and dividend decisions							
CO5	Students should be able to estimate working capital requirements							
CO- PO-	PSO Manning							

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

Subject N	ame: Marketing Management	Subject Code: 23MBAC203							
	CO Statements								
CO1	Understand knowledge of marketing to solve business problem								
CO2	Analyze marketing environment and issue of marketing in business								
CO3	Development strategies based on marketi	ng mix and measure the effectiveness							
CO4	Ability to create an integrated marketing communications plan for an organization								
CO5	Create an organization marketing plan through research for any type of business								

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

Subject Na	ame: Operations Research	Subject Code: 23MBAC204						
	CO Statements							
CO1	Get an inside into fundamentals of operation research and its definitions characteristics and Phases							
CO2	Use appropriate quantitative technique understand and apply the network diag	s to get feasible earn optimal solution and ram for project completion						
CO3	To make informed decisions and optim	nize process						
CO4	Solve complex logistical challenges							
CO5	Understand the usage of game theory for solving business problem							

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

Subject N	ame: Corporate Compliance	Subject Code: 23MBAC205					
CO Statements							
CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity models in order to set up a business and think creatively						
CO2	Awareness about legal aspects and way to	protect the ideas					
CO3	Gain insights into various acts and understand the significance of corporate governance						
CO4	To understand the way of starting a company and to know how to protect their ideas						

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

Subject N	ame: Entrepreneurship Development	Subject Code: 23MBAC206							
	CO Statements								
CO1	^	Develop keen interest and orientation towards entrepreneurship and successful entrepreneurs in order to setup a business and to think creatively							
CO2	Develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication								
CO3	Students will be capable to generate small business market and know how to foster their ideas	ss idea from the existing gaps in the							
CO4	Able to evaluate the opportunity of the idea, cond and macro aspects of small business development	•							
CO5	Understand how to finance, protect and ensure a business, thereby culminating in the preparation of a business plan which can raise funds								
CO6	Decide on how to utilize the facilities and resources provided by the central and state level institutions in small business development								

СО			PO				P	SO	
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	3	-	-	-	-
CO2	3	3	-	-	3	2	-	-	-
CO3	2	-	3	3	-	-	-	-	3
CO4	3	-	3	-	-	-	-	3	-
CO5	3	-	2	-	3	-	-	-	-
CO6	3	-	3	-	2	-	2	-	ı

SEMESTER: III

Subject N	Name: Res	search Mo	ethodolog	gy and Il	PR	Subj	ject Code	: 23MBA	C301	
		CO Statements								
CO1		Understand various research approaches, techniques, and strategies in the Business								
CO2	11.	range of day manag	•	-	tative re	search te	chniques t	o busines	ss and	
CO3	Demons report v	strate knov vriting	wledge ar	nd unders	standing	of data a	nalysis, in	terpretati	on and	
CO4	_	Develop necessary critical thinking skills in order to evaluate different research approaches in business								
CO5	impact	various for the character to the charact	nging glo	bal busin	-					
CO- PO-	PSO Map	pping								
CO			PO				PSO			
CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	
CO1	-	3	-	1	-	3	-	-	-	
CO2	-	-	3	-	-	-	-	-	3	
CO3	-	3	-	-	-	-	-	3	-	
CO4	-	-	3	-	-	-	3	-	-	
CO5	-	-	-	_	3	_	-	3	-	

Subject N	Subject Name: Strategic Management						Subject Code: 23MBAC302				
				C	O Staten	nents					
CO1		stand and a e business	11 2	_	f strategi	ic manage	ement the	ories and	concepts		
CO2		Ability to foster critical thinking skills with respect to strategy formumation, implementation and control in organizations									
CO3	Ability	to apprec	iate value	based le	adership						
CO4		Ability to analyse and communicate global, economic and ethical aspects of business using business strategies									
CO- PO-	PSO Ma	pping									
			PO				P	SO			
CO	PO1 PO2 PO3 PO4 PO5 PSO1 PSO2 PSO3							PSO4			

PO5

2

3

PO4

3

PSO1

3

PSO₂

3

PSO3

3

PSO₄

PO3

3

PO₂

3

-

2

PO1

2

2

CO1

CO2

CO3

CO4

Subject N	lame: Talent Acquisition	Subject Code: 23MBAH303						
	CO Statements							
CO1	To acquire knowledge and the vatious challenges of acquisition and recruiting of talents for the compoetitive advantage of the organization							
CO2	To get insights to develop and retain best	talents in the industry						
CO3	To learn the concepts of competency and its usage in evaluating person's talent							
CO4	To develop an appreciation of the talent environment and the criticality of the recruitment and selection process							

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

Subject N	ame: Industrial Relations and Legislations	Subject Code: 23MBAH304							
	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 applications in solving various issues in IR								
CO4	Apply the IR and labour concepts in various industries in India								

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

Subject N	ame: Tax Compliance and Management	Subject Code: 23MBAF303				
	CO State	ements				
CO1	Graduates will understand the basics of tax residential status	ation and the process of computing				
CO2	Calculate taxable income under head salari	es and house property income				
CO3	Calculate taxable income under head business and profession					
CO4	Calculate taxable income under head capital gains and other sources					
CO5	Understand the deduction and calculation of tax liability of individuals					

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

ent						
CO State	ements					
Understand the capital market, Money Market and various Instruments for Investment						
Assess the risk and return associated with inves	tments.					
Assess the methods to value securities.						
Analyse the Economy, Industry and Company framework for Investment						
Learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.						
•	Understand the capital market, Money Market a Assess the risk and return associated with inves Assess the methods to value securities. Analyse the Economy, Industry and Company f Learn the theories of Portfolio management and					

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

Subject N	ame: Investment Banking	Subject Code: 23MBAF305					
	CO Statemen	nts					
CO1	Students will be able to demonstrate the significance of investment banking						
CO2	Students will be able to value fixed and variable in	come securities					
CO3	Student will be able to analyse M&A Deals						
CO4	Students will be able to apply different techniques for business valuation						
CO5	Students will be able to apply wealth management strategies						

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

Subject Na	ame: Project Analysis and Risk Management	Subject Code: 23MBAF306
	CO Stateme	ents
CO1	Graduates should be able to understand the vamanagement and its principles	rious concepts of project
CO2	Students will be familiarized with the feasibil projects	ity study aand initiating the right
CO3	Graduates will acquaint the knowledge of cri with the project management through various	•
CO4	Students will be able to understand the concert (PPPs)	ot of Public Private Partnerships

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

Subject No Systems	ame: Introduction to Python Data and Control	Subject Code: 23MBABA303
	CO Statemen	ats

	CO Statements
CO1	Understand the concepts of Python programming
CO2	Structure a simple Pyhon progrtam for solving programs
CO3	Apply the knowledge to decompose a python program into functions
CO4	Analyse and represent compound data using Python Lists, tuples, dictionaries
CO5	Read and write data form/to files in python program

СО			PO			PSO			
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
CO5	-	-	2	-	-	-	-	1	-

Subject Name: Business Analytics and Intelligence Subject Code:							
CO Stater	ments						
CO1 Understand the role of Business Analytics and intelligence in decision makin							
Learn key techniques and tools for analyzir	ng business data						
Develop skills to interpret and present data	insights effectively						
CO4 Apply analytical methods to real world business scenarios							
	Understand the role of Business Analytics a Learn key techniques and tools for analyzir Develop skills to interpret and present data						

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

Subject N	ame: Consumer Behaviour	Subject Code: 23MBAM303
	COS	tatements
CO1	Understand the background and concep	ots of consumer behaviour
CO2	Identify the dynamics of consumer behavior the consumers decision process	avior and the basic factors that influence
CO3	Demonstrate how concepts may be app	lied to marketing strategy
CO4	Apply and demonstrate theories to real and identifying marketing segments	world marketing situations by profiling

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

Subject N	ame: Services Marketing	Subject Code: 23MBAM304
	CO Sta	atements
CO1	Understand the concept and key importa	nce of service marketing
CO2	Enhance the knowledge on marketing massector	ixwhich influences branding in services
CO3	Analyzing the need for Service design ar	nd development
CO4	Learn to implement service strategies in	various industries
CO5	A review on emerging trends in services	marketing

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

Subject N	Sales and Retail Management	Subject Code: 23MBAM305					
	CO Statements						
CO1	To understand the overall tactics in Sales Management						
CO2	Developing sales strategies and driving sales force through Motivation & Compensation						
CO3	Analyze the trends and evaluating the success of latest retail organizations						
CO4	Identifying the retail management challenges and issues						
CO5	Learning the technologies that helps in building retail businesses.						
CO- PO-	PSO Mapping						

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

Subject Na	ame: Business Marketing	Subject Code: 23MBAM306					
CO Statements							
CO1	Describe the nature of business markets and the related concepts						
CO2	Familiarize the business buying behavior of industrial customers						
CO3	Apply concepts of pricing strategies for industrial goods						
CO4	CO4 To evaluate the significance of E-commerce in business marketing						

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

Subject N	ame: Internship work Subject Code: 23MBAI307						
	CO Statements						
CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial						

	opportunity models in order to set up a business and think creatively
CO2	Awareness about legal aspects and way to protect the ideas
CO3	Gain insights into various acts and understand the significance of corporate governance
CO4	To understand the way of starting a company and to know how to protect their ideas

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

Dr. Mamatha J Professor & HOD Sd/-