



|| Jai Sri Gurudev ||
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 2024-26

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

Subject Name: Principles of Management and Organizational Behavior						Subject Code: 23MBAC101			
CO Statements									
CO1	Understand the fundamentals of management, theory of management and its trends.								
CO2	Apply their understanding of management functions in organizations								
CO3	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 Mapping									
CO	PO					PSO			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	2	-	-	-
CO2	-	2	2	-	-	-	-	-	3
CO3	-	-	-	3	-	-	2	-	-
CO4	-	2	-	2	-	-	3	-	-

Subject Name: Managerial Economics						Subject Code: 23MBAC102			
CO Statements									
CO1	Apply the economic way of thinking to business decisions								
CO2	Understand the behavior of economic agents								
CO3	Analyze production, cost and allocation of resources; evaluate market structure and pricing strategies								
CO4	Comprehend microeconomics and environment that has direct business employer implications								
CO- PO- PSO Mapping									
CO	PO					PSO			
	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 Name: 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 financial statement analysis and take financial decision								
CO4	Student should be able to comprehend emerging trends in accounting and computerization of accounting system								
CO- PO- PSO Mapping									
CO	PO					PSO			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	2	-	3	-	3	-	-	-
CO2	-	2	-	-	-	-	2	-	-
CO3	-	-	-	-	-	-	-	2	-
CO4	2	-	2	-	-	-	-	2	-

Subject Name: Business Statistics						Subject Code: 23MBAC104			
CO Statements									
CO1	Understand how to organize, manage and present data								
CO2	Use an apply a white variety of specific statistical tool								
CO3	Understand the application of probability in business								
CO4	Efficiently interpret the results of statistical analysis								
CO5	Understand and apply various data analysis functions for business problems								
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	-	2	-
CO4	-	2	-	2	-	-	1	-	2
CO5	2	3	-	-	-	-	-	-	-

Subject Name: Fundamentals of Business Analytics					Subject Code: 23MBAC105				
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CO Statements									
CO1	Acquire the knowledge of business analytics								
CO2	Apply structures of data in business administration								
CO3	Evaluate the tools and techniques of visualization								
CO4	Determine the applications of business analytics								
CO5	Discover ethical moral of using business analytics								
CO- PO- PSO Mapping									
CO	PO					PSO			
	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 Name: 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.								
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								
CO- PO- PSO Mapping									
CO	PO					PSO			
	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 Name: Human Resource Management	Subject Code: 23MBAC201
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	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 Acquisition and retention								
CO4	Demonstrate the use of different appraisal and training methods in an organization, outline compensation strategies of an organization								
CO5	Enumerate the emerging trends and practices in HRM								
CO- PO- PSO Mapping									
CO	PO					PSO			
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1	-	-	-	2	-	-	-	-
CO2	1	-	2	-	-	3	-	3	-
CO3	-	2	-	3	-	-	2	-	-
CO4	1	2	-	2	-	-	-	-	-
CO5	-	2	-	-	2	-	-	-	2

Subject Name: 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 source of financing and to estimate cost of capital								
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 Mapping									
CO	PO					PSO			
	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 Name: 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 marketing 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								
CO- PO- PSO Mapping									
CO	PO					PSO			
	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 Name: 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 techniques to get feasible earn optimal solution and understand and apply the network diagram for project completion								
CO3	To make informed decisions and optimize process								
CO4	Solve complex logistical challenges								
CO5	Understand the usage of game theory for solving business problem								
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	-	-	2	-	2	-	1	-	2
CO4	-	-	-	3	-	3	-	2	-
CO5	2	-	-	-	-	2	-	-	-

Subject Name: 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								
CO- PO- PSO Mapping									
CO	PO					PSO			
	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 Name: 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 idea from the existing gaps in the market and know how to foster their ideas								
CO4	Able to evaluate the opportunity of the idea, conduct feasibility studies in various micro and macro aspects of small business development, select a type of ownership								
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								
CO- PO- PSO Mapping									
CO	PO					PSO			
	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	-	-

Dr. Mamatha J
Professor & HOD
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