



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING **(AUTONOMOUS)**

Accredited by NAAC with 'A' Grade, ISO 9001:2015 Certified Institution

Approved by AICTE, New Delhi and Affiliated to INTUK, Kakinada .

School of Management Studies

L.B.Reddy Nagar, Mylavaram-521230, Krishna Dist, Andhra Pradesh, India

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SCHOOL OF MANAGEMENT STUDIES

CO-PO MAPPING

I SEMESTER

17MB01	PRINCIPLES OF MANAGEMENT	PROGRAMME OUTCOMES				
		PO 1	PO2	PO3	PO4	PO 5
CO1	The student will be able to analytically appraise the journey of management from ester years to the modern days that experienced several adjustments in the course of its expedition.	3	2	1	2	-
CO2	The student will understand how essential various functions of management are for every business manager.	1	1	3	1	-
CO3	The student will develop knowledge about various managerial processes and become competent when involved in them to achieve success.	2	3	2	1	-
CO4	The student will gain acquaintance with the essence of superior-subordinate relationship which is an important aspect in accomplishing organizational objective as a team.	3	2	2	1	-
CO5	The student will realize the importance of controlling and giving feedback for ensuring effective and efficient performance of the personnel. At the end of the course, the student should be able to apply these principles to the practical situations concerning the management of people and organizations in real business life.	2	2	3	1	-
17MB02	MANAGERIAL ECONAMICS	PO 1	PO2	PO3	PO4	PO 5
CO1	Capable of analysing fundamentals of managerial economics such as demand, production, price, supply and investment	3	1	-	3	2
	concepts which helps them in doing effective business administration.	2	3	-	2	2
CO2	Analyze decisions relating to demand, production and cost.	1	3	-	-	1
CO3	Able to analyze the cost benefits of all alternative solutions of business problems and choose the optimal and economical solutions, so that managers can handle the available resources to meet expected goals.	1	1	2	2	3
CO4	Take business decisions using breakeven analysis..	3	1	1	-	3
CO5	Analyze conditions prevail in each market and also evaluate in which type of market the organization achieves abnormal profits.	1	1	2	2	

17MB03	ACCOUNTING FOR MANAGERS	PO1	PO2	PO3	PO4	PO5
CO1	Students are able to understand the branches, principles & standards of accounting and also analyze the role of accounting in modern organizations.	3	1	-	2	3
CO2	Students are able to understand various stages of accounting process.	2	3	-	2	1
CO3	Students are able to understand valuation process of fixed and current assets.	2	2	1	2	1
CO4	Students can do the funds flow and cash flow analysis by preparing Funds Flow Statement and Cash Flow Statements	-	3	-	1	-
CO5	Students can analyze the financial soundness of organizations by doing analysis on financial statement.	2	2	1	2	1
17MB04	STATISTICS FOR MANAGERS	PO1	PO2	PO3	PO4	PO5
CO1	Appreciate that the collection and statistical analysis of data improves business decisions and reduces the risk of implementing solutions that waste resources and effort.	2	1	-	-	-
CO2	Select and deploy the correct statistical method for a given data analysis requirement. In particular, develop expertise in describing data, process management, hypothesis testing and model building.	-	2	-	1	
CO3	Recognize, develop and distinguish between models for cross-sectional analysis at a single point in time and models for time series analysis at multiple points in time.	-	-	1	-	-
CO4	Achieve a practical level of competence in building statistical models that suit business applications	1	-	-	1	-
CO5	Build sufficient skills to provide leadership in statistical methods for the staff in your area of responsibility.	-	-	-	2	2

17MB05	Business Environment and Laws	PO1	PO2	PO3	PO4	PO5
CO1	The student will be thoughtful of the environmental forces influencing the business.	-	2	-	3	-
CO2	The student will be able to understand the influence exerted by international organizations on trade in the light of emerging business trends	2	-	-	2	-
CO3	The student will be able to conduct business based on his knowledge about Indian Contract Act and Sale of Goods Act.	3	2	-	1	1
CO4	The student will understand the important provisions of the Indian Companies Act, as well as the Indian Partnership Act and	3	2	1	1	-
CO5	The student will be able to use his/her knowledge of various provisions of Consumer Protection Act for the smooth functioning of the business.	3	2	1	-	-
17MB06	Business communication	PO1	PO2	PO3	PO4	PO5
CO1	Make good communication in business exhibiting effective interpersonal skills, negotiation skills and body language		2	1	1	
CO2	Profess in all the four language skills such as listening, speaking, reading and writing.	1	-	1	1	2
CO3	Make oral and written presentations effectively.		-	1		2
CO4	Skilfully participate in debates, group discussions and interviews.	2	-	1	2	-
CO5	Participate with confidence in interviews effectively	2	-	1	2	-
17MB60	Information Technology Lab	PO1	PO2	PO3	PO4	PO5
CO1	Development of technical and managerial skills in information technology.	3	1	-	-	1
CO2	Start Microsoft Office applications and work with the Microsoft Office interface.	3	1	-	-	1
CO3	Create documents in Microsoft Word.	2	-	-	-	1
CO4	Create workbooks in Microsoft Excel.	3	2	-	-	-
CO5	Create presentations in Microsoft PowerPoint.	2	1	-	2	-
CO6	Share data between Microsoft Office applications.	2	1	-	1	1

17MB61	Business communication Lab-I	PO1	PO2	PO3	PO4	PO5
CO1	Negotiate skillfully in day-to-day activities.			1	2	
CO2	Organize data logically and meaningfully on the slides /posters.		2			2
CO3	Skillfully manage through group discussions.		1		1	1
CO4	Make power point presentations and oral presentations.		1	1		2

II SEMESTER

17MB07	ORGANISATIONAL BEHAVIOUR	PROGRAMME OUTCOMES				
		PO1	PO2	PO3	PO4	PO5
CO1:	To know how himself and people behave under a variety of conditions. Achieving these goals allows managers to communicate about human behaviour at work place.	2	1	3	2	2
CO2:	To understand the group behaviour and its impact on work performance and organization.	2	2	3	1	1
CO3:	To protect the cause and effect relationship of the people in a work place.	2	2	1	3	1
CO4:	To understand the managerial strategies in achieving the goals of organizations.	2	2	3	1	2
CO5:	To improve the results- performance outcome through human behaviour and organizational behaviour can aid them in their pursuit of the goals.	2	2	1	2	1
17MB08	MARKETING MANAGEMENT	PO1	PO2	PO3	PO4	PO5
CO1:	Evaluate the relevance of marketing concepts impact on environmental change while designing marketing plans, strategies and practices.	2	-	-	-	-
CO2:	Develops marketing strategies based on segmentation, target marketing and positioning by examining consumer behaviour.	-	2	-	-	-
CO3:	Ability to communicate the unique marketing mixes and selling propositions for specific product offerings and pricing objectives.	-	-	-	3	-
CO4:	Develops and apply knowledge to create integrated marketing communication strategies and distribution strategies.	2	-	-	-	-
CO5:	Ability to analyse marketing control techniques and can understand strategies related to rural, global and services marketing areas.	-	-	-	-	2

17MB09	FINANCIAL MANAGEMENT					
		PO1	PO2	PO3	PO4	PO5
CO1:	Students are able to learn basic fundamentals of financial management and make themselves as efficient and effective managers in dealing financial decisions.	3	-	-	-	3
CO2:	Student is able to digest various tools & techniques applied in the effective working capital management of a business.	2	1	-	-	-
CO3:	Able to understand cost & benefit of each financial decision in short run & long run.	1	1	-	--	-
CO4:	Student can understand various approaches and methodologies to be followed in dividends management for the wealth maximization of a share holder.	-	2	--	--	--
CO5:	Students are able to learn basic fundamentals of financial management and make themselves as efficient and effective managers in dealing financial decisions.	1	2	--	--	--
17MB10	HUMAN RESOURCE MANAGEMENT	PO1	PO2	PO3	PO4	PO5
CO1:	Deal with HRM/HRP efficiently in the real business life to ensure efficient human resources.	-	-	2	-	3
CO2:	Conduct job analysis and scientific recruitment and selection process for the higher productivity.	1	3	-	-	-
CO3:	Contribute towards organizational growth by designing and implementing appropriate training and development programmes.	-	-	2	3	-
CO4:	Develop relevant and objective performance appraisal and compensation system to meet individual and organisational strategic needs.	-	1	-	-	3
CO5:	Effectively handle disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organisation.	-	-	2	1	-

17MB11	BUSINESS RESEARCH METHODS	PO1	PO2	PO3	PO4	PO5
CO1:	The students will demonstrate a thorough understanding of how research is conducted in business management domain.	3	1	-	1	-
CO2:	The student will be familiarised with the data collection methods and procedures and make their research studies scientific.	2	1	-	1	-
CO3:	The students will understand the concept of scaling and measurement in management research, particularly relating to qualitative data.	2	3	-	-	-
CO4:	As per the need, the students will be able to work with a number of statistical techniques for analysing the data gathered by them.	2	3	-	-	-
CO5:	The students will be able to use a logical and descriptive writing approach in their presentation of research findings.	-	1	-	1	2
17MB12	OPERATIONS MANAGEMENT	PO1	PO2	PO3	PO4	PO5
CO1:	Students are able to understand the basic concepts in operations and production activities.	1	3	-	1	2
CO2:	Students can identify factors influencing plant location and plant layout.	3	2	-	1	1
CO3:	Students can identify the production process and execute the customer order timely.	1	3	-	1	-
CO4:	They can manage the materials, manpower effectively by using appropriate inventory and time study techniques.	2	3	2	1	2
CO5:	They can improve the productivity by using effective quality control standards and techniques.	3	2	1	1	1



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R17

Department of management studies

CO-PO MAPPING

III SEMESTER

SUBJECT CODE	SUBJECT NAME	PROGRAMME OUTCOMES				
		PO1	PO2	PO3	PO4	PO5
17MB13	Strategic Management					
CO1	To familiarize with the technique of strategic analysis and facilitate to develop strategic thinking through case analysis.	3	2	1	2	2
CO2	To provide the information and tools to maximize the competitiveness and enable economic growth for customers, employees, workers, managers, and organizations relating strategy formulation.	1	2	3	2	1
CO3	To provide information relating to strategy implementation in different perspectives of decision making for organizational effectiveness	1	-	2	3	1
CO4	To adopt technical and managerial knowledge while dealing any other different situations with required evaluation and control.	1	2	2	1	1
CO5	To adopt various strategic applications in promoting business environment of various business issues.	1	1	2	1	3
17MB14	Operations Research					
CO1	Understand the characteristics of different types of decision making environments and the appropriate decision making approaches and tools to be used in each type.	3	3	1	1	1
CO2	Apply appropriate LPP techniques to express the defined problems mathematically.	-	2	3	-	-
CO3	Build and solve transportation models and assignment models.	2	3	-	1	-
CO4	Apply appropriate optimal strategies for conflict and competitive environment by using game theory and queuing theory.	2	2	1	1	2
CO5	Design new simple models, like: CPM, to improve decision making and develop critical thinking and objective analysis of decision problems.	3	-	-	2	1

17MB15	Security Analysis and Portfolio Management	PO1	PO2	PO3	PO4	PO5
CO1	Students able to analyze the major investment instruments.	3	-	1	1	2
CO2	Explain the roles and working of the securities markets locally and abroad.	3	-	-	2	-
CO3	Evaluate and design appropriate portfolio management strategies to meet investor's objectives and needs.	3	2	-	-	1
CO4	Apply portfolio and capital market theories in investment analysis and decisions in a practical setting.	3	-	1	2	2
CO5	To enable students to learn practically on mutual funds and its performance measurement.	2	1	1	-	-
17MB16	Financial Institutions and Services	PO1	PO2	PO3	PO4	PO5
CO1	Students able to learn the overview of Indian Financial System.	3	2	1	2	2
CO2	Help students to awareness on banking sector in India and RBI role in banking sector	1	2	3	2	1
CO3	Students will get knowledge about NBFC in India.	1	-	2	3	1
CO4	Acquire a broad knowledge in respect of banking products and financial services and Policies.	1	2	2	1	1
CO5	Students learn about various functions of merchant banking	1	1	2	1	3
17MB17	Strategic Financial Management	PO1	PO2	PO3	PO4	PO5
CO1	Able to understand strategic perspective of financial management	3	3	1	1	1
CO2	Help the students to understand risk and uncertainty in investments	-	2	3	-	-
CO3	Able to understand the process of financial restructuring	2	3	-	1	-
CO4	Acquire broad sense of leasing	2	2	1	1	2
CO5	Acquire knowledge about innovative financing strategies	3	-	-	2	1

17MB18	Performance Management	PO1	PO2	PO3	PO4	PO5
CO1	The student will recognize the factors affecting employees' job performance and the essentials of performance management	2	1	2	2	2
CO2	The student will be aware of the nature and complexity of performance management system and will be able to design one that is suitable to a business enterprise	2	2	2	1	1
CO3	The student will be able to devise performance plans in respect of employees and develop a system of counseling for improving their performance	2	2	1	2	1
CO4	The student will be familiarized with different methods of performance appraisals and involve employees towards managing their performances	2	2	2	1	2
CO5	The student will be able to build teams for the organization and link their performances with reward systems and thereby ensure achievement of organizational goals successfully	2	2	2	2	2
17MB19	Management of Industrial Relations	PO1	PO2	PO3	PO4	PO5
CO1	The student will understand the need of harmonious industrial relations maintained for the success of any organization	3	2	1	2	2
CO2	The student will recognize the vital role played by trade unions in India and the importance of workers' participation in management	1	2	3	2	1
CO3	The student will gain knowledge of various Acts relating to wages and other benefits and ensure their efficient administration	1	-	2	3	1
CO4	The student will gain knowledge of various social security Acts and ensure the well being and safety of the personnel	1	2	2	1	1
CO5	The student will understand the causes and consequences of employee grievances and industrial disputes and understand how they should be resolved	1	1	2	1	3

17MB20	Leadership and Team Building	P01	P02	P03	P04	P05
CO1	Students are able to develop the skills required for leader and able to know and handled the different situation and people	3	3	1	1	1
CO2	Students are able to make a choice of strategies of leader style which they can adopt in work environment	-	2	3	-	-
CO3	To Facilitate building and managing teams effectively so the goals of organization can be achieved by team effectiveness	2	3	-	1	-
CO4	To Resolve the conflicts among team members and improve the team Performance.	2	2	1	1	2
CO5	To assume the situation easily for making effective decision for enhancing organization effectiveness	3	-	-	2	1
17MB21	Services Marketing And Retail Management	P01	P02	P03	P04	P05
CO1	Identify the factors responsible for growth of service sector	3	-	1	1	2
CO2	Manage a reputed position in any of service organizations	3	-	-	2	-
CO3	Apply knowledge in various functions of service organizations	3	2	-	-	1
CO4	Develop the capabilities for retailing	3	-	1	2	2
CO5	Identify appropriate retail marketing strategies	2	1	1	-	-
17MB22	Advertising And Brand Management	P01	P02	P03	P04	P05
CO1	Apply their knowledge in creating an advertising strategy	3	2	1	2	2
CO2	make an advertisement which appealing the target customers	1	2	3	2	1
CO3	Select a specific medium to create an ethical advertisement	1	-	2	3	1
CO4	possesses the competencies to enhance the branding to a product or service	1	2	2	1	1
CO5	understand the significance of Brand positioning	1	1	2	1	3

17MB23	Social Media and Digital Marketing	PO1	PO2	PO3	PO4	PO5
CO1	Experience the difference between traditional marketing and digital marketing	3	3	1	1	1
CO2	Effective understanding of consumer behavior in digital formats	-	2	3	-	-
CO3	Provide innovative ideas to students to catch up the customers through online marketing activities	2	3	-	1	-
CO4	Attainment of more personalization and customization of products compared to traditional marketing	2	2	1	1	2
CO5	Creation of awareness on marketing activities of a business organization through social media in a cost effective manner	3	-	-	2	1
17MB27	Data Base Management Systems	PO1	PO2	PO3	PO4	PO5
CO1	Design and implement a database schema for a given problem-domain.	2	1	2	2	2
CO2	Populate and query a database using SQL commands.	2	2	2	1	1
CO3	Normalize a database.	2	2	1	2	1
CO4	Understand relational and object oriented database technology for building applications for the current trend.	2	2	2	1	2
CO5	Understand the transaction management protocols.	2	2	2	2	2
17MB25	E- COMMERCE	PO1	PO2	PO3	PO4	PO5
CO1	Gain an understanding of the theories and concepts underlying e- commerce.	3	2	1	2	2
CO2	Apply e-commerce theory and concepts to what e-marketers are doing in "the real world"	1	2	3	2	1
CO3	Review e-Commerce infrastructures including architecture models, security & payment systems.	1	-	2	3	1
CO4	Improve familiarity with current challenges and issues in e-commerce.	1	2	2	1	1
CO5	Identify business models surrounding e-Commerce including marketing strategies.	1	1	2	1	3

17MB26	Management Information system	PO1	PO2	PO3	PO4	PO5
CO1	Integrate into business situations and relevant to Management information systems	3	-	1	1	2
CO2	Analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.	3	-	-	2	-
CO3	Apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, and management of information systems.	3	2	-	-	1
CO4	Effectively communicate strategic alternatives to facilitate decision-making.	3	-	1	2	2
CO5	Apply professional ethical codes of conduct as appropriate to industry and organizational environments.	2	1	1	-	-
17MB27	Materials Management	PO1	PO2	PO3	PO4	PO5
CO1	Students are able to understand the significance of Material planning and different approaches of Scheduling.	2	1	2	2	2
CO2	Students learn state planning and scheduling the Process of Materials.	2	2	2	1	1
CO3	Students learn functions with effecting Inventory Management control using various techniques.	2	2	1	2	1
CO4	Students Capable of analyzing the Scientific and Systematic Process of Purchasing.	2	2	2	1	2
CO5	Students are Familiar with effective warehousing functions.	2	2	2	2	2
17MB28	Services Operations Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the role of service operations and its relationship with other organizational functions.	3	-	-	1	-
CO2	Develop an understanding of service operations productivity, its measurement and relationship with other operational functions.	1	-	2	-	3
CO3	Able to measure the service quality and understand the quality service by design.	-	3	2	-	1
CO4	Ability in executing the service facilities and making the design.	-	2	3	-	-
CO5	Understand the Capacity planning for improving the Global Standards	-	-	2	-	3

17MB29	Project Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the concept of project management.	3	2	1	2	2
CO2	Awareness on Organization strategy and structure and culture.	1	2	3	2	1
CO3	Knowledge on defining the project and its controlling process.	1	-	2	3	1
CO4	Ability in executing and evaluating the project.	1	2	2	1	1
CO5	Understand the importance of a team and achieving cross-functional co- operation.	1	1	2	1	3
17MB63	Data Analysis Lab	PO1	PO2	PO3	PO4	PO5
CO1	The students will demonstrate a thorough understanding of the data analysis by SPSS and EXCEL in research area	3	-	1	1	2
CO2	The students will adopt various techniques for applying in the different areas in business/project works.	3	-	-	2	-
CO3	The students should aware of where the research data analysis will be used and simplify the practices.	3	2	-	-	1
CO4	The Students should aware various statistical techniques to be used in managerial perspectives	3	-	1	2	2
CO5	The students will be getting more insightful thoughts to evaluate situations in organization for making effective decision	2	1	1	-	-
17MB52	Project Work (Phase-I)	PO1	PO2	PO3	PO4	PO5
CO1	Understand the significance of the selected field of study and define the problem systematically.	3	-	-	1	-
CO2	Acquire practical knowledge to Draft objectives, methodology of the study.	1	-	2	-	3
CO3	Know the theoretical background of the study and understand the profile of the selected organization.	-	3	2	-	1
CO4	Analyze the data systematically by using various statistical tools.	-	2	3	-	-
CO5	List out the findings of the study and present their views in the form of suggestions to overcome the selected problem.	-	-	2	-	3

IV SEMESTER



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Department of management studies

CO-PO MAPPING IV SEMESTER

SUBJECT CODE	SUBJECT NAME	PROGRAMME OUTCOMES				
17MB30	Entrepreneurship	PO1	PO2	PO3	PO4	PO5
CO1	To impart basics of entrepreneurial skills for better understanding of entrepreneurial scenario	3	3	1	1	1
CO2	To familiarize the various components from I to E and promoting adaptability nature	-	2	3	-	-
CO3	To develop and constructive ideas to start business at various levels	2	3	-	1	-
CO4	To make effective decisions while following strategies for promoting entrepreneurial climate	2	2	1	1	2
CO5	To familiarize with significance of institutional support at various levels for determining the entrepreneurial climate.	3	-	-	2	1
17MB31	Business Ethics And Corporate Governance	PO1	PO2	PO3	PO4	PO5
CO1	The students are having an idea about Business Ethics and Law and Ethical Decision Making.	3	2	1	2	2
CO2	The students should know the Impact of Globalization on Indian Business Ethics and Major Indian Scams.	1	2	3	2	1
CO3	The students should be aware of ethical issues and how it could be impacts on Marketing, HRM and Financial Issues.	1	-	2	3	1
CO4	The students are effectively known the Corporate Governance and its principles and practices around the globe.	1	2	2	1	1
CO5	The students can be able to aware of Corporate Governance and its implications in Indian Scenario and role of various interested parties towards company.	1	1	2	1	3

17MB34	Banking and Insurance Management	PO1	PO2	PO3	PO4	PO5
CO1	Able to understand importance of relationship between bankers and customers	3	-	-	1	-
CO2	Able to get exposure on various investment alternative functions of banking systems	1	-	2	-	3
CO3	Able to connect to the emerging trends and issues in banking sector	-	3	2	-	1
CO4	Able to identify the importance of coverage of insurance	-	2	3	-	-
CO5	Able to evaluate the credit worthiness of different customers based on their key financial details	-	-	2	-	3
17MB32	International Financial Management	PO1	PO2	PO3	PO4	PO5
CO1	Basic understanding of International financial management and balance of payment (BOP)	3	2	1	2	2
CO2	Expertise with regard to Function and structure of foreign Exchange markets, Exchange rates mechanism/ movement.	1	2	3	2	1
CO3	Knowledge with regard to concepts like arbitrage, parity theories and shall be able to demonstrate the relationship between inflation interest rates & Exchange rates.	1	-	2	3	1
CO4	Proficiency in long term asset liability management like international capital budgeting and international capital structures	1	2	2	1	1
CO5	Proficiency in short term asset liability management like international cash receivables management and international inventory management	1	1	2	1	3
17MB33	Financial Derivatives	PO1	PO2	PO3	PO4	PO5
CO1	Get an idea about risk management practices followed by corporate	3	-	1	1	2
CO2	Understand the operations of derivatives exchanges, and be able to compare and Contrast exchange traded and over the counter (otc) instruments;	3	-	-	2	-
CO3	Gain good knowledge about different types of futures, applications of futures	3	2	-	-	1
CO4	Student able to get knowledge regarding hedging through options	3	-	1	2	2
CO5	Identify the advantages and disadvantages of using financial instruments According to various market conditions through swaps	2	1	1	-	-

17MB35	Strategic Human Resource Management	PO1	PO2	PO3	PO4	PO5
CO1	The student will appreciate HR as critical success factor and the need for investing in HR.	3	2	1	2	2
CO2	The student will be able to help corporate companies achieve success by ensuring linkage between HR strategy and business strategy.	1	2	3	2	1
CO3	As an HR professional, the student will be able to apply various approaches learnt to evaluating HRM function in his/her organization.	1	-	2	3	1
CO4	The student will recognize the importance of strategic human resource planning and acquisition in the course of accomplishing business strategy.	1	2	2	1	1
CO5	The student will realize the importance of Work-Life balance and integration in today's stress oriented workplaces and ensure successful implementation of programmes to reap benefits.	1	1	2	1	3
17MB36	Management of Change	PO1	PO2	PO3	PO4	PO5
CO1	The student will be able to develop knowledge about the dynamics involved in facilitating and managing change.	3	-	1	1	2
CO2	The student will develop a thorough understanding of organizational processes and strategies to leverage change.	3	-	-	2	-
CO3	The student will be able to achieve support from all the concerned personnel in managing change.	3	2	-	-	1
CO4	The student will understand the nature of human resistance to change and will be able to strategically deal with it to overcome the same.	3	-	1	2	2
CO5	The students will be capable to adapt the various techniques to management of change in different perspectives	2	1	1	-	-
17MB37	Talent Management	PO1	PO2	PO3	PO4	PO5
CO1	To highlight the importance of talent while making decision for effectiveness	3	2	1	2	2
CO2	To identify the source of talent and its significance working for development	1	2	3	2	1
CO3	To handle different work conditions for development	1	-	2	3	1
CO4	To assess the probability of talent and utilization of resources of organization	1	2	2	1	1
CO5	To assume the different climates of talent management for making effective decisions of talent management	1	1	2	1	3

17MB38	Consumer Behavior	P01	P02	P03	P04	P05
C01	understand the behavior and buying decision process of consumers	2	1	2	2	2
C02	Evaluate the key internal and external determinants of Consumer Behavior	2	2	2	1	1
C03	Apply the conceptual models of Consumer Behavior in business situations	2	2	1	2	1
C04	Gain knowledge in understanding consumer decision making process	2	2	2	1	2
C05	Understand the importance of Consumerism and related issues	2	2	2	2	2
17MB39	Customer Relationship Management	P01	P02	P03	P04	P05
C01	Realize that customer relations changes the business opportunities	3	2	1	2	2
C02	Apply CRM concepts in different business markets	1	2	3	2	1
C03	Gain knowledge to use appropriate technological tools for CRM	1	-	2	3	1
C04	Manage and implement customer centric marketing opportunities	1	2	2	1	1
C05	Assess the impact of channels on CRM	1	1	2	1	3
17MB40	International Marketing	P01	P02	P03	P04	P05
C01	Understand international marketing concepts	2	1	2	2	2
C02	Evaluate international marketing environment	2	2	2	1	1
C03	Assign global market opportunities	2	2	1	2	1
C04	Differentiate international markets strategies, from domestic market strategies	2	2	2	1	2
C05	Gain exposure international promotional strategy	2	2	2	2	2

17MB41	Data Warehousing and Data Mining	PO1	PO2	PO3	PO4	PO5
CO1	Understand the concept of Data Mining, Data Warehouse and Data Marts.	3	-	-	1	-
CO2	Assess raw input data and apply data pre-processing techniques, generalization techniques and data characterization techniques to provide suitable input for a range of data	1	-	2	-	3
CO3	Identify Associations in large databases using different techniques.	-	3	2	-	1
CO4	Differentiate various classification techniques.	-	2	3	-	-
CO5	Analyze Various clustering techniques based on size and shape.	-	-	2	-	3
17MB42	Decision Support System and Intelligent Systems	PO1	PO2	PO3	PO4	PO5
CO1	Understand the concepts and technologies of Decision Support Systems.	3	2	1	2	2
CO2	Discuss the application of Decision Support Systems in real world decision making.	1	2	3	2	1
CO3	Analyze the issues involved in the management and development of decision support systems.	1	-	2	3	1
CO4	Analyze the roles of Knowledge Management, Artificial Intelligence and Expert Systems.	1	2	2	1	1
CO5	Employ popular machine-learning methods to build advance intelligent systems.	1	1	2	1	3
17MB43	Enterprise Resource Planning	PO1	PO2	PO3	PO4	PO5
CO1	Understand the functionality of Supply chain and management techniques.	3	3	1	1	1
CO2	Understand business process models that assist with implementation of ERP.	-	2	3	-	-
CO3	Analyze the implementation of ERP and MPGPRO.	2	3	-	1	-
CO4	Design different types of ERP Interfaces.	2	2	1	1	2
CO5	Architect the system control, presentation, database Interfaces.	3	-	-	2	1

17MB44	Product Design	PO1	PO2	PO3	PO4	PO5
co1	Students gains knowledge on how a product is designed based on the needs of a customer	3	-	-	1	-
co2	Able to develop a product based on the specifications and life cycle of a product.	1	-	2	-	3
co3	Acquires Knowledge on Various concepts Regarding Product development and design	-	3	2	-	1
co4	Able to understand product development techniques and tools in relation with Financial analysis	-	2	3	-	-
co5	Gets an ability on Patents and various property rights	-	-	2	-	3
17MB45	Process Management	PO1	PO2	PO3	PO4	PO5
co1	Able to understand the value and benefits of business process management.	2	1	2	2	2
co2	Understand the principles of business process management and how to apply them.	2	2	2	1	1
co3	Understand BPM best practices and methodologies.	2	2	1	2	1
co4	Analyze the roles and understand the respective roles of change management, process architecture, process analysis, process redesign, process improvement, process automation, and organization design.	2	2	2	1	2
co5	Understand basic BPM management and measurement techniques.	2	2	2	2	2
17MB46	Six Sigma	PO1	PO2	PO3	PO4	PO5
co1	The students are able to understand the significance of six sigma in business environment	3	2	1	2	2
co2	The student would be able to relate the tools and techniques of lean sigma to increase productivity	1	2	3	2	1
co3	The students are capable to analyze different methodologies of six sigma	1	-	2	3	1
co4	Able to analyze the improvements in six sigma to meet the current challenges in business.	1	2	2	1	1
co5	Understand the evaluation and improvement methods in Six sigma.	1	1	2	1	3

17MB52	Project Work (Phase-II)	PO1	PO2	PO3	PO4	PO5
CO1	Understand the significance of the selected field of study and define the problem systematically.	3	3	1	1	1
CO2	Acquire practical knowledge to Draft objectives, methodology of the study.	-	2	3	-	-
CO3	Know the theoretical background of the study and understand the profile of the selected organization.	2	3	-	1	-
CO4	Analyze the data systematically by using various statistical tools.	2	2	1	1	2
CO5	List out the findings of the study and present their views in the form of suggestions to overcome the selected problem.	3	-	-	2	1