



MASTER OF BUSINESS ADMINISTRATION

CO-PO MAPPING

R-23

I SEMESTER

Course Code/ COs	Course Outcome	PO1	PO2	PO3	PO4	PO5
23MB01	Management Perspectives & Organizational Behaviour					
CO1	Describe the functions and importance of management	1	2	-	-	-
CO2	Understand the difference between formal and informal organizations for taking effective decisions.	1	-	2	1	-
CO3	Interpret the scope of organizational behaviour and its significance.	2	-	3	-	1
CO4	Demonstrate the impact of motivation and leadership in group dynamics.	1	2	-	1	-
CO5	Solve organizational conflicts through negotiation and team building.	1	2	1	-	-
23MB02	Business Economics	PO1	PO2	PO3	PO4	PO5
CO1	Determine the fundamentals of Economics and Managerial Economics and able to apply them for effective managerial decision making.	2	3	1	2	-
CO2	Evaluate the various decisions of the managers using demand, elasticity demand and demand forecasting.	2	3	2	1	1
CO3	Analyze different theories and concepts of production and cost, so that the cost benefits can be examined for economic decision making.	3	2	1	2	2
CO4	Analyze the price-output conditions in market structures and understand pricing methods for effective business decisions.	3	2	1	2	1
CO5	Apply knowledge of Macro-Economic concepts and policies in business decisions.	2	3	2	1	3
23MB03	Financial Accounting & Analysis	PO1	PO2	PO3	PO4	PO5
CO1	Develop an awareness and understanding of the accounting process and fundamental accounting principles that underpin the development of financial statements	2	-	-	2	-
CO2	Interpret and analyze financial accounting and combine financial analysis with other information to assess the financial performance and position of a company.	2	3	1	1	1
CO3	Apply course concepts to analyze common business management decisions such as valuation of fixed assets and outsourcing decisions from a financial perspective	3	2	-	2	1
CO4	Define the nature and role of the financial statements and able to make financial Decision regarding cash and funds flow.	2	2	1	2	-
CO5	Identify the problem areas in business through various ratio techniques and can take decisions using management accounting tools	-	2	1	3	-

23MB04	Quantitative Analysis for Business Decisions	PO1	PO2	PO3	PO4	PO5
CO1	Apply the need of using quantitative approach for effective decision- making.	1	2			
CO2	Demonstrate the topic of linear programming problem and its use in practical problems for optimization.	1		2	1	1
CO3	Solve Transportation and Assignment problems using appropriate method.	2		3		1
CO4	Analyze various simple & advanced statistical tools and interpret data	1	2		1	
CO5	Evaluate various components of a queuing system and description of each of them.	1	2			1
23MB05	Legal and Business Environment	PO1	PO2	PO3	PO4	PO5
CO1	Understand the impact of environmental issues while operating business.	1	2	-	2	-
CO2	Evaluate the political and economic environments of business.	-	-	-	1	-
CO3	Describe fundamental laws of business and to operate firms effectively.	2	-	-	-	-
CO4	Analyze documentation process while formation and operation of partnership and company business.	1	2	-	1	-
CO5	Apply knowledge of business concepts and functions in an integrated manner through miscellaneous act.	1	2	-	-	-
23MB06	Business Communication and Personality Development	PO1	PO2	PO3	PO4	PO5
CO1	Communicate effectively in business by exhibiting good interpersonal skills and appropriate body language.	-	-	-	3	3
CO2	Enhance listening and reading skills employing wide range of business vocabulary.	-	-	-	3	3
CO3	Assess their strengths and weaknesses, both in their personality development and productivity.	-	2	2	3	3
CO4	Face interviews and group discussions with confidence and attain their realistic goals and objectives.	-	-	-	3	3
CO5	Write business letters, memos, reports, e-mails, synopsis, etc., using appropriate language.	-	-	-	3	3
23MB71	Information Technology Lab	PO1	PO2	PO3	PO4	PO5
CO1	Understand the computer fundamentals, computer software and functions of operating systems.	3	1	1		1
CO2	Define MS Office software, learn how to open, save and print existing files and apply formatting techniques to produce professional documents.	2				1
CO3	Determine layout to achieve desired formatting and calculations for accurate workbook design	3	2			
CO4	Design and develop presentation content to create presentation slides by entering text, data, and graphics.	2	1	1	2	
CO5	Create a relational database using given data.	2	1		1	1
23MB72	Business Communication & Personality Development LAB –I	PO1	PO2	PO3	PO4	PO5
CO1	Acquire proficiency in Administrative and Professional Skills.	-	1	1	3	2
CO2	Interpret and present ideas relevantly while discussing in teams.	-	1	1	3	3
CO3	Acquire expertise in presentations and public speeches with effective language.	-	1	1	3	2
CO4	Prepare impressive resume and face interviews with etiquette and confidence.	-	1	1	3	2

II SEMESTER

Course Code/ COs	Course Outcome	PO1	PO2	PO3	PO4	PO5
23MB07	Financial Management					
CO1	To help the students to develop cognizance of the importance of Financial Management in corporate valuation	2	2	-	-	1
CO2	To enable students to describe how people analyze the corporate leverage under different conditions and understand how people evaluate different corporate methodologies in acquiring of finance.	2	3	1	2	2
CO3	To provide the students to analyze specific characteristics of investment decision and their future action for capital budgeting and learn significance of time value of money.	1	3	1	-	1
CO4	To enable students to synthesize related information and evaluate dividend decision for most logical and optimal solution they would be able to predict and control Debt Equity incurrence and improve results.	2	3	1	1	-
CO5	To discuss the role of the Working capital management for the successful operations of the business.	1	3	-	-	2
23MB08	Human Resource Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand HRM practices and apply them effectively in the real time business to increase productivity.	2	-	1	1	1
CO2	Apply job analysis, scientific recruitment and selection processes for higher productivity	1	2	1	-	1
CO3	Determine organizational growth by designing and implementing appropriate training and development programmes.	1	1	2	-	-
CO4	Demonstrate relevant performance appraisal and compensation systems to meet individual and organizational strategic needs	2	-	2	-	1
CO5	Analyze disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organization	3	2	1	-	2
23MB09	Marketing Management	PO1	PO2	PO3	PO4	PO5
CO1	Apply their knowledge to develop appropriate marketing strategies.	2	1	2	3	1
CO2	Determine marketing strategies based on segmentation, target marketing and positioning by examining consumer behavior.	1	2	-	-	3
CO3	Describe the competencies to enhance the product offerings and pricing decisions.	1	-	3	2	-
CO4	Demonstrate knowledge to create integrated marketing communication strategies.	2	3	-	-	1
CO5	Examine marketing control and distribution strategies.	1	-	1	2	2
23MB10	Production & Operations Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the concepts relating to production and operations management activities.	2	-	1	3	-
CO2	Design product and process, make decisions related to plant location and layout.	1	2	2	-	3
CO3	Interpret production scheduling process effectively by using appropriate materials Management techniques.	3	2	-	2	-
CO4	Evaluate various methods of materials management techniques.	2	1	2	-	1
CO5	Analyze quality of products through total quality management.	1	1	-	1	2

23MB11	Business Research Methods	PO1	PO2	PO3	PO4	PO5
CO1	Demonstrate a thorough understanding of how research is conducted in businessmanagement domain.	3	1	1	1	2
CO2	Familiarized with the data collection methods and procedures and make their researchstudies scientific.	3	2	1	1	1
CO3	Understand the concepts of scaling and measurement in management research, particularly relating to qualitative data.	3	2	1	1	1
CO4	Apply a number of statistical techniques for analyzing the data gathered by them.	3	3	2	2	2
CO5	Apply a logical and descriptive writing approach in their presentation of researchfindings.	1	1	1	3	1
23MB61	Business Analytics	PO1	PO2	PO3	PO4	PO5
CO1	Understand the fundamental concepts of Business Analytics	1	-	2	-	1
CO2	Demonstrate systematic and deep understanding of Descriptive analytics that include Descriptive statics and Data Visualization	1	2	-	1	-
CO3	Illustrate Regression Analysis and Data Mining	-	1	1	2	2
CO4	Interpret the concept and issues of Perspective analytics and linkage with dataanalytics	2	2	-	1	-
CO5	Describe R software & environment in big data analytics	-	1	2	2	1
23MB62	Cross Cultural Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the influence of national culture on a particular business	3	-	1	3	2
CO2	Demonstrate the cultural dilemmas and realizing the significance of cultural values	1	1	-	2	-
CO3	Illustrate perfect strategy between leadership and culture	1	2	2	-	2
CO4	Describe barriers in intercultural communication and resolving them appropriately	-	1	1	2	2
CO5	Understand the cross cultural conflicts and differences and handle them effectively	3	-	1	2	2
23MB63	Logistics and Supply Chain Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the growing importance of Supply Chain Management.	2	3	1	2	2
CO2	Measure the Supply Chain management Costs and its performance.	1	2	3	1	3
CO3	Demonstrate the Bench marking in Supply Chain Management	1	2	3	2	1
CO4	Analyze the sourcing, transportation, and pricing products.	3	2	1	2	2
CO5	Understand the concepts of Global aspects in Supply Chain Management.	1	2	2	1	3
23MB64	MOOC's	PO1	PO2	PO3	PO4	PO5
CO1	Acquire required skills using online platform	2	1	-	2	-
CO2	Demonstrate the knowledge in the emerging business management areas.	1	-	-	1	-
CO3	Recognize the management courses beyond curriculum.	-	-	-	3	1
CO4	Apply technical knowledge to handle business problems.	3	1	2	-	-
CO5	Discover and meet the market job requirements- industry needs.	-	-	-	1	3

23MB73	SQL & POWER BI LAB	PO1	PO2	PO3	PO4	PO5
CO1	Understand and utilize SQL, Excel, and Power BI for data management, analysis, and visualization.	1	3	-	-	2
CO2	Apply SQL techniques including integrity constraints, DDL, DML, and aggregate functions to analyze data.	3	2	1	2	1
CO3	Create compelling data visualizations using Power BI for informed decision-making.	-	2	2	-	1
CO4	Cleanse and transform data in Power BI for accuracy and build supportive data models.	2	3	1	2	2
CO5	Design real-world dashboards, demonstrating analytical thinking and insight into complex datasets.	-	3	2	2	2
23MB74	Start-Up Analysis and Presentation (SAP)	PO1	PO2	PO3	PO4	PO5
CO1	Understand the importance of diversity in selecting a range of startup companies operating in different backgrounds, sizes, and stages of development.	2	3	2	2	2
CO2	Analyze and synthesize information from multiple sources to develop a comprehensive understanding of each startup's background, market position, and competitive landscape.	-	3	-	3	1
CO3	Apply the SWOT (Strengths, Weaknesses, Opportunities, Threats) framework to systematically assess each startup's internal strengths and weaknesses as well as external opportunities and threats.	3	2	2	2	1
CO4	Analyze the startup's business model by examining its revenue streams, cost structure, and promoting value proposition to customers.	-	3	1	3	2
CO5	Evaluate the findings of the analysis to formulate well-reasoned and actionable recommendations for each startup.	-	3	-	-	1

III SEMESTER

Course Code/COs	Course Outcome	PO1	PO2	PO3	PO4	PO5
23MB12	Business Policy & Strategic Management					
CO1	Understand the concepts of business policies and facilitate to development of strategic thinking.	2	3	2	1	2
CO2	Describe the business policy & effective decision-making.	2	2	2	1	-
CO3	Identify internal & external factors that influence using policies.	2	3	1	2	1
CO4	Illustrate strategy formulation to achieve effective implementation.	2	2	-	1	1
CO5	Determine effective strategy evaluation and control.	2	1	2	-	1
23MB13	E-Commerce & Digital Markets	PO1	PO2	PO3	PO4	PO5
CO1	Introduce the concept of e-business and the business models used in E-commerce.	2	3	2	1	2
CO2	Elucidate the e-commerce enablers and infrastructure.	2	2	2	1	-
CO3	Enable the students to learn about supply chain management used by E-commerce players.	2	3	1	2	1
CO4	Analyze the socio, political, and ethical issues in e-commerce.	2	2	-	1	1
CO5	Develop an insight into e-markets and e-commerce systems.	2	1	2	-	1
23MB21	Security Analysis and Portfolio Management	PO1	PO2	PO3	PO4	PO5
CO1	Apply practical knowledge of investment principles to real-world scenarios.	3	2	1	2	1
CO2	Evaluate financial securities using a conceptual and analytical framework.	2	3	2	--	2
CO3	Analyze financial instruments through both fundamental and technical approaches.	2	3	-	2	1
CO4	Synthesize risk diversification techniques to construct an optimal portfolio.	3	2	1	1	2
CO5	Utilize portfolio evaluation and management techniques for effective decision-making.	3	2	-	2	1
23MB22	Financial Markets and Services	PO1	PO2	PO3	PO4	PO5
CO1	Understand the structure and various functions of financial institutions in India.	3	-	-	3	2
CO2	Describe the operating mechanism of Indian financial markets,	2	-	-	2	1
CO3	Extend the structure of banking and non-banking financial institutions in India.	2	1	-	2	2
CO4	Develop an awareness of current structure and regulation of the Indian financial service sector.	2	-	1	2	3
CO5	Recite knowledge about roles & functions of merchant banking system in India.	2	-	-	2	2
23MB23	Strategic Financial Management	PO1	PO2	PO3	PO4	PO5
CO1	Describe the strategic perspective of financial management.	1	-	2	1	2
CO2	Analyze risk and uncertainty in investments.	2	1	-	1	-
CO3	Understand expansion and financial restructuring.	-	-	2	1	-
CO4	Demonstrate a broad sense of leasing & venture capital management.	-	-	1	-	2
CO5	Identify innovative financing strategies and innovative sources of finance.	2	-	1	-	1
23MB24	Financial Planning & Wealth Management	PO1	PO2	PO3	PO4	PO5
CO1	Comprehend the importance of Financial Planning and the process.	2	-	1	3	-

C02	Understand various types of Investments and their financial investments through investment management.	2	1	-	2	2
C03	Quantify the insurance needed and advise the appropriate insurance products.	2	1	-	1	1
C04	Attainment of long-term financial goals, security, and intergenerational wealth.	2	1	-	2	1
C05	Synchronize tax planning in investment advising and improve financial health.	2	-	-	3	1
C01	Comprehend the importance of Financial Planning and the process.	2	-	1	3	-
23MB25	Performance and Reward Management	PO1	PO2	PO3	PO4	PO5
C01	Describe the performance management system and various issues and aspects relating to it.	3	-	2	1	1
C02	Understand the performance management process.	3	-	1	1	-
C03	Apply the features of high-performance teams and appreciate the role of HR professionals.	3	-	1	3	3
C04	Restate the position-based and person-based basic pay structures by understanding the value of personal capabilities.	3	3	3	1	2
C05	Apply various techniques and methods of recognizing and rewarding individual performance.	3	2	1	1	1
23MB26	Management of Industrial Relations	PO1	PO2	PO3	PO4	PO5
C01	Demonstrate the need for harmonious industrial relations for the success of any organization.	2	2	1	2	2
C02	Interpret the role of trade unions in the Indian context and the Importance of workers' participation with management.	2	2	-	2	1
C03	Describe various Acts relating to wages and salaries for effective administration.	2	3	2	1	-
C04	Determine knowledge of Social Security Acts and ensure the well-being and safety of the personnel.	2	2	2	1	1
C05	Identify the causes and consequences of employee grievances and industrial disputes and understand how they should be resolved.	2	3	-	2	1
23MB27	Leadership and Team Building	PO1	PO2	PO3	PO4	PO5
C01	Restate the skills required for a leader and be able to know and handle different situations and people.	2	2	3	2	2
C02	Describe the leadership skills and their development.	2	2	1	-	2
C03	Interpret the contemporary leadership skills that increase job performance.	2	2	1	1	-
C04	Identify the conflicts among team members and resolve them to increase performance.	2	2	2	-	-
C05	Determine the situation easily to make effective decisions for enhancing organizational growth.	2	2	1	2	2
23MB28	Human Resource Information System	PO1	PO2	PO3	PO4	PO5
C01	Understand the various factors influencing HRIS in the present scenario.	2	2	3	2	2
C02	Adopt functions of MIS and develop MIS in organizations.	2	2	1	-	2
C03	Adopt and apply ERP for better decision-making by the effective usage of DBMS.	2	2	1	1	-
C04	Design and implement an appropriate HRIS model in the organization.	2	2	2	-	-
C05	Compute and maintain payroll and time management in real-time scenarios.	2	2	1	2	2
23MB29	Services Marketing and Retail Management	PO1	PO2	PO3	PO4	PO5
C01	Identify the factors responsible for the growth of service organizations.	2	-	-	1	-

CO2	Differentiate various combinations of service organizations.	-	-	2	-	2
CO3	Apply knowledge in various functions of a service organization.	2	-	-	-	2
CO4	Interpret the competencies for handling retailing business.	-	2	2	-	1
CO5	Illustrate appropriate retail marketing strategies.	2	1	1	-	1
23MB30	Advertising and Brand Management	PO1	PO2	PO3	PO4	PO5
CO1	Apply their knowledge in creating an advertising strategy.	2	-	1	-	1
CO2	Interpret advertisements that appeal to the target customers	1	-	1	1	1
CO3	Determine a specific medium to promote business through advertisements.	1	2	-	2	1
CO4	Restate the competencies to enhance the branding of a product or service.	2	1	1	1	2
CO5	Identify the significance of Brand positioning strategies.	1	2	1	2	2
23MB31	Social media & Digital Marketing	PO1	PO2	PO3	PO4	PO5
CO1	Understand the difference between traditional marketing and digital marketing	2	-	-	1	1
CO2	Evaluate effectively various channels of Digital Marketing	1	2	1	2	2
CO3	Design digital marketing plans and strategies for getting good business results.	-	2	1	2	2
CO4	Apply gained knowledge for the promotion of goods and services through effective online advertising	2	1	-	1	2
CO5	Describe social media marketing and its impact	1	1	1	2	1
23MB32	Rural Marketing	PO1	PO2	PO3	PO4	PO5
CO1	Understand the importance of the Indian Rural Economy	1	-	2	1	2
CO2	Learn various rural marketing strategies	2	1	1	1	-
CO3	Learn the challenges of Retail Channel Management	1	-	2	1	-
CO4	Understand the aspects of rural business research	-	-	1	-	2
CO5	Learn e-rural marketing, CSR, and IT for rural development-Governance in Rural India	2	-	1	-	1
23MB33	Data Mining for Business Decisions	PO1	PO2	PO3	PO4	PO5
CO1	Interpret and analyze large sets of data to gain useful business understanding.	2	2	1	3	2
CO2	Develop a quantitative/qualitative analysis report/memo with the necessary information to make decisions.	-	2	2	3	2
CO3	Describe and demonstrate basic data mining algorithms, methods, and tools Identifying business applications of data mining.	-	3	-	2	-
CO4	Discuss the developments in web mining and text mining	-	2	-	2	-
CO5	Develop models for current problems using analytical skills	1	3	-	1	2
23MB34	Programming Analytics	PO1	PO2	PO3	PO4	PO5
CO1	Explore R language fundamentals, including basic syntax, variables, and data types	-	2	-	2	-
CO2	Understand the various Loops used for framing control structure	-	2	-	2	-
CO3	Apply functions in R Packages	-	2	-	3	1
CO4	Demonstrate the Debugging and Simulation concepts used for Business Decisions	2	2	1	2	2

C05	Create and customize visualizations and can also perform predictive analytics using R	-	2	2	3	-
23MB35	Supply Chain Analytics	PO1	PO2	PO3	PO4	PO5
C01	Summarize various aspects of supply chain analytics	2	2	1	2	1
C02	Demonstrate supply chain metrics and KPIs	-	2	2	2	1
C03	Apply appropriate regression methods for a given situation	1	2	-	3	2
C04	Evaluate various supply chain strategies.	-	1	2	3	-
C05	Analyze the future direction of supply chain analytics.	1	-	1	2	2
23MB36	Data Science using R	PO1	PO2	PO3	PO4	PO5
C01	Understand the need and significance of R software for decision-making	1	2	1	3	1
C02	Apply statistical tools to extract information from raw data	-	3	-	3	2
C03	Demonstrate how regression techniques are used to build predictive models	1	2	1	2	1
C04	Evaluate data mining techniques to make business decisions	2	2	1	2	-
C05	Apply clustering algorithm for classification	1	2	-	3	-
23MB37	Quality Toolkit for Managers	PO1	PO2	PO3	PO4	PO5
C01	Define the structure & framework of quality management	2	-	1	1	1
C02	Gain knowledge of various ISO standards	1	2	1	2	2
C03	Understand the quality control charts.	-	2	1	2	2
C04	Apply & gain knowledge for implementing tools in business through Six Sigma	3	1	-	1	2
C05	Define the concept and methodologies of Six Sigma	2	1	1	2	1
23MB38	Management of Manufacturing Systems	PO1	PO2	PO3	PO4	PO5
C01	State the decisions relating to the management of manufacturing activities.	2	-	1	3	-
C02	Understand the process of cellular manufacturing systems.	1	2	2	2	3
C03	Determine schedule production process effectively by using inventory techniques.	1	2	-	-	-
C04	Develop the resources for using synchronous manufacturing.	2	-	2	-	1
C05	Identify and implement appropriate tools in the flexible manufacturing system.	1	1	1	1	2
23MB39	Materials Management	PO1	PO2	PO3	PO4	PO5
C01	Apply the principles and techniques of materials management, whilst ensuring their congruence with the mission and goals of the organization.	3	2	1	2	1
C02	Learn inventory control tools and techniques to improve business competitiveness in the supply chain.	1	2	-	2	2
C03	Identify specific and special features of the vendor management for cost-effective operations.	2	1	2	-	2
C04	Develop the ability to work independently in procurement activities with additional knowledge of quality management and materials handling systems.	2	2	2	1	-
C05	Apply the knowledge of quality management and quality control of supplies.	3	2	-	1	1

23MB40	Green Business Management	PO1	PO2	PO3	PO4	PO5
CO1	Use the concept of green business	2	-	1	3	-
CO2	Build eco-advantage strategies;	1	2	2	2	3
CO3	Examine the ecological approaches.	1	2	-	-	-
CO4	Develop implementable green business strategies; and	2	-	2	-	1
CO5	Apply green business techniques and methods.	1	1	1	1	2
23MB75	Tally & VBA Lab	PO1	PO2	PO3	PO4	PO5
CO1	Apply basic accounting principles using Tally ERP.	3	2	-	1	1
CO2	Analyze and apply various functions of advanced Excel.	1	2	1	-	-
CO3	Navigate and utilize the VBA development environment effectively.	2	1	1	-	-
CO4	Apply basic to advanced programming concepts within VBA.	2	1	-	1	1
CO5	Develop, test, and deploy VBA projects that solve real-world problems.	3	2	1	1	-
23MB76	Internship	PO1	PO2	PO3	PO4	PO5
CO1	Understand the literature survey, define the problem under study, and explain its significance.	3	-	-	1	-
CO2	Demonstrate the data collected, prepare an interim report, and present it to the selected company for approval.	-	2	-	1	1
CO3	Analyze the data collected, revise the report, and present it to the department for feedback and improvement.	2	2	1	2	1
CO4	Reframe the quality, novelty, and contribution of the findings, suggestions, and conclusions of his/her study to the chosen field.	2	3	-	-	-
CO5	Summarize and submit the final report of the work and present it to the examiners in person for defense.	1	-	2	2	3

IV SEMESTER

Course Code/ COs	Course Outcome	PO1	PO2	PO3	PO4	PO5
23MB14	Entrepreneurship & Start-up Management					
CO1	Explain the basics of entrepreneurial skills for a better understanding of the entrepreneurial scenario	3	1	2	1	3
CO2	Describe the various components from I to E and promoting adaptability nature	2	1	1	1	1
CO3	Demonstrate startups and constructive ideas to startup business perspectives at various levels	1	1	2	1	1
CO4	Illustrate small-scale ventures and registrations and patents related to entrepreneurship and startup management	1	3	2	-	-
CO5	Define the significance of institutional support at various levels for determining the entrepreneurial and startup ecosystem.	1	2	1	-	-
23MB15	Indian Ethos & Business Ethics	PO1	PO2	PO3	PO4	PO5
CO1	Understand Indian ethos from Indian historical perspectives.	2	1	2	2	2
CO2	Discover Indian heritage in business management.	3	2	1	1	2
CO3	Analyze and apply contemporary leadership approaches and cosmic laws of Karma, creation, Humility, Growth, Responsibility, and Connection	2	-	3	1	1
CO4	Evaluate theories and approaches of ethics.	1	-	2	2	2
CO5	Develop and Apply ethics in business.	3	1	-	2	2
23MB41	International Financial Management	PO1	PO2	PO3	PO4	PO5
CO1	Describe International financial management and Balance of payment (BOP)	3	2	-	2	2
CO2	Illustrate the Function and structure of foreign exchange markets and exchange rate mechanism/movement.	3	2	-	2	2
CO3	Analyze concepts like arbitrage, parity theories and shall be able to demonstrate the relationship between inflation interest rates& Exchange rates.	2	2	-	2	1
CO4	Determine proficiency in long-term asset liability management like international capital budgeting and international capital structures.	3	1	-	2	2
CO5	Determine short-term asset liability management like international cash receivables management and international inventory management.	2	-	1	2	2
23MB42	Financial Derivatives	PO1	PO2	PO3	PO4	PO5
CO1	Understand the significance of financial derivatives, including their growth and regulatory framework.	2	-	2	3	1
CO2	Analyze the differences between forwards and futures contracts, as well as evaluate the margining system in India.	2	3	1	-	2
CO3	Analyze various trading strategies involving options and their potential outcomes.	2	3	-	2	2
CO4	Apply the Binomial and Black-Scholes models to assess intrinsic and time values in option pricing.	3	2	-	1	1
CO5	Understand the structure of swaps, differentiating between interest rate swaps, currency swaps, and commodity swaps.	2	2	1	2	2
23MB43	Banking and Insurance Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the importance of the relationship between bankers and customers	2	1	-	1	-
CO2	Gain exposure to various investment alternative functions of banking systems	2	-	-	1	-

C03	State the emerging trends and issues in the banking sector	2	1	-	1	-
C04	Identify the importance of coverage of insurance	2	-	-	2	2
C05	Evaluate the creditworthiness of different customers based on their key financial details	2	2	-	2	2
23MB44	Mergers, Acquisitions & Corporate Restructuring	PO1	PO2	PO3	PO4	PO5
C01	Acquire knowledge on valuation of mergers & acquisitions.	1	-	2	1	2
C02	Learn and understand Accounting Aspects of Mergers & Acquisitions.	2	1	1	1	-
C03	Know the alternative finances of mergers and acquisitions.	1	-	2	1	-
C04	Understand valuation methods for mergers and acquisitions.	-	-	1	-	2
C05	Obtain knowledge on rules and regulations for mergers and acquisitions.	2	-	1	-	1
23MB45	International Human Resource Management	PO1	PO2	PO3	PO4	PO5
C01	Understand the concept of Human Resource Management from a Global perspective.	2	-	1	3	-
C02	Discuss various functions and legal aspects of global HRM	1	2	-	3	-
C03	Identify the importance of cultural diversity in global assignments	2	-	1	3	3
C04	Interpret the concepts of various compensation approaches and performance management in a global context	2	3	1	2	2
C05	Demonstrate and handle Global HRD climate	2	-	1	2	1
23MB46	Management of Change	PO1	PO2	PO3	PO4	PO5
C01	Demonstrate the knowledge and role of management of change.	2	1	2	2	2
C02	Identify different insights in managing change in an organizational context.	2	2	2	1	1
C03	Explain changing trends in the business environment.	2	2	1	2	1
C04	Understand the culture and its significance in dealing with the new culture.	2	2	1	2	1
C05	Describe the people's role in managing change and develop different cognitive versions in managing change.	2	2	2	2	2
23MB47	Talent Management	PO1	PO2	PO3	PO4	PO5
C01	Determine the basics and significance of talent management while making decisions for effectiveness.	2	2	2	3	-
C02	Identify the source of talent and its significance in working for the development of organizational effectiveness.	2	1	1	2	1
C03	Handle different working conditions for talent retention and development.	2	1	2	1	2
C04	Assess the probability of knowledge and utilization of resources of the organization effectively.	2	-	1	2	-
C05	Assume the different strategic solutions of talent management for making effective decisions of talent up liftman.	2	1	1	-	1
23MB48	Emotional Intelligence for Managerial Effectiveness	PO1	PO2	PO3	PO4	PO5
C01	Acquire conceptual knowledge of emotion and emotional intelligence in business as well as society.	3	-	2	1	1

CO2	Enhance emotional self-awareness, self-control, and self-motivation.	3	-	1	1	-
CO3	Learn and assess the emotions of Individuals and others and recognize the bodily changes in emotions.	3	-	1	3	3
CO4	Use models to facilitate decisions under emotional situations and develop the Emotional Intelligence Competencies.	3	3	3	1	2
CO5	Identify and manage the emotions of self and others at the workplace.	3	2	1	1	1
23MB49	Sales & Distribution Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the skills required for managing a sales team.	1	1	1	1	-
CO2	Interpret sales planning and estimating market potential.	1	1	-	2	1
CO3	Apply the conceptual knowledge for effective sales force management.	2	1	1	1	1
CO4	Determine the Concepts of Distribution management.	-	1	-	1	1
CO5	Identify the channel conflicts among channel members and resolve them.	1	2	1	1	-
23MB50	Consumer Behaviour and Customer Relationship Management	PO1	PO2	PO3	PO4	PO5
CO1	Understand the behavior and buying decision process of consumers	1	2	-	1	1
CO2	Evaluate the internal and external determinants of Consumer Behavior	1	1	1	2	1
CO3	Apply the conceptual models of Consumer Behavior in business situations	1	2	-	1	1
CO4	Gain knowledge in understanding CRM strategies and CRM processes.	1	1	1	1	1
CO5	Demonstrate the importance of CRM applications in various areas.	1	-	-	1	1
23MB51	Global Marketing	PO1	PO2	PO3	PO4	PO5
CO1	Apply the gained knowledge to handle domestic as well as global marketing activities	1	1	-	1	1
CO2	Differentiate international market strategies from domestic market strategies	-	1	1	1	-
CO3	Understand global product management and product positioning	1	1	-	1	1
CO4	Evaluate various distribution channels for effective global marketing	1	1	-	1	1
CO5	Analyze the avenues for export marketing and be familiar with Exim policy	-	1	-	1	1
23MB52	Business-to-Business Marketing	PO1	PO2	PO3	PO4	PO5
CO1	Understand the complexities of Business-to-Business Marketing and be exposed to the contemporary issues of the market	3	1	-	2	1
CO2	Familiarize yourself with the concepts of developing the Product, Service, and Value of the offering	2	-	1	2	1
CO3	Identify the best channels for good marketing opportunities and sustained relationships.	1	1	-	2	1
CO4	Administer Channel Members effectively and create a vibrant supply chain environment.	2	-	1	1	2
CO5	Control the sales force efficiently to deliver enhanced value to the customers.	1	2	1	1	-
23MB53	Business Forecasting	PO1	PO2	PO3	PO4	PO5
CO1	Apply all forecasting techniques to real-life business problems	2	3	2	3	2

CO2	Forecast efficiently by using Regression analysis	-	2	-	3	2
CO3	Demonstrate how to use forecasting software such as E views, SPSS, and other software.	2	2	1	2	-
CO4	Predict accurate forecasting by understanding the behavior of data.	1	2	1	2	1
CO5	Apply the VAR model to real-time business problems.	1	2	3	2	-
23MB54	Big Data Analytics	PO1	PO2	PO3	PO4	PO5
CO1	Apply data mining algorithms for classification and clustering.	1	2	1	3	1
CO2	Understand Big data framework.	-	2	-	3	-
CO3	Understanding the map reduces the way of solving analytic problems.	-	2	1	2	1
CO4	Illustrate the problem and its solutions using Data Analytics	1	3	-	2	1
CO5	Analyze big data applications	-	2	-	3	-
23MB55	Operations Analytics	PO1	PO2	PO3	PO4	PO5
CO1	Apply Prescriptive and Predictive Analytics in different business scenarios.	1	3	1	3	1
CO2	Solve problems in inventory management with real-time data	-	2	-	2	1
CO3	Analyze different decision-making models in different business environments.	2	3	2	3	3
CO4	Apply queuing models in manufacturing and service sectors	2	3	1	3	2
CO5	Evaluate Operations Analytics in various business scenarios.	-	2		2	2
23MB56	Predictive Analysis & Modelling	PO1	PO2	PO3	PO4	PO5
CO1	Fundamental knowledge of predictive analysis and modeling	2	2	1	3	2
CO2	The concepts of sampling multivariate design and analysis	1	2	-	3	1
CO3	Apply and analyze the sampling design, tools, and techniques	-	2	1	3	2
CO4	Solve predictive analysis problems like simple linear regression and logistics and multiple Regression	-	2	-	3	-
CO5	The applications of predictive analysis in various functional areas	-	2	1	2	-
23MB57	Operations Research	PO1	PO2	PO3	PO4	PO5
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.	-	1	2	-	-
CO2	Apply appropriate LPP techniques to express the defined problems mathematically.	-	1	-	-	2
CO3	Build and solve transportation models and assignment models.	2	-	-	1	-
CO4	Apply appropriate optimal strategies for conflict and competitive environment by using game theory and queuing theory.	-	-	-	2	-
CO5	Design new simple models, like CPM, to improve decision-making and develop critical thinking and objective analysis of decision problems.	-	-	-	-	1
23MB58	Sourcing Management	PO1	PO2	PO3	PO4	PO5
CO1	Apply the gained knowledge to handle the sourcing as well as supplier evaluation and selection.	1	1	-	1	1
CO2	Differentiate global sourcing trends and performance measurement.	-	1	1	1	-

C03	Understand the importance of the supply chain in various mechanisms.	1	1	-	2	1
C04	Evaluate the various analytical tools in sourcing.	1	3	-	1	1
C05	Understand the importance of risk & trends in sourcing.	-	1	-	1	1
23MB59	Six Sigma	PO1	PO2	PO3	PO4	PO5
C01	Understand the basic concepts of Six Sigma.	2	1	1	1	1
C02	Develop the basic concepts in analyzing the effects of Six Sigma.	3	2	1	1	1
C03	Evaluate the various organizational structures for the initiation of Six Sigma.	1	2	-	1	1
C04	Determine the students with the basic issues involved in project selection for Sigma.	1	1	-	1	1
C05	Define the team performance role and manage the problems in Six Sigma.	3	2	1	1	2
23MB60	Project Management	PO1	PO2	PO3	PO4	PO5
C01	Understand and appreciate the importance of Project Management.	2	-	-	1	1
C02	Learn Project Planning, Execution, and implementation.	1	2	1	2	2
C03	Apply Project Appraisal Methods to Cash Flows and Corporate Practices of Dividend Payment.	-	2	1	2	2
C04	Understand the intricacies of Project Evaluation techniques for better decision-making.	2	3	-	1	2
C05	Appreciate the significance of Organizational & Team Behaviors in projects.	1	3	2	2	1
23MB77	Major Project Work	PO1	PO2	PO3	PO4	PO5
C01	Understand the literature survey, define the problem under study, and explain its significance.	3	-	-	1	-
C02	Demonstrate the data collected, prepare an interim report, and present it to the selected company for approval.	-	2	-	1	1
C03	Analyze the data collected, revise the report, and present it to the department for feedback and improvement.	2	2	1	2	1
C04	Reframe the quality, novelty, and contribution of the findings, suggestions, and conclusions of his/her study to the chosen field.	2	3	-	-	-
C05	Summarize and submit the final report of the work and present it to the examiners in person for defense.	1	-	2	2	3
23MB78	Case Study Analysis & Comprehensive Viva-Voce	PO1	PO2	PO3	PO4	PO5
C01	Apply the knowledge to analyze the business cases in different dimensions.	3	3	1	2	2
C02	Find alternative solutions and suggest effective decisions by applying technology.	3	2	1	-	1
C03	Identify different skills from various courses and activities developed in the MBA program.	3	1	-	1	2
C04	Understand market and industry situations through skill labs, field study projects & various program electives of MBA.	1	3	-	3	3
C05	Solve business problems in the changing business environment.	2	2	-	1	1