

**SGSITS, Department of Management Studies**  
**Course Articulation Matrix MBA Sem I**

**Subject Code : MBA 1006**

**Subject Name: Fundamentals of Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Describe the management evolution and demonstrate the roles, skills and functions of managers.	2	0	2	1	2	1
<b>CO2:</b> Explain the planning process, describe the need of MBO, analyze the role of Policies and strategies in business.	2	1	1	1	2	1
<b>CO3:</b> Discuss the basic aspects of organizing in management and explain the need of decentralization, delegation and optimum span of management in an organization.	2	1	1	1	1	1
<b>CO4:</b> Identify the importance of control, explain its process and types, illustrate the upcoming issues in management.	2	1	1	2	1	1

**Subject Code : MBA 1007**

**Subject Name: Accounting for Managers**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:-</b> Describe accounting process and principles and apply it to prepare financial statements as well as emerging dimensions of modern accounting and computerized accounting.	2	1	0	2	0	0
<b>CO2:-</b> Identify cost elements and determine cost of product and services.	1	1	0	1	0	0
<b>CO3:-</b> Prepare budgets and understand key elements of cost control and cost reductions.	2	3	0	2	0	2
<b>CO4:-</b> Take various strategic managerial decisions involving profit and cost considerations.	3	3	0	2	0	2

**Subject Code: MBA1008**

**Subject Name: BUSINESS AND ECONOMIC ENVIRONMENT**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Understand various components of business environment.	1	1	0	1	1	1
<b>CO2:</b> Analyze the impact of environment upon economy.	3	3	0	3	0	1
<b>CO3:</b> Explain role and objectives of international trade organizations.	1	2	1	2	1	1
<b>CO4:</b> Define features of capital and money market in India.	0	2	1	2	0	1

**Subject Code: MBA1009**

**Subject Name: Organization Behaviour**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO 1- Define the concepts related to Individual, Organizational and Group behavior, Learning, Perception and Motivation.	2	0	1	1	2	1
CO 2- Explain and differentiate between various Leadership theories and apply these theories to solve given problems	2	0	2	1	2	1
CO 3- Define the various types of Conflicts, Conflict Process, Conflict Management Techniques and explain the Negotiation process and strategies	2	0	1	1	2	1
CO 4- Explain Organizational Change, Stress management and Organizational Culture.	2	0	1	1	2	1

**Subject Code : MBA 1010**

**Subject Name: Operations Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> To acquire an understanding of the basic functions and fundamentals of operations management	2	0	0	1	1	0
<b>CO2:</b> To develop analysing skills in solving operation management problems such as design of efficient plant location and plant layout models.	2	2	1	2	1	1
<b>CO3:</b> To comprehend the significance of applications of scheduling and quality control aspects.	0	2	0	0	0	0
<b>CO4:</b> To demonstrate an understanding of the concepts of materials and maintenance management such as MRP, stores management and replacement models.	2	1	0	1	2	1

**Subject Code : MAA 1104**

**Subject Name: Mathematics & Statistics for Managers**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1: Understand the basic concepts of set theory and probability theory	1	0	0	1	0	1
CO2: Solve the linear equations using the concept of matrices	0	1	0	1	0	0
CO3: Understand the fundamentals of statistic	1	1	0	1	0	1
CO4: Understand the various theoretical distributions	0	1	0	1	1	0
CO5: Use the concept of time series in prediction and decision making	1	2	0	2	2	2

**Subject Code : HUA 1105**

**Subject Name: Business Communication**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> To communicate effectively in a corporate setting and otherwise.	1	0	2	3	1	0
<b>CO2:</b> To overcome the varied obstructions to communication and be an adept listener.	0	0	1	2	1	0
<b>CO3:</b> To display effective interpersonal communication, maintaining the decorum of the setting .	0	1	0	1	1	0
<b>CO4:</b> To have hands-on writing business letters and expertise in drafting technical documents.	1	2	0	1	1	0
<b>CO5:</b> To deliver effective presentations in professional environment, tackle group discussions and face interviews	0	0	1	1	1	0

**Subject Code : CTA 1106**

**Subject Name: IT for Managers**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1: Understand basics of compute hardware, software and computer languages.	1	1	-	1	1	1
CO2: Understand the process of creating spreadsheets, word documents, presentation slides and datatbase using various application software package.	2	3	2	1	1	3
CO3: Explain role, types and security aspect of E-business and E-payment system.	1	1	1	2	-	-
CO4: Understand various types of management information and office automation system.	3	2	2	1	1	2

**Subject Code : CTA 1904**

**Subject Name: IT Lab**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1: Create and design spreadsheets, word documents, presentation slides and database using various application software packages.	-	1	-	1	-	3
CO2: Apply various formulas in spreadsheets.	-	1	-	1	-	1
CO3: Create charts, pivott tables and graphics in various application software packages.	-	1	-	1	-	3
CO4: Create, design and validate forms and tables using wizards to enter data.	-	1	-	1	-	3

**Subject Code : MBA 1905**

**Subject Name: GD/PI Lab**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations.	1	0	1	2	2	1
CO2:-Provide feedback, accept feedback, and use feedback to improve communication skills.	1	1	1	1	1	0
CO3:-Develop effective interpersonal communication skills.	1	0	1	2	1	1
CO4:-Use communication technology appropriately and effectively.	1	0	1	2	1	1

**Subject Code : MBA 1998**

**Subject Name: Comprehensive Viva**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Face interview both at the academic and the industrial level.	2	1	1	1	1	1
CO2:-Prepare comprehensively to answer questions from all subjects.	2	1	1	1	1	1
CO3:- Attain Oral Presentation skills by answering questions in precise and concise manner.	2	1	1	1	1	1
CO4:-Demonstrate the application of the knowledge gained in hypothetical situations.	2	1	1	1	1	1

**SGSITS, Department of Management Studies**  
**Course Articulation Matrix MBA Sem II**

**Subject Code : MBA 2008**

**Subject Name: Human Resource Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO 1:</b> Explain the Concept, Functions, Structure, Roles and Responsibilities of the HR department and acquisition of Human Resources.	2	0	2	1	1	1
<b>CO 2:</b> Write sample HR policies and describe the Administrative, Operational and Strategic Role of HR.	2	1	1	1	1	1
<b>CO 3:</b> Explain the process, method and evaluation of Training and Development, Performance Appraisal, Career and Succession Planning.	2	1	1	1	1	1
<b>CO 4:</b> Explain the maintenance and separation process for the human resources.	2	1	1	1	1	1

**Subject Code : MBA 2009**

**Subject Name: Research Methodology**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO 1: Develop an understanding of business research, and explain the basic framework of research process and different research designs	2	2	0	1	0	1
CO 2- Identify the sources of information for literature review and describe the sampling techniques in research.	2	1	0	0	0	0
CO 3- Illustrate the techniques of data collection, understand the measurement scales in research, test the hypothesis by applying data analysis tools and techniques.	2	2	0	1	0	1
CO 4- Prepare the report, explain the results and develop an understanding of ethical dimensions of conducting research.	2	2	1	1	1	0

**Subject Code : MBA 2010**

**Subject Name: Marketing Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Describe Philosophies of Marketing Management, Marketing Environment and Marketing Mix Elements. They shall also be able to make difference between marketing and selling and understand concept of customer satisfaction.	1	1	0	1	0	1
<b>CO2:</b> Explain Market Segmentations, Targeting, Differentiation and Positioning concepts.	1	2	0	1	1	1
<b>CO3:</b> Discuss Product Classification, Product life cycle, Product Diffusion Process, Repositioning and Pricing. They will also be able to identify importance of labelling and packaging.	1	1	0	1	1	1
<b>CO4:</b> Identify the importance and concept of Distribution Channel, CRM, Green Marketing, E-Marketing, and Tools of IMC. They will also be able to discuss various marketing concepts including global marketing, events and sponsorship.	1	1	0	1	1	1

**Subject Code : MBA 2011**

**Subject Name: Financial Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:- Explain the nature, scope and objectives of financial management	1	2	0	2	0	1
CO2:- Analyze financial statements using ratio analysis technique.	2	2	0	2	0	1
CO3:- Apply techniques of capital budgeting to evaluate investment proposals.	3	2	0	1	0	1
CO4:- Design capital structure of a firm.	2	1	0	1	0	2
CO5:- Determine working capital requirements of a firm.	1	1	0	1	0	1

**Subject Code : MBA 2012**

**Subject Name: Managerial Economics**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1: Describe nature and scope, characteristics and significance of managerial economics.	1	1	0	1	0	0
CO2: Identify and analyze determinants of demand and supply.	1	1	0	1	1	0
CO3: Explain features of various types of competitive markets.	1	1	0	1	1	0
CO4: Define and determine various types of production function equation, law of variable proportion, national income and macro economic factors.	1	1	0	1	1	0

**Subject Code : MBA 2014**

**Subject Name: Business Legislation**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:- Describe essential elements of a valid contract and consequences of its breach.	0	0	0	2	0	1
CO2:- Explain legal framework relating to partnership business and sale of goods contracts.	2	0	0	2	0	1
CO3:- Draft various types of valid negotiable instruments and understand law relating to filing complaint under consumer protection act.	2	0	0	2	0	0
CO4:- Classify different kinds of companies and major provisions of companies act 2013 relating to constitution, prospectus and winding up.	0	1	0	2	0	0
CO5:- Explain law relating to competition in India and Indian banking structure.	0	0	0	2	0	0

**Subject Code : MBA 2015**

**Subject Name: Entrepreneurship & Ethics**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Understand the concept of entrepreneurship and sources of innovation for an entrepreneur.	2	1	1	1	1	2
<b>CO2:</b> Describe the business planning process, explain its feasibility and identify the role of government, banks and different agencies in entrepreneurship development.	1	1	1	2	1	2
<b>CO3:</b> Illustrate the importance of ethical conduct in business, describe the importance of corporate social responsibilities.	2	0	1	2	1	0
<b>CO4:</b> Understand the management teachings from varied Indian Ethos and their implications for future managers.	2	0	2	2	1	0

**Subject Code : MAA 2102**

**Subject Name: Quantitative Decision Making**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1: Understand the basic concept of quantitative techniques	2	0	1	1	1	1
CO2: Understand different methods for solving linear programming problems	0	2	0	0	1	0
CO3: To find basic feasible solution of transportation problem by various methods	0	0	0	0	2	0
CO4: Use the concept of waiting line model to solve real life problems	1	2	0	0	2	0
CO5: Apply simulation techniques in various physical models	2	2	0	1	2	1

**Subject Code : MBA 2902**

**Subject Name: RM Lab**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO 1: Explain features of various software like SPSS,SYSTAT, Excel etc.	0	2	0	0	0	0
CO 2: Apply parametric and non-parametric test upon a given data set.	1	2	0	0	0	0
CO 3: Collect compile and categories data in to statistical software packages.	1	2	0	0	0	0
CO 4: Identify significant factors using regression analysis.	2	2	0	0	0	0

**Subject Code : MBA 2905**

**Subject Name: Excel Lab**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Apply excel to solve linear programming problems of maximization and minimization.	2	0	0	2	0	1
CO2:-Apply and creating Formulas for Financial Applications.	2	0	0	0	0	2
CO3:-Apply excel to solve transportation and assignment model problems subject to some constraints.	3	2	0	2	0	0
CO4:-Apply excel to solve inventory and queuing.	2	2	0	1	0	0

**Subject Code : MBA 2998**

**Subject Name: Comprehensive Viva**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Face interview both at the academic and the industrial level.	2	1	1	1	1	1
CO2:-Prepare comprehensively to answer questions from all subjects.	2	1	1	1	1	1
CO3:- Attain Oral Presentation skills by answering questions in precise and concise manner.	2	1	1	1	1	1
CO4:-Demonstrate the application of the knowledge gained in hypothetical situations.	2	1	1	1	1	1



**SGSITS, Department of Management Studies**  
**Course Articulation Matrix MBA Sem III**

**Subject Code : MBA 3005**

**Subject Name: Business Analytics**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Use of business analytics to formulate and solve business problems and to support managerial decision making.	3	3	0	0	0	1
CO2:-Apply tools and use data for accurate predictions.	2	2	0	2	0	0
CO3:-Use and apply Excel, Excel add-ins, SPSS and R to solve business problems.	2	1	0	1	0	0
CO4:-Describe prescriptive analytics for advanced optimization and understand machine learning.	0	1	0	2	0	2

**Subject Code : MBA 3996**

**Subject Name: Summer Training**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:- Demonstrate the job skills and knowledge.	1	1	1	1	1	1
CO2:- learn and experience the workings under professional expertise.	1	1	1	1	2	0
CO3:- Explain the specific functional areas and linkages among different functions and departments.	2	1	1	1	2	1
CO4:- Discover career opportunities in the areas of interest.	1	0	1	1	1	2

**Subject Code : MBA 3997**

**Subject Name: MRP Phase I**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:- Identify and select the research topic most relevant to environment and society and critically review related research work.	2	1	1	1	1	1
CO2:- Acquire in-depth knowledge of the procedure of testing hypothesis.	2	2	0	1	1	0
CO3:- Develop a research proposal.	1	2	0	1	1	0
CO4:- Design appropriate data collection tools and collect data for research.	1	2	0	1	1	0

**Subject Code : MBA 3999**

**Subject Name: Comprehensive Viva**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Face interview both at the academic and the industrial level.	2	1	1	1	1	1
CO2:-Prepare comprehensively to answer questions from all subjects.	2	1	1	1	1	1
CO3:- Attain Oral Presentation skills by answering questions in precise and concise manner.	2	1	1	1	1	1
CO4:-Demonstrate the application of the knowledge gained in hypothetical situations.	2	1	1	1	1	1

**MARKETING MANAGEMENT**

**Subject Code : MBA 3107**

**Subject Name: Strategic Brand Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Describe the basic fundamentals and importance of the brand	2	1	0	0	0	1
<b>CO2:</b> Identify and apply the concepts of Brand Positioning, Brand Repositioning, Brand Equity and brand value	2	1	0	1	0	1
<b>CO3:</b> Analyze Brand elements, sketch marketing programs and marketing strategies. They will also be able to implement concepts like Brand Mapping, brand equity and brand extension.	1	1	0	1	1	1
<b>CO4:</b> Discuss Brand Value Chain, Brand equity management system, Managing Brands over Time, Managing Brands over Geographic Boundaries They shall also be able to identify Brand Hierarchy.	1	1	0	1	0	1

**Subject Code : MBA 3106**

**Subject Name: Advertising & Sales Promotion**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Explain the basic fundamentals about advertising, its scope and nature.	1	1	0	1	1	1
<b>CO2:</b> Identify the various important considerations in campaign planning. They shall also be able to demonstrate the requirements and importance of creativity and formulate strategies.	1	1	0	1	1	1
<b>CO3:</b> Describe and discuss about the media planning, media research and its concepts.	1	1	0	1	0	0
<b>CO4:</b> Explain about copy and script writing, designing, advertising agencies, sales promotion and its tools. Also they will be able to discuss about measuring advertising effectiveness	1	1	0	1	0	0

**Subject Code : MBA 3108**

**Subject Name: Digital Marketing**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Develop an understanding of concepts of Digital Marketing, its scope and importance.	1	1	0	1	1	0
<b>CO2:</b> Describe digital marketing tools, E- mail optimization and remarketing	1	1	0	1	1	1
<b>CO3:</b> Classify forms of marketing, and explain concepts of content marketing.	1	1	0	1	1	0
<b>CO4:</b> Analyse social media marketing, mobile marketing, Direct Marketing and online reputation management. They shall also be able to identify online media.	1	1	0	1	1	0

## FINANCIAL MANAGEMENT

Subject Code : MBA 3304

Subject Name: Security Analysis &amp; Portfolio Management

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Analyze investment opportunities in stock markets and Identify, formulate and solve investment problems. .	3	2	1	3	2	1
<b>CO2:</b> Ascertain the fair values of equity by applying equity valuation models.	1	2	0	1	2	2
<b>CO3:</b> Analyze bond prices and yields and fixed-income portfolios.	1	2	2	1	1	3
<b>CO4:</b> Construct and evaluate securities portfolio.	2	3		2	1	3

Subject Code : MBA 3305

Subject Name: Derivatives

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:-</b> Apply latest financial derivative products as risk management tools in key financial markets.	3	0	0	1	0	0
<b>CO2:-</b> Demonstrate the mechanism of swaps.	2	0	0	0	0	0
<b>CO3:-</b> Determine the fair value of equity options and construct desirable option strategy.	0	2	0	0	0	1
<b>CO4:-</b> Describe the utility of key Greek hedge ratios in financial derivative segment and implement hedging techniques using futures contracts	2	1	0	1	0	1

**Subject Code : MBA 3307**

**Subject Name: BANKING AND INSURANCE**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Identify and classify the various banking and financial risk as well as the principles of insurance.	3	2	2	1	2	0
<b>CO2:</b> Gain knowledge about major types of insurance product to cater different types of insurance needs.	2	2	2	1	2	2
<b>CO3:</b> Understand Indian banking structure and various types of modern banking services.	1	2	2	1	1	2
<b>CO4:</b> Understand the concept of assets liability management in banking sector.	2	2	2	2	1	1

**Subject Code : MBA 3308**

**Subject Name: Tax Planning**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:- Explain basic concepts and procedure of direct tax system in India.	0	0	0	2	0	0
CO2:- Compute taxable incomes under different heads and total income.	2	1	0	0	0	0
CO3:- Describe various dimensions of tax planning.	2	2	0	0	0	1
CO4:- File IT return on individual basis, gain knowledge of advance tax and other related rules & regulations.	0	0	0	0	0	0

## HUMAN RESOURCE MANAGEMENT

**Subject Code : MBA 3504****Subject Name: Industrial Relations & Labour laws**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Define the concepts, scope, objective and approaches to IR, WPIM, Collective Bargaining and Trade Union.	2	1	1	1	1	1
<b>CO2:</b> Explain the various relevant sections and sub sections of the Trade Union Act, 1926.	1	1	1	2	1	1
<b>CO3:</b> Explain the various relevant sections and sub sections of the Factories Act, 1948.	1	1	1	2	1	1
<b>CO4:</b> Explain the various relevant sections and sub sections of the E.S.I.C. Act, 1948 and Industrial Employment (Standing Orders) Act.	1	1	1	2	1	1

**Subject Code : MBA 3505****Subject Name: Social & Industrial Psychology**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Recognize the concept of social psychology and the aspects of social cognition, perception and non verbal communication and explain attribution with its errors	2	0	1	1	1	0
<b>CO2:</b> Understand the self concept with its components and the impact of self esteem and self efficacy on ones social behavior.	1	0	1	0	2	0
<b>CO3:</b> Identify the basics of employee selection along with understanding of personality, ability and skill testing.	1	0	1	1	2	0
<b>CO4:</b> Demonstrate the need of safety management and means of inculcating safety psychology in an organization.	2	1	1	2	1	1

**Subject Code : MBA 3506**

**Subject Name: Training & Organizational Development**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Design, implement and evaluate a training program.	2	1	0	1	1	1
<b>CO2:</b> Explain the foundation and processes of OD and define organizational culture.	2	0	1	1	1	1
<b>CO3:</b> Explain the various types of OD intervention.	2	0	1	1	1	1
<b>CO4:</b> Compare the recent trends and changes in OD and T&D.	1	1	1	1	2	1

**Subject Code : MBA 3507**

**Subject Name: Human Resource Development**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Define the basics of Human Resource Development, strategy formulation and implementation	2	1	1	1	2	1
<b>CO2:</b> Explain and analyze the various HRD mechanisms.	2	1	1	1	1	1
<b>CO3:</b> Define the various behavioral tools applied in HRD.	2	1	1	1	1	1
<b>CO4:</b> Identify and define the benefits of HRD.	2	0	1	1	1	0

OPERATIONS MANAGEMENT

**Subject Code : MBA 3706**

**Subject Name: Materials Management**

	<b>PO1: Apply knowledge of management theories and practices to solve business problems.</b>	<b>PO2: Foster Analytical and critical thinking abilities for data-based decision making.</b>	<b>PO3: Ability to develop Value based Leadership ability.</b>	<b>PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.</b>	<b>PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.</b>	<b>PO6: Perceive an aptitude for creativity, innovation and entrepreneurship.</b>
CO1:-Comprehend the basic fundamentals and significance of materials management in modern era.	0	0	0	1	0	0
CO2:-Integrate the organization wide materials requirement to develop an overall plan (MRP).	2	2	0	0	0	0
CO3:-Identify, study, compare, and evaluate alternatives, select and relate with a good supplier.	1	2	0	0	0	1
CO4:-Apply various purchasing method and inventory controlling techniques into practice as well as integrate important materials functions including stores management.	2	0	0	0	0	1

**Subject Code : MBA 3707**

**Subject Name: Total Quality Management**

	<b>PO1: Apply knowledge of management theories and practices to solve business problems.</b>	<b>PO2: Foster Analytical and critical thinking abilities for data-based decision making.</b>	<b>PO3: Ability to develop Value based Leadership ability.</b>	<b>PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.</b>	<b>PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.</b>	<b>PO6: Perceive an aptitude for creativity, innovation and entrepreneurship.</b>
<b>CO1:</b> Gain basic knowledge in Total Quality Management (TQM) relevant to both manufacturing and service industry.	2	0	1	1	2	2
<b>CO2:</b> Evaluate the principles of quality management and to explain how these principles can be applied within quality management systems.	2	2	1	0	0	1
<b>CO3:</b> Identify and apply the tools and techniques of quality management to manufacturing and services processes.	1	2	1	0	0	1
<b>CO4:</b> Identify and evaluate the measures to overcome various quality issues.	2	1	0	2	1	1



**Subject Code : MBA 3708**

**Subject Name: Operations Planning & Control**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> To acquire an understanding of the basic functions and fundamentals of operations planning and control.	2	1	0	0	0	1
<b>CO2:</b> To develop analysing skills in solving production management problems such as demand forecasting models, aggregate planning and master scheduling.	1	2	2	0	0	1
<b>CO3:</b> To comprehend the significance of production planning and control and demand forecasting.	2	2	0	0	0	0
<b>CO4:</b> To demonstrate an understanding of the concepts of materials management such as MRP, stores management and advance concepts in OM such as TOC, Lean Mfg.	2	1	1	2	1	1

**Subject Code : MBA 3309**

**Subject Name: Financial Derivatives and Risk Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:-</b> Apply financial derivative products as risk management tools in key financial markets.	3	0	0	1	0	0
<b>CO2:-</b> Describe the mechanism of swaps, options and future contracts.	2	0	0	0	0	0
<b>CO3:-</b> Determine the fair value of equity options and construct desirable option strategy.	0	2	0	0	0	1
<b>CO4:-</b> Use key Greek hedge ratios in financial derivative segment and implement hedging techniques.	2	1	0	1	0	1

**SGSITS, Department of Management Studies**  
**Course Articulation Matrix MBA Sem IV**

**Subject Code : MBA 4005**

**Subject Name: Project Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Explain concept of Project Management, its application in management of organization in present world scenario. To be able to manage project teams during project life cycle.	2	0	0	1	0	0
CO2:-Assess feasibility of projects with regard to market, finance and socio-economy and determine project cash flows and check feasibility.	1	2	0	2	0	0
CO3:-Identify, evaluate and compare various sources of risk in projects, as well as techniques to reduce risk and its impact.	0	2	0	0	0	0
CO4:-Monitor project using network analysis for both PERT and CPM and perform project cost optimization and resource utilization.	1	0	0	0	0	1

**Subject Code : MBA 4997**

**Subject Name: Major Research Project**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Understand and identify the appropriate research tools for the project.	1	2	0	1	1	0
CO2:-Apply various statistical tools and techniques to generate results.	1	2	0	1	1	0
CO3:-Analyze and interpret the empirical results and draw conclusion.	1	2	0	1	1	0
CO4:-Develop research concept to fill identified research gap and provide evidence for creative solution of business problems.	1	2	0	1	1	1

**Subject Code : MBA 4999**

**Subject Name: Comprehensive Viva**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Face interview both at the academic and the industrial level.	2	1	1	1	1	1
CO2:-Prepare comprehensively to answer questions from all subjects.	2	1	1	1	1	1
CO3:- Attain Oral Presentation skills by answering questions in precise and concise manner.	2	1	1	1	1	1
CO4:-Demonstrate the application of the knowledge gained in hypothetical situations.	2	1	1	1	1	1

MARKETING MANAGEMENT

Subject Code : MBA 4108 / MBA 4110

Subject Name: Consumer Behaviour

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Understand Nature of consumer behavior and Environmental Influences and its impact on Consumer Behavior	1	1	0	1	1	1
<b>CO2:</b> CO2:-Discuss about the influence and importance of Family, culture and opinion leadership.	1	2	0	1	1	1
<b>CO3:</b> Explain concepts of motivation, learning and attitude and its influence on consumer.	1	1	0	1	1	0
<b>CO4:</b> Describe consumer decision process and factors influencing consumer decisions, CRM and consumer research.	1	1	0	1	1	0

Subject Code : MBA 4109/MBA4111

Subject Name: Rural & Service Marketing

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Understand the importance of rural marketing in current scenario and environment of rural marketing.	1	1	0	1	0	1
<b>CO2:</b> Discuss on Psychology of Rural Consumers. They shall also be able to analyze marketing mix and suggest marketing strategies	1	1	0	1	1	2
<b>CO3:</b> Explain service quality, challenges in service marketing and dimensions of service marketing strategies.	1	1	0	1	1	1
<b>CO4:</b> Describe about importance of innovation in service and rural marketing and will identify different marketing plans for different products depending on the product attributes and the target customers. They shall also be able to identify various gaps in service quality.	1	1	0	1	1	1

## FINANCIAL MANAGEMENT

Subject Code : MBA 4304

Subject Name: International Finance

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:- Explain foreign exchange market and exchange rate.	1	0	0	1	0	0
CO2:-Determine arbitrage opportunities in international financial market.	0	1	0	0	0	1
CO3:-Identify issues pertaining to multinational financing and investment decisions	1	1	0	1	0	0
CO4:-Determine the foreign exchange exposures of firms and hedging techniques to manage it.	2	2	0	1	0	2
CO5:-Explain the structure and role of IMF and world bank.	0	0	0	2	0	0

Subject Code : MBA 4305

Subject Name: Corporate Structure Financing

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Analyze the financial statement of companies.	0	0	0	2	0	1
CO2:-Analyze the impact of various corporate restructuring techniques.	0	2	0	1	0	1
CO3:-Design and develop corporate financing policy and strategy.	2	2	0	0	0	1
CO4:-Design, develop and evaluate investments policy.	2	2	0	1	0	1

**Subject Code : MBA 4307**

**Subject Name: Financial Markets & Services**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Explain various components of a financial system and its relative importance.	0	0	0	1	0	0
CO2:-Identify the key requirements, major instruments and operations of capital and money market in India.	0	0	0	1	0	0
CO3:-Describe the concept of mutual fund and alternative investment fund.	0	1	0	0	0	0
CO4:-Evaluate and compare various financing alternatives like lease, hire purchases etc.	2	2	0	2	0	2

**HUMAN RESOURCE MANAGEMENT**

**Subject Code : MBA 4504**

**Subject Name: Compensation & Reward Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Define the objectives, methods and factors affecting wage and salary administration , incentive plans and employee benefits.	2	1	1	2	1	1
<b>CO2:</b> Explain the different sections and sub sections of Provident Fund Act 1952 and Payment of Bonus Act, 1965.	2	1	0	2	0	0
<b>CO3:</b> Explain the different sections and sub sections of Minimum wages Act 1948 and Payment of wages Act 1936.	2	1	0	2	0	0
<b>CO4:</b> Differentiate between compensation plans for different organizational levels and prepare sample plan for the same.	2	1	0	2	1	1

**Subject Code : MBA 4505**

**Subject Name: HR Strategies & Audit**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Explain the meaning, need and process of strategic decision making.	2	1	1	1	1	1
<b>CO2:</b> Describe the strategic approach, implementation and evaluation of strategy.	1	2	1	1	1	0
<b>CO3:</b> Explain the concept, objective, scope and evaluation of HRD audit.	2	1	0	1	1	0
<b>CO4:</b> Define importance and application of OCTAPACE culture and describe SHRM competencies.	2	1	1	1	1	1

**Subject Code : MBA 4506**

**Subject Name: Labour Legislation**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
<b>CO1:</b> Demonstrate an understanding of labour regulations in India and examine the issues related to Industrial Disputes Act, 1947 with cases.	2	1	0	2	1	0
<b>CO2:</b> Describe the concepts of Payment of Gratuity Act, 1972 and illustrate the norms for welfare of contract labour, payment of wages and penalties related to Contract Labor (Regulation and Abolition) Act.	2	1	0	2	1	0
<b>CO3:</b> Explain the rights and duties of an apprentice and discuss as per Apprentices Act 1961.	2	1	0	2	1	0
<b>CO4:</b> Recognize the aspects of Equal remunerations Act, 1976 and identify the need of employment exchanges and the vacancies listed in them	2	1	0	2	1	0

**Subject Code : MBA 4100/MBA4707/MBA4112****Subject Name: Supply Chain Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Understand the important role, decision making, and drivers of supply chain management in modern business context.	2	1	1	1	2	0
CO2:-Identify and assess the need & choices of distribution channels, forecasting models, and reverse logistics.	1	2	1	1	1	1
CO3:-Evaluate and apply the tools of supply and demand management, level of product availability and planning for outsourcing in supply chain.	2	1	1	0	2	1
CO4:-Understand the applications of the fundamentals, issues, and remedial measures in retail SCM.	1	1	0	2	2	2

**Subject Code : MBA 4705 / 4709 / MBA4710****Subject Name: Logistics Management**

	<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	<b>PO3:</b> Ability to develop Value based Leadership ability.	<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.
CO1:-Understand the basic fundamentals of logistics management.	2	0	0	1	2	1
CO2:-Identify and design distribution network by adopting various modes of distribution.	2	1	0	1	2	0
CO3:-Use the principles of warehousing and transportation to achieve operational effectiveness.	1	2	1	1	1	0
CO4:-Develop and adopt various modern concepts in logistics outsourcing and inventory management.	1	2	1	2	1	2

	<b>PSO1:</b> Able to take strategic managerial decisions in different domains viz finance, marketing, human resource, and operations.	<b>PSO2:</b> Ability to develop and evaluate alternatives by applying management tools and techniques.	<b>PSO3:</b> Able to take up career in industry and to pursue higher studies.
<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	2	2	1
<b>PO2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	2	2	1
<b>PO3:</b> Ability to develop Value based Leadership ability.	1	2	1
<b>PO4:</b> Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	1	1	2
<b>PO5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	2	2	2
<b>PO6:</b> Perceive an aptitude for creativity, innovation and entrepreneurship.	2	2	3



	<b>PEO1:</b> To equip the students with requisite knowledge, skills, competencies and ethical values necessary to create efficient Managers.	<b>PEO2:</b> To enable the students to solve real world concerns through the use of analytical tools, effective communication, critical thinking, problem-solving and decision making skills.	<b>PEO3:</b> To foster the creative, innovative and entrepreneurial potential of students for employment and lifelong learning.
<b>PSO1:</b> Able to take strategic managerial decisions in different domains viz finance, marketing, human resource, and operations.	2	2	1
<b>PSO2:</b> Ability to develop and evaluate alternatives by applying management tools and techniques.	1	2	2
<b>PSO3:</b> Able to take up career in industry and to pursue higher studies.	2	2	3