

SGSITS, Department of Management Studies

Course Articulation Matrix MBA Sem I

Subject Code : MBA 1006

Subject Name: Fundamentals of Management

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
CO1:-Describe the management evolution and demonstrate the roles, skills and functions of managers.	2	0	2	1	2	1
CO2:-Explain the planning process, describe the need of MBO, analyze the role of Policies and strategies in business.	2	1	1	1	2	1
CO3:-Discuss the role of Policies and Strategies in business.	2	2	3	2	2	2
CO4:-Discuss the basic aspects of organizing in management and explain decentralization, delegation and , span of management	2	1	1	1	1	1
CO5:- 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

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
CO1:-Describe accounting process and principles and apply it to prepare and analyze financial statements	2	1	0	2	0	0
CO2:-Identify cost elements and determine cost of product and services.	1	1	0	1	0	0
CO3:-Prepare budgets and understand key elements of cost control and cost reductions.	2	2	1	2	0	2
CO4:-Take various strategic managerial decisions involving profit and cost considerations.	2	2	1	2	0	2
CO5:- Apply emerging dimensions of modern accounting and computerize	2	1	1	2	1	1

Subject Code: MBA1008

Subject Name: BUSINESS AND ECONOMIC ENVIRONMENT

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
CO1:-Describe various components of business environment.	1	1	0	1	1	1
CO2:-Analyze the impact of environment upon economy.	3	3	0	3	0	1
CO3:-Explain role and objectives of international trade organizations.	1	2	1	2	1	1
CO4:- Discuss the Regulation and Promotion of Business in India	2	2	1	1	1	1
CO5:-Define features of capital and money market in India.	0	2	1	2	0	1

Subject Code: MBA1009

Subject Name: Organization Behaviour

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
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 the concepts of Learning, Perception and Motivation.	2	1	3	0	2	1
CO 3- Explain and differentiate between various Leadership theories and apply these theories to solve given problems	2	0	2	1	2	1
CO 4- 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 5- Explain Organizational Change, Stress management and Organizational Culture.	2	0	1	1	2	1

Subject Code : MBA 1010

Subject Name: Operations Management

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
CO1:-Acquire an understanding of the basic functions and fundamentals of operations management;	2	1	0	2	0	0
CO2:- Develop analytical skills in solving operation management problems such as design of efficient plant location and plant layout models	1	1	0	1	0	0
CO3:- Plan capacity and schedule jobs	2	2	1	2	0	2
CO4: Apply the quality control procedure and manage quality.	2	2	1	2	0	2
CO5:-Demonstrate an understanding of the concepts of materials and maintenance management such as MRP, stores management and replacement models	2	1	1	2	1	1

Subject Code : MAA 1104

Subject Name: Mathematics & Statistics for Managers

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation and
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

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
CO1: To communicate effectively in a corporate setting and otherwise.	1	0	2	3	1	0
CO2: To overcome the varied obstructions to communication and be an adept listener.	0	0	1	2	1	0
CO3: To display effective interpersonal communication, maintaining the decorum of the setting .	0	1	0	1	1	0
CO4: To have hands-on writing business letters and expertise in drafting technical documents.	1	2	0	1	1	0
CO5: 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

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
CO1: Explain basics of computer hardware, software and computer languages.	1	1	0	1	1	1
CO2: Explain and Create spreadsheets, word documents, presentation slides and database using various application software packages.	2	2	2	1	1	2
CO3: Discuss role, types and security aspect of E-business and E-payment system.	1	1	1	2	0	0
CO4: Describe the Inter-Organization Management and E-business Standards	2	2	2	1	1	2
CO5: Discuss various types of management information and office Automation system.	2	2	2	1	1	2

Subject Code : CTA 1904

Subject Name: IT Lab

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
CO1:Create word documents in various application software packages.	1	1	0	1	1	1
CO2:Create Charts, pivot tables and Graphics and Apply various formulas in spreadsheets,	2	2	2	1	1	2
CO3:Develop presentations in using wizards, templates and animations	1	1	1	2	0	0
CO4:Create ,design and validate forms and tables using wizards to enter data	2	2	2	1	1	2
CO5:Design documents, presentations, databases, spreadsheet	2	2	2	1	1	2

Subject Code : MBA 1905

Subject Name: GD/PI Lab

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to developValue	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
CO1:- Demonstrate effective reading and listening Ability	0	1	1	2	0	0
CO2:- Make use of GD skills and take part in group discussion	2	2	2	2	0	1
CO3: Develop Personal Interview skills and etiquettes.	2	1	1	1	0	0
CO4:-Show effective presentations skills.	1	1	1	2	1	1
CO5:- Illustrate proper written communication skills.	1	1	1	1	1	1

Subject Code : MBA 1998

Subject Name: Comprehensive Viva

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and others in	PO6: Perceive an aptitude for creativity, innovation
CO1:-Face interview both at the academic and the industrial level.	2	1	1	1	1	1
CO2:-Prepare all subjects comprehensively.	2	1	1	1	1	1
CO3:- Explain and answer questions posed by examiners.	2	2	1	2	1	2
CO4:- Show Oral Presentation skills in precise and concise manner.	1	1	2	2	1	1
CO5:-Demonstrate the application of the knowledge gained in hypothetical	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

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
CO1:-Explain the Concept, Functions, Structure, Roles and Responsibilities of the HR department	2	0	2	1	1	1
CO2:-Define the concept of acquisition of Human Resources.	2	1	1	1	1	1
CO3:-Explain sample HR policies and describe the Administrative, Operational and Strategic Role of HR.	2	1	1	1	2	1
CO4:-Discuss the process of development of Human Resources	1	1	2	1	2	2
CO5:-Describe the maintenance and separation process for the human resources.	2	1	1	1	1	1

Subject Code : MBA 2009

Subject Name: Research Methodology

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
CO1:-Develop an understanding of business research and explain the basic framework of research process and different research designs.	2	2	0	1	0	1
CO2:-Identify the sources of information for literature review and describe the sampling techniques in research.	2	1	0	0	0	0
CO3:-Illustrate the techniques of data collection, understand the measurement scales in research.	1	2	0	1	0	1
CO4:-Explain testing of hypothesis by applying data analysis tools and techniques.	1	2	0	1	0	1
CO5:-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

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
CO1: Describe Philosophies of Marketing Management, Marketing Environment and Marketing Mix Elements. They shall also be able to	1	1	0	1	0	1
CO2: Explain Market Segmentations, Targeting, Differentiation and Positioning concepts.	1	2	0	1	1	1
CO3: Discuss Product Classification, Product life cycle, Product Diffusion Process, Repositioning and Pricing.	1	1	0	1	1	1
CO4: Describe the concept of Distribution Channel, CRM, Green Marketing, E-Marketing, Tools of IMC and Promotion.	2	1	2	1	2	1
CO5: Explain the emerging trends in marketing.	1	1	0	1	1	1

Subject Code : MBA 2011

Subject Name: Financial Management

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
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

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
CO1:- Explain managerial economics concepts	1	1	0	1	0	0
CO2:-Identify production function, law of variable proportion, different types of cost, cost interrelation and break even point.	1	1	0	1	1	0
CO3:-Explain features of various types of competitive markets and price discrimination,	1	1	0	1	1	0
CO4:-Define and determine national income, money supply.	1	2	1	2	2	1
CO5:- Explain macro economic factors and economic growth and development	2	2	1	3	2	1

Subject Code : MBA 2014

Subject Name: Business Legislation

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
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	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	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

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
CO1:-Explain the concept of entrepreneurship and sources of innovation for an entrepreneur.	2	1	1	1	1	2
CO2:-Describe the business planning process, explain its feasibility	1	1	1	2	1	2
CO3:-Identify the role of government, banks and different agencies in entrepreneurship development.	1	0	1	2	1	2
CO4:-Illustrate the importance of ethical conduct in business, describe the importance of corporate social responsibilities,	2	0	1	2	1	0
CO5:-Discuss the management teachings from varied Indian Ethos and justify their implications for future managers.	2	0	2	2	1	0

Subject Code : MAA 2102

Subject Name: Quantitative Decision Making

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
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 2906

Subject Name: RM Lab

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
CO 1 -Identify sources of literature and prepare Literature Review	2	1	0	2	0	1
CO 2-Define research design and create its components	1	2	0	1	0	1
CO 3-Identify and create appropriate tools for data collection	0	2	0	1	0	1
CO 4-Apply the relevant statistical test upon the given data set.	0	2	0	1	0	1
CO 5-Prepare the components of research report.	1	1	0	2	1	1

Subject Code : MBA 2905

Subject Name: Excel Lab

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
CO1:-Apply excel to solve transportation and assignment model problems subject to some constraints.	2	0	0	2	0	1
CO2:-Apply excel to solve linear programming problems of maximization and minimization.	2	0	0	0	0	2
CO 3: Demonstrate the use of excel solver for Solving Integer linear programmes	3	2	0	2	0	0
CO4:-Apply excel to solve inventory and queuing.	2	2	0	1	0	0
CO5: Evaluate various investment proposals using excel	2	2	0	1	2	1

Subject Code : MBA 2998

Subject Name: Comprehensive Viva

	PO1: Apply knowledge of management theories	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves	PO6: Perceive an aptitude for creativity,
CO1:-Face interview both at the academic and the industrial level.	2	1	1	1	1	1
CO2:-Prepare all subjects comprehensively.	2	1	1	1	1	1
CO3:- Explain and answer questions posed by examiners.	2	2	1	2	1	2
CO4:- Show Oral Presentation skills in precise and concise manner.	1	1	2	2	1	1
CO5:-Demonstrate the application of the knowledge gained in hyp	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

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Explain business analytics to formulate and business problems to support managerial decision making and state the scope of business analytics.	2	1	0	2	0	0
CO2:-Draft the problem more elaborative using different analytical tools like descriptive and inferential analysis.	1	1	0	1	0	0
CO3:-Explore & Establish relationship among various variables by applying predictive analytical tools.	2	2	1	2	0	2
CO4:-Handle the data such as by Classify, categorize & normalize it for analysis and its graphical representation.	2	2	1	2	0	2
CO5:- Formulate and solve business problem through prescriptive analytical tools and techniques	2	1	1	2	1	1

Subject Code : MBA 3996

Subject Name: Summer Training

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:- Demonstrate the job skills and knowledge.	2	1	1	1	2	2
CO2:- Execute the given work with professionalism.	2	1	1	1	1	1
CO3:- Relate theoretical knowledge with practical work.	1	1	1	1	1	2
CO4:- Explain the specific functional areas and linkages among different functions and departments.	2	2	0	1	1	1
CO5:-Discover career opportunities in the areas of interest.	2	2	1	1	1	2

Subject Code : MBA 3997

Subject Name: MRP Phase I

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:- Identify and select the most relevant research topic	1	1	0	1	0	2
CO2:-Critically review related research work.	1	1	0	1	0	1
CO3:-Develop research concept ,hypothesis to fill identified research gap	1	1	0	1	0	1
CO4:-Design appropriate data collection tools	1	2	0	1	0	1
CO5:- Collect data for research.	0	2	1	2	2	0

Subject Code : MBA 3999

Subject Name: Comprehensive Viva

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Face interview both at the academic and the industrial level.	2	1	1	1	1	1
CO2:-Prepare all subjects comprehensively.	2	1	1	1	1	1
CO3:- Explain and answer questions posed by examiners.	2	2	1	2	1	2
CO4:- Show Oral Presentation skills in precise and concise manner.	1	1	2	2	1	1
CO5:-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

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1: Describe the basic fundamentals and importance of the brand	2	1	0	0	0	1
CO2: Identify and apply the concepts of Brand Positioning, Brand Repositioning, Brand Equity and brand value	2	1	0	1	0	1
CO3: 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
CO4: 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
CO5: Explain Branding Strategies	2	1	2	1	2	2

Subject Code : MBA 3106

Subject Name: Advertising & Sales Promotion

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1: Explain the basic fundamentals of advertising.	1	1	0	1	1	1
CO2: Discuss various considerations in campaign planning.	1	1	0	1	1	1
CO3: Describe media planning and its concepts.	1	1	0	1	0	0
CO4: Explain concepts related to copy writing	1	1	0	1	1	1
CO5: Measure advertising effectiveness	1	2	0	1	2	1

Subject Code : MBA 3108

Subject Name: Digital Marketing

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Explain and Analyze concepts of Digital Marketing, its scope and importance.	2	1	0	1	2	2
CO2:-Describe digital marketing tools and E- mail optimization, Remarketing, SEM and other tools.	2	2	0	1	2	2
CO3:-Classify forms of marketing, and explain use of content marketing, blogs.	1	1	0	1	1	1
CO4:-Discuss different marketing platforms	1	1	0	1	1	1
CO5:- Explain the evaluation of Direct Marketing	2	2	0	1	1	0

Subject Code: MBA_____

Subject Name: SALES AND DISTRIBUTION MANAGEMENT

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Summarize concept of Personal selling and identify its role in marketing Mix	2	0	1	1	1	1
CO2:-Explain the fundamentals of selling and process of attracting consumers	2	0	1	1	2	2
CO3:-Identify and understand importance of recruitment, selection and motivation of Sales Force	2	1	1	1	2	2
CO4:-Analyze various dimensions and channels of distribution	2	1	1	1	1	1
CO5:- Discuss the Physical Distribution	1	1	0	1	1	0

Subject Code: MBA 3105

Subject Name: SERVICE MARKETING

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Explain the fundamentals of services, and challenges faced in service aspects.	2	1	1	1	2	2
CO2:-Analyze concepts of segmentation, positioning and differentiation with reference to services	2	1	1	1	1	1
CO3:-Locate all Ps in services with reference to strategies for services	1	1	1	1	1	2
CO4:-Describe service Quality and identify gaps in service production, delivery and communication.	2	2	0	1	1	1
CO5: Discuss applications of Service Marketing	2	2	1	1	1	2

FINANCIAL MANAGEMENT

Subject Code : MBA 3304

Subject Name: Security Analysis & Portfolio Management

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Apply latest financial derivative products as risk management tools in key financial markets.	2	0	0	1	1	2
CO2:-Describe the mechanism of future and forward contracts.	2	1	0	1	1	2
CO3:-Explain the types of options and Determine the fair value of equity options and construct desirable option strategy.	1	2	0	1	1	1
CO4:-Use key Greek hedge ratios in financial derivative segment and gain knowledge of exotic options.	1	1	0	1	1	0
CO5:-Describe the mechanism of swaps and other derivative options.	1	2	0	2	1	1

Subject Code : MBA 3305

Subject Name: Derivatives

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Analyze investment opportunities in stock markets and Identify, formulate and solve investment problems.	2	0	0	1	1	0
CO2:-Ascertain the fair values of equity by applying equity valuation models.	2	1	0	1	1	1
CO3:-Analyze bond prices and yields and fixed-income portfolios.	1	2	0	1	0	1
CO4:-Construct and evaluate securities portfolio.	1	1	0	1	1	1
CO5: Analyze securities through fundamental analysis and technical analysis	1	2	0	2	1	0

Subject Code : MBA 3307

Subject Name: BANKING AND INSURANCE

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Identify and classify the various banking and financial risk as well as the principles of insurance.	2	2	2	1	2	0
CO2:-Gain knowledge about major types of insurance product to cater different types of insurance needs.	2	2	2	1	2	2
CO3:- Explain the role and functions of insurance regulatory and development authority as well as determinants of insurance premium and other major provisions of insurance act.	1	2	2	1	1	2
CO4:-Describe the concept of assets liability management in banking sector and Classify Indian banking structure and various types of modern banking services.	2	2	2	2	1	1
CO5: Explain the role and functions of BIS with basel norms and different types of banking services.	1	2	2	1	1	2

Subject Code : MBA 3308

Subject Name: Tax Planning AM

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:- Explain basic concepts and procedure of direct tax system in India.	2	1	0	2	0	0
CO2:- Illustrate tax planning in respect of income from salary	1	1	0	1	0	0
CO3:- Illustrate tax planning in respect of income from busiuness profession	2	2	1	2	0	2
CO4:- Illustrate tax planning in respect of income from house property and capital gain	2	2	1	2	0	2
CO5: Create proposals of tax planning	2	1	1	2	1	1

Subject Code :MBA 3309

Subject Name: FINANCIAL DERIVATIVES & RISK MANAGEMENT AM

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Apply latest financial derivative products as risk management tools in key financial markets.	2	1	0	2	0	0
CO2:-Describe the mechanism of future and forward contracts.	1	1	0	1	0	0
CO3:-Explain the types of options and Determine the fair value of equity options and construct desirable option strategy.	2	2	1	2	0	2
CO4:-Use key Greek hedge ratios in financial derivative segment and gain knowledge of exotic options.	2	2	1	2	0	2
CO5:-Describe the mechanism of swaps and other derivative options.	2	1	1	2	1	1

Subject Code: MB _____

Subject Name: ECONOMIC INDICATORS AND GLOBAL CAPITAL MARKETS AM

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:- Define Major types of economic indicators to gauge economic growth.	2	1	0	2	0	0
CO2:- Explain various measures of inflation and its implications.	1	1	0	1	0	0
CO3:- Analyze and forecast the interest rate and its impact on economy.	2	2	1	2	0	2
CO4:- State the components of financial market	2	2	1	2	0	2
CO5:- Describe the operations .instruments etc of money market.	2	1	1	2	1	1

HUMAN RESOURCE MANAGEMENT

Subject Code : MBA 3504

Subject Name: Industrial Relations & Labour laws

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Define the concepts, scope, objective and approaches to IR, WPIM,	2	1	1	1	1	1
CO2: Explain Collective Bargaining and Trade Union.	2	0	2	2	1	0
CO3:-Describe the various relevant sections and sub sections of the Trade Union Act, 1926.	1	1	1	2	1	1
CO4:-Discuss the various relevant sections and sub sections of the Factories Act, 1948.	1	1	1	2	1	1
CO5:-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

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Discuss the basic concepts of social psychology	2	0	1	1	1	0
CO2:- Explain attribution with its errors	2	0	1	2	1	1
CO3:Define the self concept with its components like self esteem, self efficacy	1	0	1	0	2	0
CO4:-Identify the basics of employee selection and testing.	1	0	1	1	2	0
CO5:-Demonstrate the need of safety management and safety psychology in an organization.	2	1	1	2	1	1

Subject Code : MBA 3506

Subject Name: Training & Organizational Development

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Explain the designing of a training program.	2	1	0	1	1	1
CO2:- Discuss implementation and evaluation of a training program.	2	2	1	1	1	1
CO3:-Explain the foundation and processes of OD and define organizational culture.	2	0	1	1	1	1
CO4:-Discuss the various types of OD intervention.	2	0	1	1	1	1
CO5:-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

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Define the basics of Human Resource Development, strategy formulation and implementation	2	1	1	1	2	1
CO2:-Explain the HRD mechanisms of counselling and appraisal.	2	1	1	1	1	1
CO3:-Explain the HRD mechanisms of Career and Succession Planning, Coaching and mentoring	2	1	1	1	1	1
CO4:-Discuss the various behavioral tools applied in HRD.	2	1	1	1	1	1
CO5:-Identify and define the benefits of HRD.	2	0	1	1	1	0

Subject Code: MB_____

Subject Name: MANAGING KNOWLEDGE WORKER

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Define the basic concepts of knowledge workers and knowledge organization.	2	0	1	1	2	0
CO2:-Explain the learning strategies for knowledge workers	2	0	1	1	1	1
CO3:-Describe the Knowledge work and organizations	2	0	1	1	1	1
CO4:-Discuss Knowledge worker productivity and knowledge processes	2	1	1	1	2	1
CO5:-Define and analyze the role of knowledge worker in the 21st century.	2	0	1	1	1	1

OPERATIONS MANAGEMENT

Subject Code : MBA 3706

Subject Name: Materials Management AM

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Describe the basic fundamentals and significance of materials management in modern era.	2	1	0	2	0	0
CO2:- Develop and evaluate the purchase plan ,sources of material and vendors.	1	1	0	1	0	0
CO3:-Control and reduce the various cost of material.	2	2	1	2	0	2
CO4:- Apply the various techniques and models of inventory management.	2	2	1	2	0	2
CO5:- Design stores plan.	2	1	1	2	1	1

Subject Code : MBA 3707

Subject Name: Total Quality Management

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1: Describe the different dimensions of quality and Total Quality Management (TQM) relevant to both manufacturing and service industry.	2	0	1	1	2	2
CO2: Explain various elements of TQM and its principles.	2	0	1	1	1	1
CO3: Apply the tools and techniques of quality management to manufacturing and services processes.	2	2	1	0	2	1
CO4: Design an organisational quality level on the basis of quality standards.	2	2	2	0	1	1
CO5: Apply the six sigma methodology to improve the quality.	2	2	1	2	1	1

Subject Code : MBA 3708

Subject Name: Operations Planning & Control

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Acquire an understanding of the basic functions and fundamentals of operations planning and control.	2	1	0	0	0	1
CO2:-Plan and forecast using different tools such as demand forecasting models, aggregate planning and master scheduling.	1	2	2	0	0	1
CO3:-Solve the routing and sequencing problem.	2	2	0	0	0	0
CO4:-Schedule the jobs and understand different aspects of dispatching	2	2	0	2	2	2
CO5: Explain the knowledge of some advanced concepts in operation management.	2	2	1	2	2	2

Subject Code: MBA 3705

Subject Name: BUSINESS PROCESS REENGINEERING

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Describe the basic fundamentals (Philosophy, Need, Benefits, and Pitfalls) of Business Process Engineering (BPR).	2	1	1	2	1	1
CO2:-Comprehend the organizing, strategic, and operational issues in BPR	2	2	1	1	1	1
CO3:-Analyse and apply various models in BPR such as the Five-step model, ARTEMIS model.	1	2	0	1	1	1
CO4:-Explore the significance of issues influential in planning and implementation	2	1	1	1	2	1
CO5:- Discuss the Risk and Impact Measurement of BPR	1	2	1	0	1	1

Subject Code: MBA ____

Subject Name: ADVANCES IN OPERATIONS MANAGEMENT AM

	PO1: Apply knowledge of	PO2: Foster Analytical and critical	PO3: Ability to develop	PO4: Ability to understand, analyze	PO5: Ability to lead themselves and	PO6: Perceive an aptitude for
CO1:-Gain Knowledge of the significance of service sector in modern economic environment.	2	1	0	2	0	0
CO2:-Classify services for strategic insights and identify innovations in services.	1	1	0	1	0	0
CO3:- Explain and analyze the service encounter model, service facility location, and customer service orientation.	2	2	1	2	0	2
CO4:- Recognize and apply the tools of service quality	2	2	1	2	0	2
CO5: - Strategically manage the demand and supply.	2	1	1	2	1	1

SGSITS, Department of Management Studies

Course Articulation Matrix MBA Sem IV

Subject Code : MBA 4005

Subject Name: Project Management

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-comprehend the concept and significance of Project Management, its application and selection aspects.	2	1	0	2	0	0
CO2:-Assess Technical and Financial Feasibility of projects	1	1	0	1	0	0
CO3:-Identify, evaluate and compare various sources of risk in projects, as well as techniques to reduce risk and its impact.	2	2	1	2	0	2
CO4:-Carry out network analysis.	2	2	1	2	0	2
CO5:- Describe and apply the tools and techniques of project monitoring and state the closing of project.	2	1	1	2	1	1

Subject Code : MBA 4997

Subject Name: Major Research Project

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Identify the appropriate research tools for the project.	1	2	0	1	0	1
CO2:-Apply various statistical tools and techniques to test the hypothesis	1	2	0	1	0	1
CO3:-Analyze and interpret the results	1	2	0	1	0	1
CO4:-Draw relevant conclusions, provide suggestions and identify scope for future research	1	2	1	2	1	2
CO5:- Prepare the research project report	1	1	1	2	2	1

Subject Code : MBA 4999

Subject Name: Comprehensive Viva

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Face interview both at the academic and the industrial level.	2	1	1	1	1	1

CO2:-Prepare all subjects comprehensively.	2	1	1	1	1	1
CO3:- Explain and answer questions posed by examiners.	2	2	1	2	1	2
CO4:- Show Oral Presentation skills in precise and concise manner.	1	1	2	2	1	1
CO5:-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

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Describe nature, scope, importance of consumer behavior and influence of Environment on it.	1	1	0	1	1	1
CO2:-Discuss influence and importance of Family, culture, opinion leadership and personal influence over consumer.	1	2	0	1	1	1
CO3: Explain concepts of motivation, attitude, values, personality, lifestyle and its influence on consumer.	1	1	0	1	1	1
CO4: Describe consumer decision process.	1	2	0	1	1	2
CO5:- Explain CRM and consumer research.	1	2	0	2	1	2

Subject Code : MBA 4109/MBA4111

Subject Name: Rural & Service Marketing

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Describe the importance of rural marketing.	1	1	0	1	0	1
CO2:-Discuss on Psychology of Rural Consumers and the Marketing Strategies in its context.	1	1	0	1	1	2
CO3:-Explain service quality, challenges in service marketing and dimensions of service marketing strategies.	1	1	0	1	1	1
CO4:-Describe issues in managing Service Quality and Productivity.	1	1	1	1	2	2
CO5:- Discuss different marketing plans for different products.	1	1	0	1	1	2

Subject Code : MBA 4100/MBA4707/MBA4112

Subject Name: Supply Chain Management

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Describe the important role, decision making, and drivers of supply chain management.	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:-Discuss the concepts of Coordination and IT in SCM	1	1	0	0	2	2
CO5:-Discuss the applications of the fundamentals, issues, and remedial measures in retail SCM.	2	1	1	1	2	1

Subject Code :MBA 4106**Subject Name: INTERNATIONAL MARKETING**

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:- Describe basics of International Marketing.	2	1	1	2	1	1
CO2:- Demonstrate the effect of International environment on international trade and recognize the role of IMF and WTO.	1	1	1	3	1	1
CO3:-Discuss Export Documentation and Procedures International product planning, adoption and diffusion.	1	1	1	2	1	1
CO4:-Explain various pricing concepts of International trade.	1	1	0	1	1	2
CO5:-Explain various promotion concepts of Products / Services in Overseas Market.	1	1	0	2	1	2

Subject Code :MB _____**Subject Name: INDUSTRIAL MARKETING**

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Identify differences between industrial and consumer marketing	2	0	0	1	1	1
CO2:-Explainvarious strategies of Industrial Marketing Environment	1	0	0	1	2	2
CO3:-Describe dynamics of Industrial buying behaviors	1	1	1	1	1	1
CO4:-Discuss the strategic planning process	1	1	2	2	2	2
CO5:Explain the formulation of channel strategies	1	0	1	1	2	2

FINANCIAL MANAGEMENT

Subject Code : MBA 4304

Subject Name: International Finance

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
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 4307

Subject Name: Financial Markets & Services AM

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Explain various components of a financial system and its relative importance.	2	1	0	2	0	0
CO2:-Identify the key requirements, major instruments and operations of capital market in India	1	1	0	1	0	0
CO3:-Identify the key requirements, major instruments and operations of money market in India	2	2	1	2	0	2
CO4:-Describe the concept of mutual fund and alternative investment fund.	2	2	1	2	0	2
CO5:- Evaluate and compare various financing alternatives like lease, hire purchases etc	2	1	1	2	1	1

Subject Code : MBA 4308

Subject Name: STRATEGIC FINANCIAL MANAGEMENT AM

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Analyse and design the capital structure of companies and Design, develop and evaluate dividend and investments policy	2	1	0	2	0	0
CO2:-Take strategic long term and short-term financial decisions.	1	1	0	1	0	0

CO3:- Determine working capital need of the firm and design credit and cash policy of the firm	2	2	1	2	0	2
CO4:-Evaluate the impact of various corporate restructuring techniques.	2	2	1	2	0	2
CO5:- Evaluate investment proposal considering risk .	2	1	1	2	1	1

Subject Code:MB _____

Subject Name: FINANCIAL MODELING USING EXCEL AM

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-State the basic excel utility/Finance functions.	2	1	0	2	0	0
CO2:-Carry out sensitivity analysis using excel.	1	1	0	1	0	0
CO3:-Analyze financial statements	2	2	1	2	0	2
CO4:-Appraise and value projects.	2	2	1	2	0	2
CO5:- Determining and develop efficient portfolio.	2	1	1	2	1	1

Subject Code:MB _____

Subject Name: MERGERS AND ACQUISITION AM

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Discuss various types of mergers and takeovers.	2	1	0	2	0	0
CO2:-Identify the factors and drivers of M&A as well as Determine and analyze pricings of takeover bids and exchange ratios	1	1	0	1	0	0
CO3:-Manage Pre- and post-merger activities, formalities etc.	2	2	1	2	0	2
CO4:-Explain accounting, taxation, restructuring and other related concepts.	2	2	1	2	0	2
CO5:- Analyze Stock Market Implications of Merger and Acquisitions	2	1	1	2	1	1

HUMAN RESOURCE MANAGEMENT

Subject Code : MBA 4504

Subject Name: Compensation & Reward Management

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Define the objectives, methods and factors affecting wage and salary administration	2	1	1	2	1	1
CO2:-Describe various incentive plans and employee benefits.	1	1	1	2	1	1
CO3:-Discuss the different sections and sub sections of Provident Fund Act and Payment of Bonus Act.	2	1	0	2	0	0
CO4:-Explain the different sections and sub sections of Minimum wages Act 1948 and Payment of wages Act 1936.	2	1	0	2	0	0
CO5:-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

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Explain the meaning, need and process of strategic decision making.	2	1	1	1	1	1
CO2:-Describe the strategic approach.	1	2	1	1	1	0
CO3:-Explain the implementation and evaluation of strategy.	1	2	1	1	1	0
CO4:-Discuss the concept, objective, scope and evaluation of HRD audit.	2	1	0	1	1	0
CO5:-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

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-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
CO2:-Describe the concepts of Payment of Gratuity Act, 1972	2	1	0	2	1	0
CO3:-Illustrate the norms for welfare of contract labour, payment of wages related to Contract Labor (Regulation and Abolition) Act.	2	1	0	2	1	0
CO4:-Explain the rights and duties of an apprentice and discuss as per Apprentices Act 1961	2	1	0	2	1	0
CO5:-Discuss the aspects of Equal remunerations Act, 1976 and The Employment Exchange Act, 1959	2	1	0	2	1	0

Subject Code : MBA ____

Subject Name: Social Security & Labour Welfare

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Identify the need of social security in India and related concepts	2	1	1	2	1	0
CO2:-Explain the importance of labour welfare in Indian organizations.	2	0	2	2	1	0
CO3:-Define the characteristics and working of agricultural labour	2	0	1	1	1	1
CO4:-Identify the requirement, recruitment and functions of factory inspectorate	2	1	1	2	1	1
CO5:-Identify the requirement, recruitment and functions of safety officer .	2	1	1	2	1	1

Subject Code : MBA ____

Subject Name: BUSINESS PROCESS TRANSFORMATION

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Define the basics of innovation, creativity and problem solving techniques	2	1	0	2	1	2
CO2:-Explain the team building process, conflict management and work flow.	2	0	2	1	2	1
CO3:-Illustrate TQM implementation process	2	1	0	1	1	1
CO4:-Discuss the basic HR issues in TQM	2	1	1	2	1	1
CO5:-Identify the need of business process reengineering and discuss the theories of change	2	1	1	2	1	0

OPERATIONS MANAGEMENT

Subject Code : MBA 4100/MBA4707/MBA4112

Subject Name: Supply Chain Management

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Describe the important role, decision making, and drivers of supply chain management.	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:-Discuss the concepts of Coordination and IT in SCM	1	1	0	0	2	2
CO5:-Discuss the applications of the fundamentals, issues, and remedial measures in retail SCM.	2	1	1	1	2	1

Subject Code : MBA 4705 / 4709 / MBA4710

Subject Name: Logistics Management

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Explain 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:- Apply Inventory control techniques.	3	2	1	0	0	0
CO5:- Develop and adopt various modern concepts in logistics outsourcing and inventory management.	2	2	1	1	1	2

Subject Code : MBA 4712

Subject Name : INNOVATION MANAGEMENT AND SUSTAINABILITY

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Discuss and assess the importance of innovation in business practices.	1	1	0	0	0	3
CO2 :- State the types and different phases of innovations	1	1	0	0	1	2
CO3:-Identify the major factors for success of innovation as well as bottlenecks in adopting innovative culture and Evaluate the impact of innovation and sustainability on society, nation and its economy.	1	1	1	2	1	2
CO4:- Achieve Sustainability through Innovation.	1	0	0	1	0	2
CO5 :- Describe the factors, issues, and challenges in adopting sustainability practices in business scenario.	1	0	1	1	1	1

Subject Code : MBA _____

Subject Name: Technology Management

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Discuss the basic fundamentals, importance, benefits, and issues in technology management.	2	1	0	1	2	1

CO2:-Explain the concepts in technology development, acquisition, and innovation.	0	0	1	1	2	3
CO3:-Emphasize the benefits of technology absorption and diffusion.	1	0	0	1	1	1
CO4:-Plan the process of technology transfer and protection.	1	0	0	1	1	1
CO5: - Describe the Technology Support Systems	1	1	1	1	1	1

Subject Code : MBA _____

Subject Name: ENTERPRISE RESOURCE PLANNING

	PO1: Apply knowledge of	PO2: Foster Analytical and	PO3: Ability to develop	PO4: Ability to understand,	PO5: Ability to lead themselves	PO6: Perceive an aptitude for
CO1:-Explain the basic concepts of ERP systems for manufacturing & service companies, and the differences among MRP, MRP II, and ERP systems.	2	1	0	0	2	1
CO2:-Apply the principles of ERP systems, their major components, and the relationships among these components.	2	1	0	1	1	1
CO3:- Plan for ERP development	2	1	0	0	0	1
CO4:-Map various business processes using ERP modules and techniques.	2	1	0	0	1	1
CO5:- Identify and suggest the advantages and limitations of implementing ERP systems.	2	1	1	1	2	1