

# MBA COURSE OUTCOME REGULATION 2017

## I Semester

<b>Course Code:</b>		<b>C101</b>
<b>Subject Code</b>		<b>BA5101</b>
<b>Subject Name</b>		<b>Economic Analysis for Buiness</b>
<b>Course Outcomes</b>		
<b>CO 101.1</b>	<b>C O1</b>	To understand fundamentals of Micro and Macro Economics concepts and problems.
<b>CO 101.2</b>	<b>C O2</b>	To understand and evaluate the consumer and producer behaviour in economic.
<b>CO 101.3</b>	<b>C O3</b>	To evaluate and understand product market and factor market.
<b>CO 101.4</b>	<b>C O4</b>	To understand and evaluate the macro environment.
<b>CO 101.5</b>	<b>C O5</b>	To evaluate and analysis the environment issues in macro economic.

Course Outcomes	Program Outcomes								
	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9
CO 101.1	3	1				1		1	1
CO 101.2	3	2				3		2	1
CO 101.3	3	1				3		2	3
CO 101.4	3	2				1		2	1
CO 101.5	3	2				2		2	2

<b>Course Code:</b>		<b>C102</b>
<b>Subject Code</b>		<b>BA5102</b>
<b>Subject Name</b>		<b>Principles of Management</b>
<b>Course Outcomes</b>		
<b>CO 102.1</b>	<b>C O1</b>	To understand the basic managerial concepts and evolution of management in the global context.
<b>CO 102.2</b>	<b>C O2</b>	To understand the concept of planning and strategies and to apply in decision making process.
<b>CO 102.3</b>	<b>C O3</b>	To understand and create the organisational structure to delegate the authority.
<b>CO 102.4</b>	<b>C O4</b>	To create the effective communication tool for managing people and also to improve the leadership qualities.
<b>CO 102.5</b>	<b>C O5</b>	To understand the various controlling techniques related to budget and other Quality functions.

Course Outcomes	Program Outcomes								
	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9
CO 102.1	3	2	1		3				
CO 102.2	2	2	2		1				
CO 102.3	2	2	2		1				
CO 102.4	2	3	2		1				
CO 102.5	2	2	2		1				



<b>Course Code:</b>		<b>C105</b>
<b>Subject Code</b>		<b>BA5105</b>
<b>Subject Name</b>		<b>Organization Behaviour</b>
<b>Course Outcomes</b>		
<b>C105.1</b>	<b>C O1</b>	To understand the basic concepts and behavioural models of OB
<b>C105.2</b>	<b>C O2</b>	To understand the various factors influencing the individual behaviour and analyse its impact in organisational performance
<b>C105.3</b>	<b>C O3</b>	To understand the performance of group behaviour and its impact on organisational performance.
<b>C105.4</b>	<b>C O4</b>	To remember the basic leadership theories and power concepts and apply suitable theories based on work groups in the organisation
<b>C105.5</b>	<b>C O5</b>	To evaluate the culture and climate prevailing in the organisation and create a framework that supports the dynamics of OB.

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P O1</b>	<b>P O2</b>	<b>P O3</b>	<b>P O4</b>	<b>P O5</b>	<b>P O6</b>	<b>P O7</b>	<b>P O8</b>	<b>P O9</b>
<b>C105.1</b>	3		1				1		
<b>C105.2</b>	2		2				3		
<b>C105.3</b>	1		1				3		
<b>C105.4</b>	3		2				2		
<b>C105.5</b>	1		1				2		

<b>Course Code:</b>		<b>C106</b>
<b>Subject Code</b>		<b>BA5106</b>
<b>Subject Name</b>		<b>Statistics for Management</b>
<b>Course Outcomes</b>		
<b>C106.1</b>	<b>C O1</b>	To facilitate objective solutions in business decision making under subjective conditions.
<b>C106.2</b>	<b>C O2</b>	To understand and solve business problem
<b>C106.3</b>	<b>C O3</b>	To apply statistical techniques to data set and correctly interpret their result.
<b>C106.4</b>	<b>C O4</b>	To facilitate solutions for testing of hypothesis
<b>C106.5</b>	<b>C O5</b>	To facilitate solutions for correlation and regression.

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>P O1</b>	<b>P O2</b>	<b>P O3</b>	<b>P O4</b>	<b>P O5</b>	<b>P O6</b>	<b>P O7</b>	<b>P O8</b>	<b>P O9</b>
<b>C106.1</b>	3					1			
<b>C106.2</b>	2					2			
<b>C106.3</b>	2					3			
<b>C106.4</b>	2					3			
<b>C106.5</b>	3					2			

<b>Course Code:</b>		<b>C107</b>
<b>Subject Code</b>		<b>BA5107</b>
<b>Subject Name</b>		<b>Total Quality Management</b>
<b>Course Outcomes</b>		
<b>C107.1</b>	<b>C O1</b>	To understand the TQM concepts like vision, mission, and quality policy statements.
<b>C107.2</b>	<b>C O2</b>	To understand the philosophies of the gurus of TQM in order to evaluate TQM implementation proposals offered by quality management organizations and consultants.
<b>C107.3</b>	<b>C O3</b>	To understand the fundamentals of statistics and probability and their applications in quality management
<b>C107.4</b>	<b>C O4</b>	To explore industrial applications of Quality function deployment, Taguchi quality concepts and to provide exposure to students on the old and new seven management tools.
<b>C107.5</b>	<b>C O5</b>	To understand ISO – quality management systems – guidelines for performance improvements.

Course Outcomes	Program Outcomes								
	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9
<b>C107.1</b>				3	2		2		2
<b>C107.2</b>				2	3		3		1
<b>C107.3</b>				2	2		3		2
<b>C107.4</b>				2	3		1		1
<b>C107.5</b>				3	3		1		2

<b>Course Code:</b>		<b>C108</b>
<b>Subject Code</b>		<b>BA5111</b>
<b>Subject Name</b>		<b>Spoken and Written Communication</b>
<b>Course Outcomes</b>		
<b>C115.1</b>	<b>C O1</b>	Get into the habit of writing regularly.
<b>C115.2</b>	<b>C O2</b>	Express themselves in different genres of writing from creative to critical to factual writing.
<b>C115.3</b>	<b>C O3</b>	Take part in print and online media communication.
<b>C115.4</b>	<b>C O4</b>	Read quite widely to acquire a style of writing.
<b>C115.5</b>	<b>C O5</b>	Identify their area of strengths and weaknesses in writing.

Course Outcomes	Program Outcomes								
	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9
<b>C115.1</b>	3		3				1		
<b>C115.2</b>	3		3				2		
<b>C115.3</b>	3		3				2		
<b>C115.4</b>	3		3				3		
<b>C115.5</b>	3		3				3		

## II Semester

<b>Course Code:</b>		<b>C108</b>
<b>Subject Code</b>		<b>BA5201</b>
<b>Subject Name</b>		<b>Applied Operations Research</b>
<b>Course Outcomes</b>		
<b>CO 108.1</b>	<b>CO1</b>	To analyze managerial problems in industry using Linear Programming to use resources more effectively
<b>CO 108.2</b>	<b>CO2</b>	To apply linear programming techniques in specialized problems like transportation and assignment models.
<b>CO 108.3</b>	<b>CO3</b>	To understand and apply the concepts of integer programming and game theory in strategic decision making.
<b>CO 108.4</b>	<b>CO4</b>	To understand and analyze quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.
<b>CO 108.5</b>	<b>CO5</b>	To understand and apply queuing theory and replacement models for business decision making

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>		3			3		2		
<b>CO2</b>		3			3		2		
<b>CO3</b>		3			3		2		
<b>CO4</b>		3			3		2		
<b>CO5</b>		3			3		2		

<b>Course Code:</b>		<b>C109</b>
<b>Subject Code</b>		<b>BA5202</b>
<b>Subject Name</b>		<b>Business Research Methods</b>
<b>Course Outcomes</b>		
<b>CO 109.1</b>	<b>CO1</b>	To understand the concept of research methods and apply in problem solving
<b>CO 109.2</b>	<b>CO2</b>	To apply research design
<b>CO 109.3</b>	<b>CO3</b>	TO understand the guidelines for sampling design
<b>CO 109.4</b>	<b>CO4</b>	TO understand and acquire the knowledge on data analysis
<b>CO 109.5</b>	<b>CO5</b>	To understand and acquire the knowledge on report writing

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>			1		3		2		
<b>CO2</b>			2		1		2		
<b>CO3</b>			2		1		2		
<b>CO4</b>			2		1		3		
<b>CO5</b>			2		1		2		

<b>Course Code:</b>		<b>C110</b>
<b>Subject Code</b>		<b>BA5203</b>
<b>Subject Name</b>		<b>Financial Management</b>
<b>Course Outcomes</b>		
<b>C110.1</b>	<b>CO1</b>	To understand basic concepts related to finance and analyse the time value of money, risk and return.
<b>C110.2</b>	<b>CO2</b>	To evaluate the capital investment and analyse the cost of capital.
<b>C110.3</b>	<b>CO3</b>	To analyse the leverage of the firm and create capital and structure and appropriate dividend decision.
<b>C110.4</b>	<b>CO4</b>	To analyse the effectiveness of working capital and apply budgeting techniques to manage cash.
<b>C110.5</b>	<b>CO5</b>	To understand the various long term sources of fund.

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3	2		1	3		2		2
<b>CO2</b>	3	3		1	2		1		3
<b>CO3</b>	2	2		2	2		2		3
<b>CO4</b>	2	2		2	3		2		2
<b>CO5</b>	2	2		2	3		2		2

<b>Course Code:</b>		<b>C111</b>
<b>Subject Code</b>		<b>BA5204</b>
<b>Subject Name</b>		<b>Human Resources Management</b>
<b>Course Outcomes</b>		
<b>C111.1</b>	<b>CO1</b>	To understand the basic concepts, roles, functions and processes of human resource management
<b>C111.2</b>	<b>CO2</b>	To understand the role of manpower planning, recruitment and selection process in relation to the business objectives.
<b>C111.3</b>	<b>CO3</b>	To analyze the various training and development programs those are conducted to enhance the employability skills of employees.
<b>C111.4</b>	<b>CO4</b>	To analyze a job – based compensation scheme and also apply the motivation theories in workplace.
<b>C111.5</b>	<b>CO5</b>	To understand the importance of the performance management system and also create an effective control system to handle the employee grievances in an organization

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3	1		2	1		2		3
<b>CO2</b>	2	1		1	2		1		1
<b>CO3</b>	1	2		3	3		3		2
<b>CO4</b>	2	2		3	3		3		2
<b>CO5</b>	2	3		3	3		3		3

<b>Course Code:</b>		<b>C112</b>
<b>Subject Code</b>		<b>BA5205</b>
<b>Subject Name</b>		<b>Information Management</b>
<b>Course Outcomes</b>		
<b>C112.1</b>	<b>CO1</b>	To understand the concepts of data and the importance of information technology along with the methodology in developing information system for various functional areas in management
<b>C112.2</b>	<b>CO2</b>	To analyse the various steps involved in developing information technology.
<b>C112.3</b>	<b>CO3</b>	To understand the importance of data storage and the different types of databases as well as the methodology to retrieve the data from data warehouses.
<b>C112.4</b>	<b>CO4</b>	To analyse and understand the importance of data security and the procedure to provide a safe access to data and reporting
<b>C112.5</b>	<b>CO5</b>	To provide an insight into the latest developments in information technology

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3	3		3	3		3		3
<b>CO2</b>	3	2		3	2		3		3
<b>CO3</b>	2	3		2	3		3		2
<b>CO4</b>	3	3		2	2		3		3
<b>CO5</b>	3	3		3	3		3		3

<b>Course Code:</b>		<b>C113</b>
<b>Subject Code</b>		<b>BA5206</b>
<b>Subject Name</b>		<b>Operations Management</b>
<b>Course Outcomes</b>		
<b>C113.1</b>	<b>CO1</b>	To Understand the nature of the transformation process and the current trends in operations management which will be helpful for strategic and operational decisions.
<b>C113.2</b>	<b>CO2</b>	To apply demand forecasting techniques for medium range and long range capacity planning decisions. To evaluate plant location and layout decisions to optimize the facility.
<b>C113.3</b>	<b>CO3</b>	To evaluate the influencing factors for optimum product and process design. To apply work study techniques to maximize productivity.
<b>C113.4</b>	<b>CO4</b>	To understand budgeting and control techniques of materials management. To evaluate vendor for optimized purchase and supply. To evaluate the different inventory control techniques.
<b>C113.5</b>	<b>CO5</b>	To evaluate scheduling and project management techniques. To understand and apply personnel scheduling in services.

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	1	1		2	2		3		3
<b>CO2</b>	3	3		3	2		3		2
<b>CO3</b>	3	2		3	2		3		3
<b>CO4</b>	2	2		2	2		3		2
<b>CO5</b>	3	3		3	3		3		2

<b>Course Code:</b>		<b>C114</b>
<b>Subject Code</b>		<b>BA5207</b>
<b>Subject Name</b>		<b>Marketing Management</b>
<b>Course Outcomes</b>		
<b>C114.1</b>	<b>CO1</b>	To have a strong conceptual knowledge in the functional areas of marketing management. To understand the global marketing environment and the prospects and challenges faced by the marketers
<b>C114.2</b>	<b>CO2</b>	To understand the basics premise underlying marketing Strategies. To apply the marketing mix elements in different Organisational sectors
<b>C114.3</b>	<b>CO3</b>	To analyse the techniques used to conduct market analysis including market segmentation, targeting, and positioning
<b>C114.4</b>	<b>CO4</b>	Apply theories of consumer and industrial behaviour for the formulation of effective marketing strategy.
<b>C114.5</b>	<b>CO5</b>	To conduct marketing research and to understand the role of marketing information systems. To recognise and create trend based on current research related to consumer behaviour.

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>		3		3	3		3		
<b>CO2</b>		3		3	3		3		
<b>CO3</b>		3		3	3		3		
<b>CO4</b>		3		3	3		3		
<b>CO5</b>		3		3	3		3		

<b>Course Code:</b>		<b>C116</b>
<b>Subject Code</b>		<b>BA5208</b>
<b>Subject Name</b>		<b>Data Analysis and Business Modelling Lab</b>
<b>Course Outcomes</b>		
<b>C116.1</b>	<b>CO1</b>	TO understand the fundamentals of business analytics
<b>C116.2</b>	<b>CO2</b>	To understand the intricacies in managing resources for business analytics
<b>C116.3</b>	<b>CO3</b>	To understand the application of descriptive analysis
<b>C116.4</b>	<b>CO4</b>	To understand the importance of predictive analysis
<b>C116.5</b>	<b>CO5</b>	To understand the importance and application of prescriptive analysis

Course Outcomes	Program Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	2			3	3	3	1	2	3
<b>CO2</b>	2			3	3	3	1	2	3
<b>CO3</b>	2			3	3	3	1	2	3
<b>CO4</b>	2			3	3	3	1	2	3
<b>CO5</b>	2			3	3	3	1	2	3



### III SEMESTER

<b>Course Code:</b>		<b>C215</b>
<b>Subject Code</b>		<b>BA5301</b>
<b>Subject Name</b>		<b>International Business Management</b>
<b>Course Outcomes</b>		
<b>CO 215.1</b>	<b>CO 1</b>	To provide an insight into the various aspects of International Business and the factors to be considered in entering global business.
<b>CO 215.2</b>	<b>CO 2</b>	To understand the different associations and various trade related theories in international business.
<b>CO 215.3</b>	<b>CO 3</b>	To understand the differentiating factors to be successful in the global market place by strategically differentiating the activities in diversified market conditions.
<b>CO215.4</b>	<b>CO 4</b>	To understand the various functional support services to be considered in an highly competitive global scenarios.
<b>CO 215.5</b>	<b>CO 5</b>	To inculcate the importance of ethical issues and conflict mitigation procedures arising out of international trade.

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1				3	3				3
CO2				3	2				2
CO3				2	3				3
CO4				3	2				3
CO5				2	3				3

<b>Course Code:</b>		<b>C216</b>
<b>Subject Code</b>		<b>BA5302</b>
<b>Subject Name</b>		<b>Strategic Management</b>
<b>Course Outcomes</b>		
<b>CO 216.1</b>	<b>CO 1</b>	Ability to understand and analyse the concept of strategic Management process and formulations to gain knowledge about corporate governance and social Responsibility.
<b>CO 216.2</b>	<b>CO 2</b>	To Evaluate the external environment using tools like differentiation with distinctive advantage to avoid failures and sustaining competitive advantage.
<b>CO 216.3</b>	<b>CO 3</b>	To analyse internal business environment and create organizational level strategies
<b>CO216.4</b>	<b>CO 4</b>	To apply strategies in practice. To evaluate and control strategies.
<b>CO 216.5</b>	<b>CO 5</b>	To create innovative technology and to analyze the issues of profit and nonprofit organisations.

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	1	1		1	2	1	1	1	3
CO2	3	2		2	2	2	3	2	1
CO3	3	2		2	2	3	3	3	2
CO4	2	3		2	2	2	1	2	2
CO5	1	1		2	2	2	1	2	3

<b>Course Code:</b>		<b>C217</b>
<b>Subject Code</b>		<b>BA5001</b>
<b>Subject Name</b>		<b>Brand Management</b>
<b>Course Outcomes</b>		
<b>CO 217.1</b>	<b>CO 1</b>	Developing a basic understanding of branding, its functions, significance and types
<b>CO 217.2</b>	<b>CO 2</b>	Highlighting the strategic issues in brand building, measuring and evaluating strategies to compete with foreign brands
<b>CO 217.3</b>	<b>CO 3</b>	Apply branding principles and brand communications concepts and framework to achieve brand loyalty.
<b>CO217.4</b>	<b>CO 4</b>	Analyse the key issues in brand extension and factors influencing brand extension.
<b>CO 217.5</b>	<b>CO 5</b>	Evaluate the performance of brand and create strategies for effective global brands.

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
<b>CO1</b>	3		3		3			3	3
<b>CO2</b>	3		3		3			3	3
<b>CO3</b>	3		3		2			3	3
<b>CO4</b>	3		3		3			3	3
<b>CO5</b>	3		3		2			3	3

<b>Course Code:</b>		<b>C221</b>
<b>Subject Code</b>		<b>BA5003</b>
<b>Subject Name</b>		<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>
<b>Course Outcomes</b>		
<b>CO 221.1</b>	<b>CO 1</b>	To gain in sight in relationship marketing
<b>CO 221.2</b>	<b>CO 2</b>	To use strategic customer acquisition and retention techniques in CRM
<b>CO 221.3</b>	<b>CO 3</b>	To understand the structural implications of CRM
<b>CO 221.4</b>	<b>CO 4</b>	To plan and coordinate with various functional areas in management to arrive at the strategy
<b>CO221.5</b>	<b>CO 5</b>	To understand the new technological developments in CRM

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
<b>CO1</b>	3				2	3	3	2	2
<b>CO2</b>	2				2	2	2	2	3
<b>CO3</b>	2				2	3	2	2	2
<b>CO4</b>	2				2	3	2	3	2
<b>CO5</b>	2				3	2	2	2	3

<b>Course Code:</b>		<b>C222</b>
<b>Subject Code</b>		<b>BA5006</b>
<b>Subject Name</b>		<b>Services Management</b>
<b>Course Outcomes</b>		
<b>CO 222.1</b>	<b>CO 1</b>	To understand role of services in economy, nature, scope and characteristics, of services marketing, and to understand the issues related to services marketing
<b>CO 222.2</b>	<b>CO 2</b>	To Analyze the service market potential, to understand the Classification of services and also to understand service market segmentation, targeting and positioning.
<b>CO 222.3</b>	<b>CO 3</b>	To understand to concept service life cycle and New service development. To construct Service Blue Printing. To analyses service quality of service organization through SERVQUAL and Service Quality function development.
<b>CO 222.4</b>	<b>CO 4</b>	To remember the concept of pricing of services, its methods. To understand the service marketing triangle and Integrated Service marketing communication.
<b>CO222.5</b>	<b>CO 5</b>	To apply service marketing strategies for health, Hospitality, Tourism, Financial ,Logistics, Educational, Entertainment & public utility Information technique services.

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	3				2	2	3		2
CO2	2				2	2	2		2
CO3	2				2	2	2		2
CO4	2				2	3	2		2
CO5	2				3	2	2		3

<b>Course Code:</b>		<b>C224</b>
<b>Subject Code</b>		<b>BA5008</b>
<b>Subject Name</b>		<b>Banking Financial Services Management</b>
<b>Course Outcomes</b>		
<b>CO 224.1</b>	<b>CO 1</b>	To understand overview of Indian Banking System, its function, and remember acts governing the function of Indian banking system and the bank financial statement.
<b>CO 224.2</b>	<b>CO 2</b>	To understand the concepts related to various source and application of funds in banking and evaluate the profitability of the customer.
<b>CO 224.3</b>	<b>CO 3</b>	To understand the risk involved in every single asset and evaluate the performance of every individual assets.
<b>CO 224.4</b>	<b>CO 4</b>	To understand the need and importance of mergers and diversification of bank and the methods to evaluate the performance of banking.
<b>CO224.5</b>	<b>CO 5</b>	To understand e-banking and its threats and create strategies to overcome it.

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	2		3		1			2	1
CO2	3		1		2			2	1
CO3	3		1		3			2	1
CO4	2		1		2			2	2
CO5	3		1		3			2	3

<b>Course Code:</b>		<b>C227</b>
<b>Subject Code</b>		<b>BA5012</b>
<b>Subject Name</b>		<b>Security Analysis and Portfolio Management</b>
<b>Course Outcomes</b>		
CO 227.1	CO 1	To understand the various Investment avenue and evaluate its risk and return
CO 227.2	CO 2	To remember the regulation related to securities market and analysis the various investment pattern.
CO 227.3	CO 3	To analysis the fundamental environment related to investment
CO 227.4	CO 4	To evaluate internal environment by applying various investment analysis model
CO227.5	CO 5	To apply various tools and techniques to evaluate the portfolio management

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	3				2				2
CO2	3				2				2
CO3	3				3				3
CO4	2				3				2
CO5	2				3				2

<b>Course Code:</b>		<b>C229</b>
<b>Subject Code</b>		<b>BA5013</b>
<b>Subject Name</b>		<b>STRATEGIC INVESTMENT AND FINANCING DECISIONS</b>
<b>Course Outcomes</b>		
CO 229.1	CO 1	To understand the project management, risk uncertainty, risk analysis in investment decision, Investments and dis investments
CO 229.2	CO 2	To enumerate the investment decision under capital constraints like capital rationing, portfolio risk and diversified projects
CO 229.3	CO 3	To discuss the concepts of lease financing, hire purchase, installment decision, merger and acquisitions
CO 229.4	CO 4	Ability to estimate and analyze capital structure of various firms
CO229.5	CO 5	To examine the financial distress, models, bankruptcy, reorganization and liquidation of firms

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	1		2		1			2	2
CO2	2		2		2			3	3
CO3	3		2		3			3	3
CO4	1		2		2			3	2
CO5	2		2		2			3	1

<b>Course Code:</b>		<b>C230</b>
<b>Subject Code</b>		<b>BA5014</b>
<b>Subject Name</b>		<b>Entrepreneurship Development</b>
<b>Course Outcomes</b>		
<b>CO 230.1</b>	<b>CO 1</b>	dfj
<b>CO 230.2</b>	<b>CO 2</b>	To Understand and analyse the environmental factors affecting entrepreneurship and central and state government policies for SME's
<b>CO 230.3</b>	<b>CO 3</b>	To create and Evaluvate prefeasibilty ,feasibility, Project preparation for starting a business enterprise.
<b>CO 230.4</b>	<b>CO 4</b>	To apply and analyse and apply the various functional areas of Management ie Finance,Marketing,HR and Operations Management.
<b>CO230.5</b>	<b>CO 5</b>	To analyze and monitoring of business, preventing of sickness, rehabilitation of business enterprise.

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	1		1		1			3	1
CO2	2		2		3			2	2
CO3	3		3		3			3	2
CO4	2		3		1			1	1
CO5	2		1		2			1	1

<b>Course Code:</b>		<b>C231</b>
<b>Subject Code</b>		<b>BA5015</b>
<b>Subject Name</b>		<b>Industrial Relations and Labour Welfare</b>
<b>Course Outcomes</b>		
<b>CO 231.1</b>	<b>CO 1</b>	To understand the concept of industrial relations in the organisation
<b>CO 231.2</b>	<b>CO 2</b>	To understand the concept of industrial disputes and its settlement mechanism
<b>CO 231.3</b>	<b>CO 3</b>	To remember the provisions of labour welfare measures in the organisation
<b>CO 231.4</b>	<b>CO 4</b>	To remember the safety, health provisions and occupational hazards in the organisation
<b>CO231.5</b>	<b>CO 5</b>	To understand the different types of labours and their statutory provision in the organisation

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	1		1		1			1	1
CO2	1		1		1			2	1
CO3	1		1		1			2	1
CO4	1		1		1			2	1
CO5	1		1		1			2	1

<b>Course Code:</b>		<b>C233</b>
<b>Subject Code</b>		<b>BA5017</b>
<b>Subject Name</b>		<b>Managerial Behaviour and Effectiveness</b>
<b>Course Outcomes</b>		
<b>CO 233.1</b>	<b>CO 1</b>	To understand the various dimensions of jobs performed by the employees and also the various roles of a manager for effective performance by comparing the different models in various levels of management.
<b>CO 233.2</b>	<b>CO 2</b>	To remember and apply the steps in recruitment and selection process, criteria and steps followed by HR managers performance appraisal and career management process.
<b>CO 233.3</b>	<b>CO 3</b>	To analyze the factors influencing effectiveness of managers in an organization and the industrial and government practices followed by various industries.
<b>CO 233.4</b>	<b>CO 4</b>	To analyze the organization climate and the steps involved in organization processes. To remember the leadership qualities and different kinds of leadership styles followed by the leaders.
<b>CO 233.5</b>	<b>CO 5</b>	To understand the self-development methods, creativity and innovation in an organization. To understand and create the knowledge management system for the organization.

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1			2		1			1	1
CO2			3		2			1	2
CO3			3		2			2	2
CO4			3		3			3	2
CO5			3		3			3	1

<b>Course Code:</b>		<b>C236</b>
<b>Subject Code</b>		<b>BA5020</b>
<b>Subject Name</b>		<b>Advanced Database Management System</b>
<b>Course Outcomes</b>		
<b>CO 236.1</b>	<b>CO 1</b>	To understand the various types of databases used in different organizations and apply different databases for various purposes.
<b>CO 236.2</b>	<b>CO 2</b>	To remember the steps in database query processing with the objective of accessing the data from the database. To understand the importance of indexing, data security and data recovery process followed by different organizations.
<b>CO 236.3</b>	<b>CO 3</b>	To understand and apply the concepts of databases used in different locations and the complexities of data access and providing data security in various networks. To understand the importance of data concurrency and the reliability of data used at various levels of management.
<b>CO 236.4</b>	<b>CO 4</b>	To create an Object Oriented Database structure with different models to store and retrieve the data from different modes in an organizations.
<b>CO 236.5</b>	<b>CO 5</b>	To analyze the recent developments in Database Technology with various tools and techniques for better usage of database. To understand the various connectivity process for effective date access.

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	3	1	2		1	1	1		1
CO2	3	2	2		1	2	1		1
CO3	3	3	3		2	2	1		1
CO4	2	2	2		1	1	1		1
CO5	3	2	3		2	2	3		1

<b>Course Code:</b>		<b>C237</b>
<b>Subject Code</b>		<b>BA5021</b>
<b>Subject Name</b>		<b>Data Mining and Business Modelling</b>
<b>Course Outcomes</b>		
<b>CO 237.1</b>	<b>CO 1</b>	To understand the basics in business intelligence, data mining and knowledge discovery in databases
<b>CO 237.2</b>	<b>CO 2</b>	To understand the concepts of data warehousing and OLAP
<b>CO 237.3</b>	<b>CO 3</b>	To apply and analyze the concepts of business intelligence and data mining techniques in clustering, association, and classification
<b>CO 237.4</b>	<b>CO 4</b>	To evaluate data mining concepts for formulating business strategies and programs to enhance business intelligence.
<b>CO 237.5</b>	<b>CO 5</b>	To understand major issues and applications in business intelligence for building successful business intelligence projects

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	3		1			2			1
CO2	2		1			2			1
CO3	3		1			3			1
CO4	3		1			3			1
CO5	2		1			2			1

<b>Course Code:</b>		<b>C240</b>
<b>Subject Code</b>		<b>BA5024</b>
<b>Subject Name</b>		<b>E-business Management</b>
<b>Course Outcomes</b>		
<b>CO 240.1</b>	<b>CO 1</b>	To understand the basic components of the E-Commerce with their process, advantages, drawbacks and myths.
<b>CO 240.2</b>	<b>CO 2</b>	To understand the technology involved in the E-Commerce and the infrastructure to support it
<b>CO 240.3</b>	<b>CO 3</b>	To study the various tools used and its impact on the E-Commerce
<b>CO 240.4</b>	<b>CO 4</b>	To understand the importance and the security issues in payments on E-Commerce
<b>CO 240.5</b>	<b>CO 5</b>	To understand the legacy and ethical issues involved in E-Commerce

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	3					3			3
CO2	3					3			3
CO3	3					2			3
CO4	2					3			2
CO5	3					3			3

<b>Course Code:</b>		<b>C241</b>
<b>Subject Code</b>		<b>BA5025</b>
<b>Subject Name</b>		<b>Logistics Management</b>
<b>Course Outcomes</b>		
CO 241.1	CO 1	To understand the basics of logistics, customer value chain and the importance of logistics in strategy formulation.
CO 241.2	CO 2	To understand distribution channels, its structure and functions and how logistics function can be outsourced.
CO 241.3	CO 3	To evaluate the influencing characteristics for efficient transportation and packaging.
CO 241.4	CO 4	To analyse and evaluate the performance measurement and cost of logistics.
CO 241.5	CO 5	To understand and evaluate the current trends in logistics management

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	3		1		1				1
CO2	1		3		2				1
CO3	3		2		1				1
CO4	1		1		3				1
CO5	1		1		2				3

<b>Course Code:</b>		<b>C244</b>
<b>Subject Code</b>		<b>BA5028</b>
<b>Subject Name</b>		<b>Project Management</b>
<b>Course Outcomes</b>		
CO 244.1	CO 1	To understand and analyze process of project management and project teams effectively.
CO 244.2	CO 2	To analyse the effective use of resources and to estimate budgets for the implementation
CO 244.3	CO 3	To understand and analyze the ways of completing projects on time and scheduling resources effectively
CO 244.4	CO 4	To understand reporting and control methods
CO 244.5	CO 5	To understand organization structure and critically analyze conflicts and ways of resolving conflicts

Course Outcomes	Program Outcomes								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	1		1		1			2	1
CO2	1		1		3			3	2
CO3	1		1		3			3	2
CO4	1		1		1			1	1
CO5	1		1		1			1	1



<b>Course Code:</b>		<b>C246</b>
<b>Subject Code</b>		<b>BA5030</b>
<b>Subject Name</b>		<b>Supply Chain Management</b>
<b>Course Outcomes</b>		
<b>CO 246.1</b>	<b>CO 1</b>	To understand the basics of Supply chain and how it has been evolved from purchasing management
<b>CO 246.2</b>	<b>CO 2</b>	To evaluate the decision for in house or outsource production can be studied in detailed, to identify the core process to have effective supply chain.
<b>CO 246.3</b>	<b>CO 3</b>	To understand the importance of Supply chain distribution network and to analyse the ways to optimize those network
<b>CO 246.4</b>	<b>CO 4</b>	To understand the impact of supply chain redesign on the inventory and risk pooling
<b>CO 246.5</b>	<b>CO 5</b>	To understand the role of Information Technology in Supply Chain Management

<b>Course Outcomes</b>	<b>Program Outcomes</b>								
	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO 9</b>
<b>CO1</b>	3		3		1			1	2
<b>CO2</b>	3		3		3			2	3
<b>CO3</b>	2		3		3			3	3
<b>CO4</b>	2		2		3			3	3
<b>CO5</b>	1		2		2			2	3