

1.1.3 & 1.2.1

Supporting Documents

Department of Management

| S. No. | Documents attached |
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| 1 | Mapping of Courses to Employability/ Skill Development |



Mapping of the courses to Employability / Entrepreneurship / Skill Development

MBA- First Semester

Paper MBA 101-18 Foundations of Management

| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
|-----------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|------------|-------------------------------------------|----------------------------------------------|
| CO1: Describe fundamental concepts and principles and practices of Management | √ | √ | √ | | | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: Explain the role and responsibilities of managers and adapt to the various styles of management across organizations. | √ | √ | √ | | √ | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: Develop analytical abilities to face the business situations. | √ | √ | √ | √ | | √ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: Apply various tools that would facilitate the decision making process in the business. | √ | √ | | √ | | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: Develop peer based learning and working in groups and teams. | | √ | | √ | √ | √ | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: To comprehend the application of various controlling techniques in management. | √ | √ | √ | | | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |

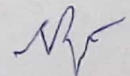
Paper MBA 102-18 Managerial Economics

| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|------------|-------------------------------------------|----------------------------------------------|
| CO1: Understand the basic concepts of economics and relate it with other disciplines and identify the importance of economics in managerial decision making | √ | √ | √ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand. | √ | √ | √ | | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: Analyze the demand and supply conditions and assess the position of a company and explain the concepts of factors of production, collective bargaining and the underlying theories of factors of production. | √ | | | | √ | √ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: Recognize the relationship between short-run and long-run costs and will also be able to establish the linkage between production function and cost function | | √ | √ | | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: Compare and contrast four basic types of market i.e. perfect, monopoly, monopolistic and oligopoly and can determine price and output under different market types. | | √ | | √ | | | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |

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| CO6: Understand basic concepts of macroeconomics and shall be able to measure national income using different approaches. | | | √ | √ | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
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| Paper MBA 103-18 Quantitative Techniques | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions. | √ | √ | √ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: To apply the concepts of central tendency and variation in managerial decision making. | √ | √ | √ | | | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: To enhance knowledge in probability theory and normality and its distribution concepts. | √ | √ | √ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: To understand the concept of correlation regression analysis and their applications. | √ | √ | √ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: To apply the learnt techniques to build the best fit route of transportation for carrying schedule of activities. | | √ | | √ | | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: To apply the operations techniques in reality to market scenario. | | √ | √ | | | √ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Paper MBA 104-18 Accounting for Management and Reporting | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1 – To familiarize the students about the basic concepts, principles and process of accounting and to make them aware about the formats of financial statements of public limited, banking and insurance companies. | √ | | √ | | √ | | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO2 – To explain the students about the concepts of cost and various intricacies for preparing the cost sheet. | √ | √ | √ | | √ | √ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO3 – To acquaint students about the decision making techniques using the concepts of marginal costing, standard costing and budgetary control. | √ | √ | √ | | √ | √ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO4 – To enable the students to analyse financial statements using various tools for financial analyse and interpret the financial position of a business organization. | √ | √ | √ | √ | √ | √ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO5 – To familiarize the students about the contemporary developments in the accounting. | √ | √ | √ | √ | √ | √ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |

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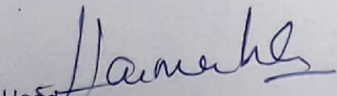
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| CO6 – To make students aware about the recent developments in financial reporting and regulations so that they may understand and appreciate the concept and process of harmonization of financial reporting practices. | v | v | v | v | v | v | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
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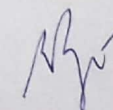
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| Paper MBA 105-18 Business Environment and Indian Economy | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO 1: Outline how an entity operates in a complex business environment. | | √ | | | √ | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: To systematically learn impact of legal & regulatory, macroeconomic, cultural, political, technological, global and natural environment on Business enterprise. | √ | | √ | √ | √ | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: To examine the critical opportunities and threats that arise from an analysis of external business conditions by applying scenario planning to synthesize trends prevailing in the external environment. | | √ | √ | √ | | √ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: To describe how various types of economic systems play a significant role in the success of a business. | √ | | | √ | | √ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: To understand the nature of Indian Economy and various issues relating to Indian Economy having a direct or indirect impact on business environment. | √ | √ | √ | √ | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: To discuss various development strategies in India. | | √ | √ | | √ | | Create | | |
| Paper MBA 106-18 Business Ethics and Corporate Social Responsibility | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To integrate and apply contemporary Ethics & Governance issues in a business context | √ | | √ | √ | | √ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: To analyse and apply ethics to contemporary business practices. | √ | √ | √ | | √ | √ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: To analyse key perspectives on corporate social responsibility and their application. | | | √ | √ | | √ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: To evaluate different corporate ownership structures and their key governance features. | √ | √ | | √ | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: To understand the ethical decision making, ethical reasoning, the dilemma resolution process. | √ | | | √ | √ | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: To analyse and apply corporate governance perspectives to contemporary business practices. | | √ | √ | √ | | √ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
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| Paper MBA 107-18 Business Communication for Managerial Effectiveness | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To understand the basics of communication and its process, and the various barriers in the communication | | ✓ | | | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: To learn the listening skills and comprehend the value of business etiquettes . | | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: To comprehend Non – Verbal communication skills and its application for effective Communication | | | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: To learn the skills of writing effective business messages, letters and report | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: To develop the presentation skills and learning to organize and structure a Presentation using visual aids | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: – To prepare the students for interview , employment messages and resume writing skills | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| MBA - Second Semester | | | | | | | | | |
| Paper MBA 201-18 Business Analytics for Decision Making | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: To enhance knowledge in probability theory and normality and its distribution concepts | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: To conduct research surveys through multiple regression and multiple correlation | ✓ | ✓ | ✓ | | | ✓ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: To design a good quantitative purpose statement and good quantitative research questions and hypotheses | ✓ | ✓ | ✓ | | | ✓ | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: To know the various types of quantitative sampling techniques and conditions to use. | ✓ | ✓ | ✓ | | | ✓ | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: To utilize the time series method to predict the future of sales in a concern. | ✓ | ✓ | ✓ | | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |

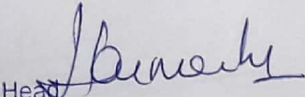

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| Paper MBA 202-18 Legal Environment for Business | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO 1: Students shall be able to understand the legal and regulatory framework of business environment. | | √ | | | √ | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: Students shall be able to identify the fundamental legal principles behind contractual agreements. | √ | | √ | | √ | √ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: Students shall be able to understand the legal provisions of sales of goods. | | √ | √ | √ | | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: Students shall be able to understand the concept of negotiable instruments as well as rules pertaining to crossing, transferring and dishonouring of negotiable instruments. | √ | | √ | √ | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: Students shall have understanding of legal rules governing admission, retirement and death of partner and dissolution of partnership firm. | √ | | | | √ | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: Students shall be able to understand the legal framework relating to the process of incorporation of Joint Stock Company | | √ | √ | | √ | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Paper MBA 203-18 Marketing Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To learn the basics of marketing, selling, marketing mix and its core concepts. | √ | √ | √ | √ | | | Remembering | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: To understand the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies. | √ | √ | √ | √ | | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: To equip the students with necessary skills for effective market segmentation, targeting and positioning | √ | √ | √ | | √ | | Applying | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: To prepare the students for understanding the various components of product mix, product life cycle and comprehend the new product development process. | √ | √ | √ | √ | | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: To develop an understanding of promotion mix and strategies for successful promotion | √ | √ | √ | √ | √ | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: To gain knowledge about the emerging trends in marketing and pyramid marketing. | √ | | √ | | | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |

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| Paper MBA 204-18 Human Resource Management | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To explain the basics of Human Resource Management and analyse the evolution of HRM. | ✓ | ✓ | ✓ | ✓ | | ✓ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: To comprehend the environment of HRM. | ✓ | ✓ | ✓ | ✓ | | ✓ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Evaluating | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: To understand the role of training, development, career planning and performance appraisal functions in human resource development. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: To examine the provisions of employee health, safety and welfare. | ✓ | ✓ | ✓ | ✓ | | ✓ | Analyzing | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: To analyse the concerns of government, employees and employers in establishing Industrial relations. | ✓ | ✓ | ✓ | ✓ | | | Analyzing | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 7: To illustrate mechanisms adopted by the organizations for settlement of disputes and grievances | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Paper MBA 205-18 Production and Operations Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand ever growing importance of Production and Operations management in uncertain business environment. | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: Gain an in-depth understanding of resource utilization of an organization. | ✓ | ✓ | | | | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: Appreciate the unique challenges faced by firms in services and manufacturing. | ✓ | ✓ | ✓ | | | ✓ | Analyse | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: Understand the subject as a crucial part of functional management. | ✓ | ✓ | | | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: Develop skills to operate competitively in the current business scenario | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: Understand the concepts of inventory and purchasing management. | ✓ | ✓ | | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |


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| Paper MBA 206-18 Corporate Finance and Indian Financial System | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1- To explain the evolution, objectives and functions of corporate finance and interface of corporate finance with other functional areas. | ✓ | ✓ | ✓ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2- To illustrate the concept of time values of money and valuation of securities. | | | ✓ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: To comprehend the significance of capital structure theories in capital structure decisions. | | ✓ | ✓ | | | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: To understand the applications of approaches of working capital management. | ✓ | | | | | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: To be able to describe the role of various financial institutions on Indian financial system. | ✓ | ✓ | ✓ | ✓ | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: To discuss the evolution of financial markets and various financial instruments. | ✓ | ✓ | | | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Paper MBA 207-18 Entrepreneurship and Project Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To explain the characteristics, functions and traits of an entrepreneur. | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: To illustrate the concept of corporate entrepreneurship and development of the same in the organizations. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: To comprehend the significance of women entrepreneurs, rural entrepreneurship and social entrepreneurship. | ✓ | ✓ | ✓ | ✓ | | ✓ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: To examine entrepreneurial strategies to explore new entry opportunities, methods of enhancing creativity and generation of ideas. | ✓ | ✓ | | ✓ | | | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: To be able to develop an effective business plan. | | ✓ | | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: To explain the basic concepts of project management and analyse different phases of project management viz. generation and screening of project ideas, project analysis, selection, financing, implantation and review. | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |

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| Paper MBAGE 201-18 Computer Applications for Business | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Develop understanding of computer fundamentals, functions and their classifications | | | √ | | | 3 | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system | √+B168 | √ | √ | √ | √ | 3 | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: Demonstrate proficiency in Microsoft word & Excel. | √ | √ | √ | √ | √ | 3 | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: Apply formatting and editing features to enhance worksheets. | | | √ | | | 3 | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: Use styles, themes, and conditional formats to customize worksheets. | √ | √ | √ | √ | √ | 3 | Remember | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: apply the concepts of data base and Access for editing Data; managing reports and labels, Managing Multiple Tables. | √ | √ | √ | √ | √ | 3 | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: To interpret the effect of political climate (conflict, power and politics) on human behaviour. | √ | √ | | √ | | √ | Evaluating | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| MBA - Third Semester | | | | | | | | | |
| Paper MBA 301-18 Organizational Behaviour & Design | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To explain the basics of Orgnaizational behaviour and various challenges for OB in national and global environment. | √ | √ | √ | | | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: To illustrate the foundations of Individual Behaviour and analyse the influence of individual level factors viz. learning, personality, perception, attitude and motivation on behaviour in organizations. | √ | √ | √ | √ | | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: To assess the significance of leadership and role of leadership styles in effectiveness of the team | √ | √ | √ | √ | √ | √ | Evaluating | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: To examine the dynamics of group development, group properties and formation of organizational culture. | √ | √ | √ | √ | √ | √ | Analyzing | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: To demonstrate dimensions of organisational design and types of organisational structure and to analyse the influence of environment on organisational design. | √ | √ | √ | √ | √ | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |

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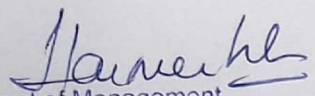
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| CO 6: To interpret the effect of political climate (conflict, power and politics) on human behaviour. | ✓ | ✓ | | ✓ | | ✓ | Evaluating | Yes | Minor Exams, Buisness Quiz, End Term Exams |
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| MBA 302- 18 Marketing Research | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand the process of marketing research and its application in managerial decision making | √ | √ | √ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: Identify various sources of data for marketing research. | √ | √ | | | √ | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: Examine different research methods and be able to apply them. | √ | √ | √ | | | √ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: Identify different research designs and develop a research proposal. | | | √ | √ | | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: Design an effective questionnaire and test reliability and validity of the scales. | √ | √ | √ | | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: Apply different methods of data preparation and data analysis. | √ | | | √ | | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Electives Group A-Marketing | | | | | | | | | |
| Paper MBA 921-18 Consumer Behaviour | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Provide an understanding of how consumers make decisions. | √ | √ | √ | | | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: Analyze personal and environmental factors that influence consumer decisions. | √ | √ | √ | √ | | | Analyzing | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: Understand the processes used when individuals, group or organizations make buying decisions. | √ | √ | √ | √ | √ | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: Understand how and why marketers craft particular messages to appeal to consumers. | √ | √ | √ | √ | √ | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: Understand the interrelationship with other functional areas of business as a part of the management process. | √ | √ | | | √ | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: Assess the process of opinion leadership and its relationship with firm's promotional strategy. | √ | √ | √ | √ | √ | √ | Evaluating | Yes | Minor Exams, Buisness Quiz, End Term Exams |

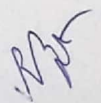
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| Paper MBA 922-18 Services Marketing | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand the fundamental concepts of service marketing and its functions. | ✓ | ✓ | ✓ | ✓ | | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: Identify the role and significance of various elements of service marketing mix. | ✓ | ✓ | ✓ | ✓ | ✓ | | Applying | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: Analyze customer requirement, measure service quality and design and deliver better service. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Analyzing | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: Analyze integrated services marketing communications and services marketing triangle. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Analyzing | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: Examine various pricing strategies and pricing approaches in service sectors. | ✓ | ✓ | ✓ | ✓ | | | Analyzing | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: Understand service marketing applications in different service sectors. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Electives Group B-Finance | | | | | | | | | |
| Paper MBA 911-18 Investment Analysis and Portfolio Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1 – To familiarize the students about the basic concepts, various investment avenues, process of investment and market microstructure of financial markets. | ✓ | | | ✓ | ✓ | | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO2 - To enable students to understand the operation of primary as well as secondary markets in India and to understand the concepts of risk and its measurement. | ✓ | ✓ | | ✓ | | | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO3 – To familiarize the students with the concepts and process of fundamental analysis so that they may understand the impact of various environmental factors on investment valuation. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO4 – To explain the concepts and process of technical analysis and enable the students to understand the role of daily price movements in portfolio management. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO5 – To explain the concepts, process and techniques for portfolio construction, evaluation and revision. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |

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| CO6 – To familiarize the students about the financial derivatives and computation of their expected payoffs. | v | v | v | v | | | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
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| Paper MBA 912-18 Management of Financial Services | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To understand the concept of financial services and their importance. | ✓ | ✓ | ✓ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: To know the structure and schemes of mutual funds. | ✓ | | ✓ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: To understand the importance and process of Dematerialisation and rematerialisation. | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: To know the structure and system of credit rating ,leasing ,merchant banking and venture capital. | ✓ | ✓ | | ✓ | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: To know the process and importance of factoring and securitisation. | ✓ | | | | | ✓ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: To understand the process of asset liability management and risk management in banks. | | ✓ | ✓ | | ✓ | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Electives Group C- Human Resource Mangement | | | | | | | | | |
| Paper MBA 931-18 Organizational Change and Development | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1:Develop understanding of organization change and Define, explain and illustrate theories of planned change, their relevant foundations, strengths and weaknesses. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2:Recognize and comment on issues and problems arising out of organizational change initiatives. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3:To Understand concepts related to system theory, Action Research and Models, | ✓ | ✓ | ✓ | ✓ | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4:Understand the role of various intervention strategies in organizational development. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5:Facilitate organizational change; and apply diagnostic models and concepts to change issues at the organizational, group and individual levels. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: Examine various issues in the relationship between client and consultant relationship. | ✓ | ✓ | ✓ | | | ✓ | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |

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| Paper MBA 932-18 Employee Relations | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand establishing & maintaining a sound relationship between the worker & the employer. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: Understand the significance & functioning of Trade Unions. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: Identify the simmering issues which might take the form of a dispute in the workplace. | ✓ | ✓ | ✓ | 3 | | ✓ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: Examine various provisions laid down by laws to settle disputes in the organizations. | ✓ | ✓ | | 3 | | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: Assess the importance of various Acts in Industrial Relations. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: Comprehend the concept and classification of labour welfare. | ✓ | | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| HYPE-101-18 Human Values ,De-addiction and Traffic Rules | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To develop the ability to distinguish between what is of value and what is superficial in life | | ✓ | | | ✓ | ✓ | Understanding | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO2: To instil Moral and Social Values and Loyalty which would be helpful to assess their own ethical values and the social context of real life problem. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO3: To develop the ability to face difficult situations in life boldly and resolve them confidently. | | ✓ | | ✓ | ✓ | ✓ | Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO4: To Identify the multiple ethical interests at stake in a real-world situation or practice | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO5: To enable students to progress from discrimination to commitment | ✓ | | ✓ | ✓ | ✓ | | Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |

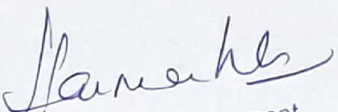
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| HYPE-102-18 Human Values ,De-addiction and Traffic Rules (Lab/Seminar) | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To develop the ability to distinguish between what is of value and what is superficial in life | | ✓ | | | ✓ | ✓ | Understanding | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO2: To instil Moral and Social Values and Loyalty which would be helpful to assess their own ethical values and the social context of real life problem. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO3: To develop the ability to face difficult situations in life boldly and resolve them confidently. | | ✓ | | ✓ | ✓ | ✓ | Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO4: To Identify the multiple ethical interests at stake in a real-world situation or practice | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO5: To enable students to progress from discrimination to commitment | ✓ | | ✓ | ✓ | ✓ | | Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| MBA 303-18 Seminar on Summer Training Report | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To understand how the textual concepts learnt are related in the practical scenario and actual operational activities of the organisation in the global environment. | ✓ | ✓ | ✓ | ✓ | | | Understand | Yes | Training Report , Presentation and regular interaction with Academic Guide |
| CO2: To appraise towards Global Corporate Culture and Functions | ✓ | ✓ | ✓ | ✓ | ✓ | | Evaluate | Yes | Training Report , Presentation and regular interaction with Academic Guide |
| CO3: To apply knowledge towards identifying career opportunities and get prepared accordingly. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Training Report , Presentation and regular interaction with Academic Guide |
| CO4: To appraise students in identifying their area of interest and generate placement opportunities. | ✓ | ✓ | ✓ | ✓ | | | Evaluate | Yes | Training Report , Presentation and regular interaction with Academic Guide |

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| CO5: To analyze the actual business situation and learn leadership skills, effective communication skills and interpersonal skills. | ✓ | ✓ | ✓ | ✓ | ✓ | | Analyze | Yes | Training Report , Presentation and regular interaction with Academic Guide |
| CO6: To adapt actual business environment and develop sensitivity towards ethical and valu based decision making. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Training Report , Presentation and regular interaction with Academic Guide |
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MBA - Fourth Semester

Paper MBA 401-18 Corporate Strategy

| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
|------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|------------|-------------------------------------------|----------------------------------------------|
| CO1: Understand the concepts of strategic management process and strategic decision making process. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: Discuss various techniques of external as well as internal environmental analysis of business. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: Explain various business level and corporate level strategies for the growth of the business along with their implications. | ✓ | ✓ | ✓ | ✓ | | ✓ | Remember | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: Illustrate the issues involved in strategy implementation and the role of leadership, communication and organizational structure in | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: Develop various functional plans for successful implementation of strategy. | ✓ | ✓ | | ✓ | ✓ | ✓ | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: Understand organisational systems and techniques of strategic evaluation and control. | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |

Electives Group A- Marketing

Paper MBA 923-18 Integrated Marketing Communication and Sales Management

| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|------------|-------------------------------------------|----------------------------------------------|
| CO1: Apply the key terms, definitions, and concepts used in integrated marketing communications. | | ✓ | ✓ | | | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: Conduct and evaluate marketing research and apply these findings to develop competitive IMC Programme. | ✓ | | | | ✓ | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: Examine the role of various promotional strategies such as advertising, direct marketing, sales promotion and PR in effectiveness of marketing communication. | ✓ | ✓ | ✓ | ✓ | | ✓ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: Understand and apply the concepts of sales management and organization. | ✓ | | | ✓ | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: Develop sales related marketing policies such as product policies, distribution policies & pricing policies. | | ✓ | | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: Explain various sales operations such as sales budget, sales territories, sales Quota's, control of sales, sales meeting and sales contest, organizing display, showroom and exhibition. | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |

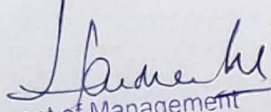

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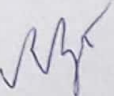
| MBA 924-18 Retail Management | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand opportunities and challenges in retail management and retail management decision process. | ✓ | ✓ | ✓ | ✓ | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: Examine various types of retail formats and comprehend the application of theories of retail development on business models in retail. | ✓ | ✓ | ✓ | | | ✓ | Analyse | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: Discuss and apply various function of store management. | ✓ | ✓ | ✓ | | | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: Recognize the importance of store design and apply the concepts of store design to determine store layout and merchandising. | ✓ | ✓ | ✓ | | | ✓ | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: Understand the importance of customer service in improving retail service qualities. | ✓ | ✓ | | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: Describe the applications of IT in retailing. | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Paper MBA 925-18-International and Social Media Marketing | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Assess the challenges in international marketing and understand various international market entry strategies. | ✓ | ✓ | ✓ | | | ✓ | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: Evaluate international marketing environment and identify various international trade barriers and regional blocks. | ✓ | ✓ | ✓ | ✓ | ✓ | | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: Develop international product, pricing and communication policy and examine international distribution system. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: Discuss the evolution of social media marketing and identify various benefits and applications of social media. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: Explain how to develop effective social media marketing strategies for various types of industries and businesses. | | ✓ | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person. | ✓ | ✓ | ✓ | ✓ | | ✓ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Paper MBA 926-18 Product and Brand Management | | | | | | | | | |

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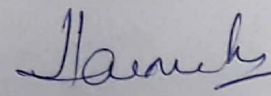
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
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| CO1: Understand what a product is, the various levels which make it up, and different types of products. | √ | √ | | | | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: Examine various challenges and issues involved in product planning and development. | √ | √ | √ | √ | √ | | Analyzing | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: Discuss and apply the concepts of test marketing and market entry of a product. | √ | √ | √ | √ | | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: Recognize the features and importance of a brand and conduct branding research. | √ | √ | √ | | √ | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: Understand the concept of brand loyalty and measuring brand performance. | √ | √ | √ | | | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: Describe the role of various branding strategies in brand equity management. | √ | √ | √ | √ | | | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
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| Paper MBA 915-18 International Finance and Financial Derivatives | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand the framework of international exchange rate system including factors influencing exchange rates. | ✓ | ✓ | ✓ | ✓ | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: Discuss the basics of different types of derivative contracts like futures, options and swaps. | ✓ | | ✓ | | ✓ | | Discuss | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: Understand various types of risks / exposures in forex trading and their management. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: Describe various theories underlying the concepts of international finance. | | ✓ | | | | | Describe | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: Understand trading strategies using options contracts. | | ✓ | | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: Describe the regulatory framework of derivatives contracts in India. | | ✓ | ✓ | | | ✓ | Describe | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Paper MBA 916-18 Taxation and Personal Financial Planning | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1 – The students will be familiarised with the concepts of tax management, tax avoidance and tax evasion and the methods of ways of tax planning. | ✓ | | ✓ | ✓ | | | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO2 – To acquaint students with the provision of the current finance act with regard to various head of income. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO3 – To enable students to compute the tax liability of individuals after considering their residential status, various exempted incomes, permissible deduction, clubbing of income and setting off of losses. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO4 – To familiarise students with the concept, objectives and importance of personal financial planning and enable the students to understand the implications of environmental factors and time value of money on the personal financial statements. | ✓ | ✓ | ✓ | | ✓ | | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO5 – To enable students to identify various types of risks any individual is exposed to and how they can hedge diversifiable risk. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO6 – To familiarise students with various instruments available for investment by an individual for achieving their personal financial goals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |


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| Electives Group C- Human Resource Management | | | | | | | | | |
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| Paper MBA 933-18 International Human Resource Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand issues, opportunities and challenges pertaining to international HRM. | √ | √ | √ | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Develop competency in dealing with cross cultural situations. | √ | √ | √ | √ | √ | √ | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Understand the strategic and functional roles of HRM in various international contexts, especially in areas such as recruitment and selection, | √ | √ | √ | √ | | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Identify the role of cross cultural leadership in managing multicultural teams. | √ | √ | √ | √ | √ | √ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape | √ | √ | √ | √ | | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO6: Develop generic and transferable skills-especially in diagnosing international HRM issues critically and analytically and discussing specific | √ | √ | √ | √ | | √ | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper MBA 934-18 Strategic HRM | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand an integrated approach to the development of HR strategies that enable the organization to achieve its goals. | √ | √ | √ | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Describe the process of strategic HRM. | √ | √ | √ | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Discuss the strategic role of HR systems such as strategic staffing, strategic appraisal, strategic reward system etc. | √ | √ | √ | √ | | √ | Remember | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Explain various human aspects of strategy implementation. | √ | √ | √ | √ | √ | √ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Identify the role of leadership in implementing strategic change. | √ | √ | √ | √ | | √ | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO6: Understand Global HRM and role of global HRM in successful implementation of MNC strategy | √ | √ | √ | √ | | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper MBA 935-18 Leadership and Team Dynamics | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand the history of leadership and current leadership theories. | √ | √ | √ | | | √ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |

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| CO 2: Explain how leadership models are put into practice personally, locally, and globally. | √ | √ | √ | | | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: Discuss the knowledge of developing leadership abilities. | | √ | √ | √ | √ | √ | Analyzing | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: Describe the concept of Strategic Leadership and ethical leadership. | √ | | √ | √ | | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: Explain composition, formation, and development of teams. | | √ | √ | | √ | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: Illustrate the dynamics of team Performance and motivation and the role of leadership in dynamics of team management and decision making about the emerging trends in marketing and pyramid marketing. | √ | √ | | | | √ | Understanding | Yes | Minor Exams, Buisness Quiz, End Term Exams |
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| Paper MBA 936-18 Performance and Compensation Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Increase the awareness of the process and principles of performance Management / appraisal. | √ | √ | | √ | √ | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: Identify the negative aspects of appraisal systems and consider how these might be overcome. | √ | √ | √ | √ | √ | √ | Evaluate | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: Discuss performance with regard to pay awards, and whether these should, or should not be automatically related to each other. | √ | √ | √ | √ | √ | √ | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: Demonstrate a familiarity with the appeal process relating specifically to the performance review. | √ | √ | | √ | √ | √ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: Illustrate different ways to strengthen the pay-for-performance link and also learn the concepts of Payment and employee benefits issues for | √ | √ | √ | √ | √ | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: Develop appropriate reward and compensation policies. | √ | √ | √ | √ | √ | √ | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |
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| Paper MBA 403-18 Workshop on Indian Ethos | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Comprehend and practice Indian Ethos and values system. | √ | √ | | √ | | √ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: Applying value based management and ethical practices in business. | | √ | √ | | √ | √ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |

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| CO 3: To gain the knowledge of management principles from Vedas and other holy books and explain the application of Indian heritage in business. | ✓ | ✓ | ✓ | ✓ | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: To comprehend various stress management techniques and their applications in organizations. | | ✓ | ✓ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: To describe salient features and advantages of ancient Indian system of learning. | ✓ | ✓ | | ✓ | | | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 6: To describe various laws of Karma and explain the concept of corporate karma. | | ✓ | ✓ | | ✓ | ✓ | Create | Yes | Minor Exams, Buisness Quiz, End Term Exams |


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| Mapping of the courses to Employability / Entrepreneurship / Skill Development | | | | | | | | | |
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| MBA (Hospital Administration)- First Semester | | | | | | | | | |
| UC-MBAHA-101-20 Foundations of Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Describe fundamental concepts and principles and practices of Management | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: Explain the role and responsibilities of managers and adapt to the various styles of management across organizations. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: Develop analytical abilities to face the business situations. | ✓ | ✓ | ✓ | ✓ | | ✓ | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: Apply various tools that would facilitate the decision making process in the business. | ✓ | ✓ | | ✓ | | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5+A30: To comprehend the application of various controlling techniques in management. | ✓ | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| UC-MBAHA-101-20 Healthcare Economics | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO 1: Understand the basic concepts of economics and relate it with other disciplines and identify the importance of economics in managerial decision making | ✓ | | ✓ | ✓ | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand | ✓ | ✓ | | ✓ | ✓ | | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: Recognize the relationship between short-run and long-run costs and will also be able to establish the linkage between production function and cost function | | ✓ | ✓ | | ✓ | | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: Compare and contrast four basic types of market i.e. perfect, monopoly, monopolistic and oligopoly and can determine price and output under different market types. | | ✓ | ✓ | | ✓ | ✓ | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: Understand different determinants of health and evaluation of health | ✓ | | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 6: Understand national health care policies and healthcare expenditure and finances. | ✓ | ✓ | | ✓ | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| UC-MBAHA-103-20 Quantitative Techniques | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |

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| CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions. | ✓ | ✓ | ✓ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO2: To apply the concepts of central tendency and variation in managerial decision making. | ✓ | ✓ | ✓ | | | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO3: To enhance knowledge in probability theory and normality and its distribution concepts. | ✓ | ✓ | ✓ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO4: To understand the concept of correlation regression analysis and their applications. | ✓ | ✓ | ✓ | | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO5: To apply the learnt techniques to build the best fit route of transportation for carrying schedule of activities. | | ✓ | | ✓ | | | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO6: To apply the operations techniques in reality to market scenario. | | ✓ | ✓ | | | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| UC-MBAHA-104-20 Accounting for Managers | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1 – To familiarize the students about the basic concepts, principles and process of accounting and to make them aware about the formats of financial statements of public limited, banking and insurance companies. | ✓ | | ✓ | | ✓ | | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO2 – To explain the students about the concepts of cost and various intricacies for preparing the cost sheet. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO3 – To acquaint students about the decision making techniques using the concepts of marginal costing, standard costing and budgetary control. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO4 – To enable the students to analyse financial statements using various tools for financial analyse and interpret the financial position of a business organization. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| CO5 – To familiarize the students about the contemporary developments in the accounting. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |

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| CO6 – To make students aware about the recent developments in financial reporting and regulations so that they may understand and appreciate the concept and process of harmonization of financial reporting practices. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Buisness Quiz, End Term Exams |
| UC-MBAHA-105-20 Business environment and ethical aspects | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO 1: Outline how an entity operates in a complex business environment and to systematically learn impact of legal & regulatory, macroeconomic, cultural, political, technological, global and natural environment on Business enterprise. | ✓ | | ✓ | ✓ | | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 2: To examine the critical opportunities and threats that arise from an analysis of external business conditions by applying scenario lanning to synthesize trends prevailing in the external and international environment and to describe how various types of economic systems play a significant role in the success of a business. | ✓ | ✓ | ✓ | ✓ | ✓ | | Analyze | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: To understand the Health Care Sector in India and relevant health care regulations. | ✓ | | | | ✓ | | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: To study the concept of ethics and its implications for environment. | | ✓ | | | | ✓ | Evaluate | Yes | Quiz, End Term Exams |
| UC-MBAHA-106-20 Community Health and Management of National Health Programs | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO 1:To understand the basics of public health and common diseases | ✓ | | ✓ | ✓ | | ✓ | Understand | Yes | Quiz, End Term Exams |
| CO 2: To comprehend the health care delivery system in India. | ✓ | | | ✓ | ✓ | | Understand | Yes | Quiz, End Term Exams |
| CO 3:To learn the methods and principles of health education. | | ✓ | ✓ | | ✓ | | Remember | Yes | Quiz, End Term Exams |
| CO 4: To study the functions of various international health agencies and organizations. | | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5:To familiarize the students about various National health programs, their objectives, strategies and achievements. | ✓ | | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| Paper UC-MBAHA-107-20 Workshop on Business Communication | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To understand the basics of communication and its process, and the various barriers in the communication | | ✓ | | | ✓ | ✓ | Understand | Yes | Minor Exams, Buisness Quiz, End Term Exams |

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| CO 2: To learn the listening skills and comprehend the value of business etiquettes . | | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 3: To learn the skills of writing effective business messages, letters and report | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 4: To develop the presentation skills and learning to organize and structure a Presentation using visual aids | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |
| CO 5: – To prepare the students for interview , employment messages and resume writing skills | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Buisness Quiz, End Term Exams |

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Mapping of the courses to Employability / Entrepreneurship / Skill Development

MBA (2012)- First Semester

| | Semester I | | |
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| MBA101 Principles and Practices of Management | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| This course presents a thorough and systematic coverage of management theory and practice. The course aims at providing fundamental knowledge and exposure of the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals. | Understand and apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA 102 Business Environment | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| To provide students with an understanding of basic economic principles of production & exchange-essential tools in making Business decisions in today's global economy. The objective is to make the student understanding how the economy works, covering microeconomic description of Business applications, including pricing for profit maximization, price elasticity, market structures and modeling of Business in varying economic climates | | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 103: Accounting for Management - I | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of this course is to acquaint the students regarding various accounting concepts and its application in managerial decision making. The course attempts to build potential to use appropriate accounting tools and techniques of financial accounting and management accounting for preparing and analyzing financial statements. | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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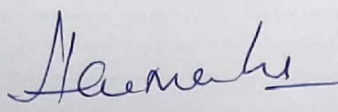
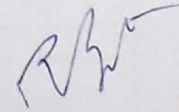
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| MBA-104 Quantitative Techniques | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of this paper is to acquaint the students with various statistical tools and techniques used to Business decision making. The course aims at providing fundamental knowledge and exposure to the students to use various statistical methods in order to understand, analyze and interpret data for decision making. | Apply and Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 105: Managerial Economics | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| This course is intended to make students understand various social, political, legal and economic and other factors that influence Business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions. | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA106 Business Communication | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| This course is designed to give students a comprehensive view of communication, its scope and importance in Business, the role of communication in establishing a favorable image of the organization. The aim is to develop students' ability to communicate correctly and effectively on matters having relevance to day-to-day Business operations. This course will make student conversant with fundamentals of communication, help them honing oral, written and non-verbal communication skills and to transform their communication abilities. | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 107 Workshop on IT for Managers | | | |

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| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
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| The aim of this course is to acquaint students with skills and knowledge about computers and to enable them to understand the role of information technology in the dynamic Business environment. | Understand, Apply and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| BTHU – 101 Human Values and Professional Ethics | | | |
| Course Objective and Expected outcome | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |



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To help the students to discriminate between valuable and superficial in the life. To help develop the critical ability to distinguish between essence and form, or between what is of value and what is superficial, in life - this ability is to be developed not for a narrow area or field of study, but for everyday situations in life, covering the widest possible canvas. To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief. It is not sufficient to develop the discrimination ability, it is important to act on such discrimination in a given situation. Knowingly or unknowingly, our education system has focused on the skill aspects (learning and doing) - it concentrates on providing to its students the skills to do things. In other words, it concentrates on providing "How to do" things. The aspects of understanding "What to do" or "Why something should be done" is assumed. No significant cogent material on understanding is included as a part of the curriculum. A result of this is the production of graduates who tend to join into a blind race for wealth, position and jobs. Often it leads to misuse of the skills; and confusion and wealth that breeds chaos in family, problems in society, and imbalance in nature. This course is an effort to fulfill our responsibility to provide our students this significant input about understanding. This course encourages students to discover what they consider valuable. Accordingly, they should be able to discriminate between valuable and the superficial in real situations in their life. It has been experimented at IITH, IITK and UPTU on a large scale with significant results.

Understand, apply and
Evaluate

Yes

Minor Exams, Business Quiz, End
Term Exams

Semester II

MBA- 201 Macro Economics

Course Objective

The course is aimed at building a perspective necessary for understanding and application of economic concepts useful in Business decisions taken by a firm. The course will also look at recent developments in the context of economic theory.

Skill

Focus on Employability /
Entrepreneurship

Assessment Tools to Measure
Attainment of CO

Understand, apply and
Analyze

Yes

Minor Exams, Business Quiz, End
Term Exams

MBA 202 Productions and Operations Management

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| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
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| It is a subject where a student learns various steps of product design, development, production, plant location, storage, production planning and control. The students are motivated to apply concepts and principles of management to become more effective professional. | Understand, apply and Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA-203 Human Resource Management | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of the paper is to make student aware of the various functions and importance of the HR department in any organization. It is basically concerned with managing the human resources, whereby the underlying objective is to attract retain and motivate the human resources in any organization, which is the most challenging and daunting look for any organization today. | Understand, and apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA 204 Marketing Management | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm in turbulent Business environment. This course will provide better understanding of the complexities associated with marketing functions, strategies and provides students with the opportunity to apply the key concepts to practical Business situations. | Understand, Apply, Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA 205 Financial Management | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |

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| To provide an understanding of the function, the roles, the goals and the processes of corporate financial management, covering the sourcing of finances and their issues in investment and operations. Problem-solving methodology will be used to illustrate the theories and tools in financial decision making. | Understand, Apply, Analyse | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA206 Research Methodology | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making. | Understand, Apply, Analyse, Evaluate and Create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 207 Accounting for Management - II | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The course aims to equip students with the knowledge and skills to analyze financial statements and help them to understand the cost control techniques. | Understand, Apply, Analyse | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 301 Organizational Behaviour | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario at workplace. | Understand and Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 302 Marketing Research | | | |

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| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
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| The course aims to provide an understanding of basic concepts, theories and statistical techniques used in research. Students will also be given exposure to use and apply SPSS. | Understand, Apply, Analyse, Evaluate and Create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| | Semester III | | |
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| MBA – 303 Corporate Legal Environment | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| This paper aims to acquaint the students with the corporate legal framework prevalent in the country and to hone their understanding about the dynamic Business environment in India. | Remember, Understand and apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA - 311 Consumer Behaviour | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| This course aims at enabling students to understand the various aspects of consumer behavior, the external and internal factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy. | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 312 Services Marketing | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The course focuses on the unique challenges of marketing and managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content. | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 313 Security Analysis and Portfolio Management | | | |

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| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
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| This course aims at providing students with an understanding of economy-industrycompany analysis and various inter linkages that influence the securities market. It enables them to establish the valuable linkage between modern theories of finance and the analytical techniques used by investors for valuing securities and construct portfolios to achieve their and / or client's financial goals. | Understand, Analyze, apply and Create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 314 Management of Financial Services | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of this course is to acquaint students with the knowledge of various financial services available in the financial markets. This course will also help them to understand the emerging trends in various financial services and their suitability w.r.t. the demand of the clients. | Understand and apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 315 Labour Legislations | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The aim of this course is to help students to understand basics of labour laws applicable in various Business houses. | Understand, Remember and Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 316 Organizational Development | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of this course is to make students understand the need for development and process of improving effectiveness of the organizations | Understand and apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA - 401 Strategic Management | | | |
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| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of this course is to introduce the student to the fundamentals of Business Strategy especially on the strategic planning aspects. This course also intends to familiarize students with the complexity involved in developing Business strategies to cope up with the challenges in dynamic Business world. | Understand, apply , analyse and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA - 402 Entrepreneurship Development and Project Management | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| To make students learn about entrepreneurship, entrepreneurial behavior, functional areas of Business and their inter-relation. They would understand the risks and rewards of a new venture and the steps required to start a new venture. After completing the course the student would know what entrepreneurship is all about, whether it fits in his career scheme and mental makeup or not and would be equipped with the basic knowledge and confidence to start a new venture. | Understand, apply , analyse and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 403 International Business | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| To enable students to appreciate the logic of why and how international trade takes place and to make students competent to understand the transactions of a dealing room and help in grooming their negotiating skills in the international markets. Also to make students understand on how international trade policies and facilitation in India, along with import and export financing process. | Understand, apply , analyse and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 411 Advertising and Sales Management | | | |

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| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
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| To make the student aware about the issues related to sales force management focusing on advertising and selling as a tool of Marketing Communication. | Understand, apply , analyse and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 412 Retailing and Logistics Management | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| This course enables students to understand the evolution of retailing and the strategic role of retailing in the distribution of consumer goods and services. The content of the course is useful for students interested in a retail career, working for companies that interface with retailers, or interested in owning or running a retail Business. | Understand, apply , analyse and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 413 Brand Management | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| To familiarize students with the concept of a 'brand', the role of branding in marketing strategy; brand equity, its importance and measurement, how to create and retain brand equity; operational aspects of brand management. | Understand, apply , analyse and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 414 International Finance | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| To provide an understanding of global monetary system that facilitates international capital flows and settlement. This course also aims to make students competent to understand the transactions of a dealing room and help in grooming their negotiating skills in the international markets. Students will also learn how to measure and manage exchange risk. | Understand, apply , analyse and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 415 Financial Engineering | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| To enable students to understand the concepts of Hedging, Speculation and Arbitrage. They will also learn how to develop strategies by using financial derivatives so that portfolio risk can be hedged and how to maximize portfolio returns. | Understand, apply , analyse and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA - 416 Mergers and Acquisitions | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of this course is to help student in familiarizing with various aspects of mergers and acquisitions, including their valuation. | Understand, apply , analyse and create | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 417 Social Security and Labour Welfare | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| To acquaint the students with basic Acts pertaining to social security and labour welfare as applicable in India. | Understand,Remember and apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA – 418 Industrial Psychology | | | |
| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of the course is to acquaint the students about the psychology of the executives in the organization and then to use it to enhance the productivity. | Understand,Remember and apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| MBA - 419 International Human Resource Management | | | |

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| Course Objective | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
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| This course is aimed to familiarize students with the latest global trends and HRM practices in MNC's with differing cultures, HR Systems & policies. Management across borders requires global managerial staffing & cross cultural decision making. This course initiates the student to HRM practiced on a larger canvas beyond borders. | Understand and apply+B147 | Yes | Minor Exams, Business Quiz, End Term Exams |

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| CO4: Apply the methods of game theory to solve business problems | ✓ | ✓ | | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Apply the techniques of network analysis to schedule business / project activities. | ✓ | ✓ | | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| BBA 502-18 Mercantile Law | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand the concept, approaches and application of Contract Act in business decision making. | ✓ | ✓ | | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Understand and apply the provisions of Partnership Act in business decision making. | ✓ | | | | | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Understand and apply the provisions of sales Act in business decision making. | ✓ | | ✓ | | ✓ | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Understand and apply the provisions of Consumer Protection Act and Environment Protection Act in business decision making | ✓ | | | | | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Understand and apply the provisions of Negotiable Instrument Act in business decision making | | | ✓ | | | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BBA 511-18 Consumer Behaviour | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand fundamental concepts, nature and importance of consumer behaviour. | ✓ | ✓ | | | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |

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| CO 2: Analyze the various factors that influence consumer decisions. | ✓ | ✓ | | | ✓ | ✓ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: Understand the individual, group or organizations make buying decisions. | ✓ | ✓ | | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: Understand how and why groups affect consumer behavior. | | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: Understand the emerging trends in field of consumer behavior. | ✓ | | ✓ | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BBA 512-18 Advertising and Sales Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand advertising and its role in Marketing | | ✓ | ✓ | | ✓ | 1 | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Apply knowledge of advertising components in designing effective Advertising campaign for products and services | ✓ | | ✓ | | ✓ | 3 | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Design effective Media strategy for its product /Service awareness | ✓ | | ✓ | | | 3 | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Apply its knowledge in recruiting and selecting right set of Sales force for selling products and services in market | ✓ | ✓ | | ✓ | | 3 | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Design sound sales strategy for its products and services. | | ✓ | | ✓ | ✓ | 3 | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO6: Measure performance of sales force and sales territories. | ✓ | ✓ | ✓ | | ✓ | 2 | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| BBA 521-18 Corporate Accounting | | | | | | | | | |

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| CO6: To understand structure and system of leasing, mutual funds, credit rating, credit cards, | | | | | | | | Understand | | |
| Paper BBA 531-18 Industrial Relations & Labour La | | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO | |
| CO1: Understand establishing & maintaining a sound relationship between the worker & the employer. | √ | | √ | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams | |
| CO2: Identify and rectify the simmering issues which might take the form of a dispute in the workplace. | √ | | √ | √ | √ | √ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams | |
| CO3: Clarify the use & importance of various Acts & their uses in Industrial Relations. | √ | | √ | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams | |
| CO4: Keep away from strikes & lockouts so as to enhance the economic status of the employee. | √ | | | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams | |
| CO5: Understand the significance & functioning of Trade Unions | | | | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams | |
| Paper BBA 532-18 Organisation Change & Development | | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO | |
| CO1: Develop understanding of organization change and illustrate theories of planned change. | √ | | | √ | √ | √ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams | |
| CO2: Analyze the issues and problems arising out of organizational change initiatives. | √ | | | √ | √ | √ | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams | |
| CO3: Explain the meaning, objectives and process of organizational development. | √ | | | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams | |

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| CO4: Understand the role of various intervention strategies in organizational development. | √ | | | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Explain the issues in the consultant client relationship. | √ | | | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BMPD 502-18 Mentoring and Professional Development | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Development of Overall Personality | | √ | √ | √ | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 2: Development of Aptitude (Technical and General) | √ | √ | √ | √ | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 3: Development of General Awareness (Current Affairs and GK) | √ | | | | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 4: Development of Communication Skills. | | √ | √ | √ | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 5: Development of Presentation Skills. | | √ | √ | | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| BBA- Sixth Semester | | | | | | | | | |
| Paper BBA 601-18 Strategy Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |

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| CO1: Understand and explain the concepts of strategic management process and strategic intent. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: Explain and apply various techniques of external as well as internal environmental analysis of business. | ✓ | ✓ | | | ✓ | ✓ | Applying | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: Classify various business level and corporate level strategies for the growth of the business along with their implications. | ✓ | ✓ | | ✓ | ✓ | ✓ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: Identify various issues involved in strategy implementation. | ✓ | ✓ | | ✓ | ✓ | ✓ | Applying | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: Understand and analyze various techniques of strategic evaluation and control. | ✓ | ✓ | | ✓ | ✓ | ✓ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |
| BBA 602-18 Company Law | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand the basic concept and provisions of company law in business decision making. | ✓ | ✓ | ✓ | | | | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Understand the concept of different types of companies and differentiate among them. | ✓ | ✓ | | | | | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Understand the process of formation of company and different documents required for that. | ✓ | | | | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Understand the process of appointment and qualification of different types of directors of company | ✓ | | | | | | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Understand the need of different meetings and process of winding up of company. | ✓ | ✓ | ✓ | | | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BBA 611-18 Services Marketing | | | | | | | | | |

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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
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| CO1: Understand fundamental concepts, nature and importance of Services Marketing. | | √ | | √ | √ | √ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: Analyze the various factors that influence service marketing. | √ | √ | √ | √ | √ | √ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: Understand the role of customers and employees in service delivery. | √ | √ | √ | | √ | √ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: Understand how and why new service development takes place. | √ | √ | | √ | √ | √ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: Understand the emerging trends in field of service marketing. | √ | √ | √ | √ | √ | √ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
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| BBA 612-18 Retailing and Logistics Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand Retail Environment, challenges and Retail formats in retailing in India. | √ | √ | | | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Design Merchandise System for effective execution of retailing function | √ | √ | √ | √ | √ | √ | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Understand and recognize the importance of store design and apply the concepts of store design to determine store layout and merchandising. | √ | √ | √ | √ | √ | √ | Understand and apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Understand various activities in logistics system and its importance | √ | √ | √ | √ | √ | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |

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| CO5: To apply knowledge of Inventory management, Transportation, warehousing, Packaging in designing overall strategy of Logistic Function | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BBA 621-18 Personal Financial Planning | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1 – To familiarise students with the concept, objectives and importance of personal financial planning. | ✓ | | | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO2 – To enable the students to understand the implications of environmental factors | ✓ | ✓ | | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO3 – To familiarize students with the concepts of time value of money on the personal financial statements and their use in personal financial planning. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO4 – To enable students to identify various types of risks any individual is exposed to and how they can hedge diversifiable risk. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO5 – To familiarise students with various instruments available for investment by an individual for achieving their personal financial goals. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| Paper BBA 622-18 Direct and Indirect Tax Laws | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1 – The students will be familiarised with the concepts, framework and incidence of taxes in India. | ✓ | ✓ | | ✓ | | | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |

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| CO2 – To acquaint students with the provision of the current finance act with regard to various heads of income. | ✓ | | | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3 – To enable students to compute the tax liability of individuals after considering their residential status, various exempted incomes, permissible deduction, clubbing of income and setting off of losses. | | ✓ | ✓ | ✓ | ✓ | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4 – To familiarize students with the concepts of Value Added Tax, excise duty and custom duty. | ✓ | | ✓ | ✓ | | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5 – To enable students to understand the concept and importance of One-Nation-One-Tax system brought in India through Goods and Services Tax. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO6 – To enable students to understand the framework and structure of GST. | | ✓ | | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO7 – To acquaint students with the process of tax credit and refund of GST. | ✓ | | ✓ | ✓ | | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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| Paper BBA 631-18 Training and Development | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Explain the process of Training and Development and select appropriate methods of training needs assessment. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Applying | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: Design an effective training program. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Creating | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: Classify various methods of Training and Development. | ✓ | ✓ | | | ✓ | ✓ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: Illustrate the significance of training effectiveness and analyze different methods of training effectiveness. | ✓ | ✓ | | | ✓ | ✓ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: Analyze different methods of Employee development | ✓ | ✓ | | ✓ | ✓ | ✓ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |

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| Paper BBA 632 Cross Cultural Human Resource Management | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand issues, opportunities and challenges pertaining to international Human Resource Management. | | | | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Develop competency in dealing with cross cultural situations. | | | | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Understand the strategic and functional roles of HRM in various international contexts, especially in areas such as recruitment and selection, performance management, training, learning and development, career management, compensation, motivation and repatriation; | ✓ | | | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Identify the role of cross-cultural leadership in managing multicultural teams. | | | | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Understand external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape international HRM. | ✓ | | | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BMPD 602-18 Mentoring and Professional Development | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Development of Overall Personality | | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |

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| CO 2: Development of Aptitude (Technical and General) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 3: Development of General Awareness (Current Affairs and GK) | ✓ | | | | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 4: Development of Communication Skills. | | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 5: Development of Presentation Skills. | | ✓ | ✓ | | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |

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| Mapping of the courses to Employability / Entrepreneurship / Skill Development | | | | | | | | | |
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| Ph.D Coursework | | | | | | | | | |
| Paper PHD 901 Research Methodology | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO 1: To develop understanding of basic framework of research process and various research designs. | ✓ | | ✓ | ✓ | | | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: To develop ability to write effective Literature Review and apply Medley software to maintain citations. | ✓ | ✓ | ✓ | ✓ | ✓ | | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: To gain understanding in different methods of research and inculcate the ability to choose research methods appropriate to research objectives. | ✓ | ✓ | ✓ | ✓ | ✓ | | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: To understand the sources of bias affecting research results and ways to control it to achieve effective research results. | | ✓ | ✓ | | ✓ | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: To understand and apply various multivariate statistical techniques using SPSS software and E-views. | | ✓ | ✓ | | ✓ | ✓ | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 6: To gain insights into significant concepts of regression like heteroscedasticity, multicollinearity and autocorrelation. | | ✓ | ✓ | ✓ | ✓ | ✓ | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper PHD 902 Accounting and Finance | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO 1: To develop understanding of indigenous as well as global financial infrastructure and environment. | ✓ | | ✓ | ✓ | | ✓ | Remember | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: To develop ability to analyse the relationship between risk and return using various finance theories prior to investing. | ✓ | | | ✓ | ✓ | | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: To apply fundamental and technical analysis to analyze the share prices and to understand the regulatory aspect of financial markets. | | ✓ | ✓ | | ✓ | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: To understand and apply the concept of Time Value of Money in Decision making. | | ✓ | ✓ | | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: To understand the accounting issues involved in corporate restructuring and various ways to revive sick industrial units. | ✓ | | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 6: To understand and analyze corporate reports in Indian as well as global context. | ✓ | ✓ | | ✓ | | ✓ | Create | Yes | Minor Exams, Business Quiz, End Term Exams |

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| Paper PHD 903 Marketing Management | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO 1: To understand the conceptual knowledge in the functional area of marketing management and consumer decision-making process | ✓ | | ✓ | ✓ | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: To develop analytical skills in identification and resolution of problems pertaining to marketing management | ✓ | | ✓ | | ✓ | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: To apply the marketing concepts of segmentation, targeting and positioning for better decision-making | ✓ | ✓ | ✓ | | | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: To apply the knowledge of product, price, promotion and distribution decisions for effective marketing | ✓ | | ✓ | ✓ | ✓ | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: To gain an understanding of relationship management, service marketing, retailing to overcome marketing challenges in changing business environment | | ✓ | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 6: To comprehend the emerging dimensions in areas of marketing | ✓ | | | ✓ | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper PHD 904 Human Resource Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO 1: To develop a conceptual understanding of the functional area of Human Resource management and the changing environment of HRM | | ✓ | | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: To develop analytical skills in identification and resolution of problems pertaining to Human Resource Management | | ✓ | | ✓ | ✓ | | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: To apply the appropriate Human Resource planning, recruitment and selection process for business setup | | | ✓ | | ✓ | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: To comprehend the concepts of employment relationship management, career planning and development, employee training and retention for effectively managing Human resources. | | | ✓ | | ✓ | ✓ | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: To gain an understanding of relevant HR issues Like Industrial Relations, Quality of Work Life, Workers participation in Management. | ✓ | | ✓ | | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 6: To identify and understand the global HRM practices and understand ethical behavior in HRM | | ✓ | ✓ | | ✓ | ✓ | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper PHD 905 Report Writing and Presentation | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Head Assessment Tools to Measure Attainment of CO |

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| CO1: TO Conduct and execute a comprehensive research study in an independent manner | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2 To develop abilities to review existing literature, identify research problem/gap, define objectives, apply relevant research tools , analyse the results and propose implications and recommendations. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: To identify the key reference documents to help guide the structure and style of your report or proposal | ✓ | ✓ | ✓ | ✓ | | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: To understand the value of ethics in research and plagiarism issues. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: To develop necessary skills to make an effective oral presentation of research work/report with clarity of thought and expression. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO6: To plan and organize a written report or proposal by clearly stating your purpose as the writer, assessing the reader's identity and needs, and formulating the main message of your report in a sound and coherent manner | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper PHD 906: Human Values and Professional Ethics | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To develop the ability to distinguish between what is of value and what is superficial in life | | ✓ | | | ✓ | ✓ | Understanding | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO2: To instil Moral and Social Values and Loyalty which would be helpful to assess their own ethical values and the social context of real life problem. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO3: To develop the ability to face difficult situations in life boldly and resolve them confidently. | | ✓ | | ✓ | ✓ | ✓ | Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO4: To Identify the multiple ethical interests at stake in a real-world situation or practice | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO5: To enable students to progress from discrimination to commitment | ✓ | | ✓ | ✓ | ✓ | | Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO6: To identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |

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| Mapping of the courses to Employability / Entrepreneurship / Skill Development | | | | | | | | | |
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| BBA- First Semester | | | | | | | | | |
| Paper BBA 101-18 Principles and Practices of Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Describe fundamental concepts and principles and practices of Management | √ | √ | | √ | √ | √ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: Explain the role and responsibilities of managers and adapt to the various styles of management across organizations. | √ | √ | √ | √ | √ | √ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: Develop analytical abilities to face the business situations. | √ | √ | √ | √ | √ | √ | Applying | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: Apply various tools that would facilitate the decision making process in the business. | √ | √ | | √ | | √ | Applying | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: Develop peer based learning and working in groups and teams. | √ | √ | √ | | √ | | Applying | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BBA 102-18 Basic Accounting | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To understand the basic underlying concepts, principles and conventions of accounting. | √ | √ | √ | √ | | √ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: To identify the rules of debit and credit in accounting. | √ | | | √ | √ | √ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: To get an overview of the regulatory framework of accounting in India. | | √ | √ | √ | | √ | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: To prepare trading, profit & loss and balance sheet of a firm. | √ | √ | | √ | | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: To comprehend the concept of depreciation and different methods to treat depreciation in accounting. | √ | | √ | | √ | √ | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |

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| Paper BBA-GE 101 Managerial Economics- I | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions. | ✓ | | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: Understand and estimate production function and Law of Diminishing Marginal Utility. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model. | ✓ | ✓ | | ✓ | | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: Understand the different costs of production and how they affect short and long run decisions. | | ✓ | | ✓ | ✓ | ✓ | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| BTHU103/18 English Theory | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of this course is to introduce students to the theory, fundamentals and tools of communication. | | | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| To help the students become the independent users of English language. | | | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| To develop in them vital communication skills which are integral to their personal, social and professional interactions. | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| The syllabus shall address the issues relating to the Language of communication. | ✓ | | ✓ | | | ✓ | Analyse | Yes | Minor Exams, Business Quiz, End Term Exams |

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| Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc | ✓ | ✓ | ✓ | | ✓ | ✓ | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | | | |
| BTHU104/18 English Practical | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| The objective of this course is to introduce students to the theory, fundamentals and tools of communication. | | | ✓ | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| To help the students become the independent users of English language. | | | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| To develop in them vital communication skills which are integral to their personal, social and professional interactions. | ✓ | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| The syllabus shall address the issues relating to the Language of communication. | ✓ | | ✓ | | | ✓ | Analyse | Yes | Minor Exams, Business Quiz, End Term Exams |
| Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc | ✓ | ✓ | ✓ | | ✓ | ✓ | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | | | |
| Paper HVPE 101-18 Human Values, De-Addiction and Traffic Rules | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To develop the ability to distinguish between what is of value and what is superficial in life | | ✓ | | | ✓ | ✓ | Understanding | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO2: To instil Moral and Social Values and Loyalty which would be helpful to assess their own ethical values and the social context of real life problem. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |

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| CO3: To develop the ability to face difficult situations in life boldly and resolve them confidently. | | ✓ | | ✓ | ✓ | ✓ | | | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | Application | Yes | |
| CO4: To identify the multiple ethical interests at stake in a real-world situation or practice | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | Application | Yes | |
| CO5: To enable students to progress from discrimination to commitment | ✓ | | ✓ | ✓ | ✓ | | | | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | Application | Yes | |
| Paper HVPE 102-18 Human Values, De-Addiction and Traffic Rules (Lab/ Seminar) | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To develop the ability to distinguish between what is of value and what is superficial in life | | ✓ | | | ✓ | ✓ | | | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | Understanding | Yes | |
| CO2: To instil Moral and Social Values and Loyalty which would be helpful to assess their own ethical values and the social context of real life problem. | ✓ | ✓ | ✓ | | ✓ | ✓ | | | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | Understanding and Application | Yes | |
| CO3: To develop the ability to face difficult situations in life boldly and resolve them confidently. | | ✓ | | ✓ | ✓ | ✓ | | | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | Application | Yes | |
| CO4: To identify the multiple ethical interests at stake in a real-world situation or practice | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | Application | Yes | |
| CO5: To enable students to progress from discrimination to commitment | ✓ | | ✓ | ✓ | ✓ | | | | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | Application | Yes | |
| Paper BMPD 102-18 Mentoring and Professional Development | | | | | | | | | |

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(Signature)

| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
|-----------------------------------------------------------------|------|------|------|------|------|------|----------|-------------------------------------------|-------------------------------------------------------|
| CO1: Development of Overall Personality | | √ | √ | √ | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 2: Development of Aptitude (Technical and General) | √ | √ | √ | √ | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 3: Development of General Awareness (Current Affairs and GK) | √ | | | | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 4: Development of Communication Skills. | | √ | √ | √ | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 5: Development of Presentation Skills. | | √ | √ | | √ | √ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |

BBA- Second Semester

Paper BBA 201-18 Business Statistics

| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
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| CO1: To learn the basic concepts like statistics and calculation of arithmetic mean, median and mode and partition values. | √ | √ | √ | | | 3 | Remember | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: To understand the calculation of moments, skewness and kurtosis and determining whether the given distribution is normal or not. | √ | √ | | | √ | 3 | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory. | | √ | | √ | √ | 2 | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |

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| CO4: To understand the concept of correlation regression analysis and their applications. | | ✓ | | | | 2 | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: To apply the learnt techniques in statistical testing and their applications. | | ✓ | | ✓ | ✓ | 2 | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | | | |
| | | | | | | | | | |
| Paper BBA-202-18 Business Environment | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To identify and evaluate the complexities of business environment and their impact on the business. | ✓ | | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: To analyze about the relationships between Government and business and understand the political, economic, legal and social policies of the country. | ✓ | | | ✓ | ✓ | | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: To understand the current economic conditions in developing emerging markets, and evaluate present and future opportunities. | | ✓ | ✓ | ✓ | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: To be acquainted with prerequisite knowledge required to understand the Probability and applications of probability theory. | ✓ | | ✓ | ✓ | | | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: To understand the concept of the Industrial functioning and strategies to overcome challenges in competitive markets. | ✓ | ✓ | | | ✓ | ✓ | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | | | |
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| BBAGE 201-18 Managerial Economics-II | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Explain the concept of national income and its measurement using different approaches. | ✓ | ✓ | ✓ | | ✓ | | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Describe the underlying theories of demand and supply of money in an economy. | ✓ | ✓ | ✓ | | | | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |

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| CO3: Make use of employment and national income statistics students will be able to describe and analyze the economy in quantitative terms. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Analyse | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Interpret macroeconomic issues like money, inflation and unemployment. | | | | ✓ | ✓ | | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy. | | ✓ | | | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | | | |
| Paper EVS 102-18 Environmental Studies | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Students will enable to understand environmental problems at local and national level through literature and general awareness. | ✓ | | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: The students will gain practical knowledge by visiting wildlife areas, environmental institutes and various personalities who have done practical work on various environmental issues. | ✓ | | | ✓ | ✓ | ✓ | Understand | | Minor Exams, Business Quiz, End Term Exams |
| CO3: The students will apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | | | |
| Paper BMPD 202-18 Mentoring and Professional Development | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Development of Overall Personality | | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field |

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| CO 2: Development of Aptitude (Technical and General) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 3: Development of General Awareness (Current Affairs and GK) | ✓ | | | | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 4: Development of Communication Skills. | | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 5: Development of Presentation Skills. | | ✓ | ✓ | | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |

BBA- Third Semester

| Paper BBA 301-18 Organizational Behaviour | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|------|---------------|-------------------------------------------|----------------------------------------------|
| Course Outcome | | | | | | | | | |
| CO1: To explain the basics of Organizational behaviour and various challenges for OB. | ✓ | ✓ | | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: To illustrate the foundations of Individual Behaviour and various factors influencing individual behaviour viz. learning, personality, perception, attitude and motivation. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: To examine the dynamics of group development and group properties. | ✓ | ✓ | ✓ | | | ✓ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: To understand various dimensions of organisational culture. | ✓ | ✓ | ✓ | ✓ | | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: To analyse the process of conflict management and approaches to stress management. | ✓ | ✓ | ✓ | ✓ | | ✓ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |

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| Paper BBA 302-18 Marketing Management | | | | | | | | | |
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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Explain the basics of marketing, selling, marketing mix and its core concepts. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: Describe the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies. | ✓ | ✓ | | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: Develop necessary skills for effective market segmentation, targeting and positioning | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 4: Illustrate various components of product mix, product life cycle and comprehend the new product development process. | ✓ | ✓ | | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: To develop an understanding of promotion mix and strategies for successful promotion | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BBA 303-18 COST AND MANAGEMENT ACCOUNTING | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand and differentiate between Cost accounting and management accounting. | | | ✓ | ✓ | ✓ | | Understanding | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO2: Make managerial decisions regarding make or buy, acceptance or rejection of export offers and continuation or shut down of plant. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |

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| CO3: Estimate the breakeven point of the firm. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO4: Understand and apply the concepts of budgetary control for better decision-making. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO5: Understand and estimate material, labour, overheads and sales variances for comparing planned with actual results. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
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| Paper BBA- 301-18 Production and Operation Man | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand ever growing importance of Production and Operations management in uncertain business environment. | ✓ | ✓ | ✓ | | ✓ | ✓ | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Gain an in-depth understanding of resource utilization of an organization. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Appreciate the unique challenges faced by firms in services and manufacturing. | ✓ | ✓ | ✓ | ✓ | ✓ | | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Understand the subject as a crucial part of functional management. | ✓ | ✓ | | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Develop skills to operate competitively in the current business scenario. | | | ✓ | ✓ | ✓ | ✓ | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| | | | | | | | | | |
| Paper BBASEC 301-18 IT Tools For Business | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |

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|---------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|------------|-----|--------------------------------------------|
| CO1: Develop understanding of computer fundamentals, functions and their classifications | | | | | ✓ | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Develop a clear understanding and knowledge about the functioning of a Computer software and window operating system | | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Demonstrate proficiency in Microsoft word & Excel. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Apply formatting and editing features to enhance worksheets. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Use styles, themes, and conditional formats to customize worksheets. | | | ✓ | ✓ | | | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
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Paper BMDP 302-18 Mentoring and Professional Development

| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
|-----------------------------------------------------------------|------|------|------|------|------|------|----------|-------------------------------------------|-------------------------------------------------------|
| CO1: Development of Overall Personality | | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 2: Development of Aptitude (Technical and General) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 3: Development of General Awareness (Current Affairs and GK) | ✓ | | | | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 4: Development of Communication Skills. | | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 5: Development of Presentation Skills. | | ✓ | ✓ | | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |

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| BBA- Fourth Semester | | | | | | | | | |
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| BBA 401-18 Business Research Methods Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Explain the objectives and process of conducting research and its application in business. | ✓ | ✓ | | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Analyse the different types of research design and experimental errors. | ✓ | ✓ | | | ✓ | ✓ | Analyse | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Understand various techniques of sampling and methods of data collection | ✓ | ✓ | | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Examine different types of scales and appraise about data preparation and analysis | ✓ | ✓ | ✓ | | ✓ | ✓ | Analyse | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Identify and prepare various types of reports. | | ✓ | ✓ | | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BBA 402-18 Human Resource Management Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: To explain the basics of Human Resource Management and analyse the evolution of HRM. | ✓ | ✓ | ✓ | ✓ | | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 2: To appraise various functions of HRM that facilitate employee hiring viz. human resource planning, job analysis recruitment and selection. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Evaluating | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 3: To understand the role of training, development, career planning and performance appraisal functions in human resource development. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |

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| CO 4: To analyze the functions of compensation management namely, wages and salary administration, incentives and fringe benefits. | ✓ | ✓ | ✓ | ✓ | | ✓ | Analyzing | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO 5: To comprehend the meaning and concept of industrial relations. | ✓ | ✓ | ✓ | ✓ | | | Understanding | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BBA 403-18 Financial Management | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Apply financial data for use in decision making by applying financial theory to problems faced by business enterprises. | ✓ | ✓ | | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO2: Apply foundational finance theories and to analyse a forecast using relevant data and to conduct preliminary measurement of leverage analysis. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO3: Apply time value of money techniques to various pricing and budgeting problems. | ✓ | ✓ | ✓ | | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO4: Apply modern techniques in capital budgeting analysis. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| CO5: Assess dividend policy's impacts on share prices and to understand the implications of Dividend decisions in financial decision making. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Understanding and Application | Yes | Case Discussions, Minor Exams, Business Quiz, End Term Exams |
| Paper BBAGE- 401 Entrepreneurship Development | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |

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| CO1: Describe the concept and theories of entrepreneurship and its role in economic development of nation. | 3 | 2 | 2 | | 2 | 2 | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Develop business plan and identify the reasons of failure of business plans. | 2 | 3 | 2 | 2 | 3 | 2 | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Illustrate the steps in starting MSME. | 3 | 3 | 2 | 2 | 3 | | Create | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Comprehend government policies and regulatory framework available in India to facilitate the process of entrepreneurial development. | 2 | 2 | | | 3 | 3 | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Identify different sources of finance for new enterprises and assess the role of financial institutions and various government schemes in entrepreneurial development. | | | 3 | 3 | 2 | 3 | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BBA SEC- 401 Business Ethics & Corporate Social Responsibility | | | | | | | | | |
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Explore the relationship between ethics and business across different cultural traditions | ✓ | ✓ | | | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Understand the relationship between ethics, morals and values in the workplace | ✓ | ✓ | ✓ | ✓ | | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Discuss the moral and social responsibility dimensions of corporate governance. | ✓ | | ✓ | | | ✓ | Analyze | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO4: Describe models of CSR in India. | ✓ | | ✓ | ✓ | | ✓ | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO5: Assess international framework for CSR. | | ✓ | ✓ | ✓ | ✓ | ✓ | Evaluate | Yes | Minor Exams, Business Quiz, End Term Exams |
| Paper BMPD 402-18 Mentoring and Professional Development | | | | | | | | | |

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| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
|-----------------------------------------------------------------|------|------|------|------|------|------|----------|-------------------------------------------|-------------------------------------------------------|
| CO1: Development of Overall Personality | | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 2: Development of Aptitude (Technical and General) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 3: Development of General Awareness (Current Affairs and GK) | ✓ | | | | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 4: Development of Communication Skills. | | ✓ | ✓ | ✓ | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |
| CO 5: Development of Presentation Skills. | | ✓ | ✓ | | ✓ | ✓ | Applying | Yes | Class Activities, Quiz, Presentations, Field Projects |

BBA- Fifth Semester

| Paper BBA 501-18 OPERATION RESEARCH | | | | | | | | | |
|----------------------------------------------------------------------------------|------|------|------|------|------|------|------------|-------------------------------------------|----------------------------------------------|
| Course Outcome | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | Skill | Focus on Employability / Entrepreneurship | Assessment Tools to Measure Attainment of CO |
| CO1: Understand the concept, approaches and applications of operations research. | ✓ | ✓ | | | ✓ | ✓ | Understand | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO2: Apply the methods of linear programming for decision making. | ✓ | ✓ | | ✓ | ✓ | ✓ | Apply | Yes | Minor Exams, Business Quiz, End Term Exams |
| CO3: Analyse transportation and assignment problems of business. | ✓ | ✓ | | ✓ | ✓ | ✓ | Analyze | Head Yes | Minor Exams, Business Quiz, End Term Exams |

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