

**Mapping of the courses to Employability / Entrepreneurship / Skill Development**

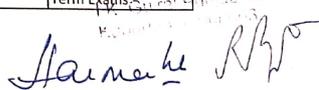
**BBA- First Semester**

**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									
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
<b>BTHU103/18 English Theory</b>									
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	✓	✓	✓		✓	✓				Minor Exams, Business Quiz, End Term Exams
<b>BTHU104/18 English Practical</b>										
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	
<b>Paper HVPE 101-18 Human Values, De-Addiction and Traffic Rules</b>										
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		
<b>Paper HVPE 102-18 Human Values, De-Addiction and Traffic Rules (Lab/ Seminar)</b>										
<b>Course Outcome</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>Skill</b>	<b>Focus on Employability / Entrepreneurship</b>	<b>Assessment Tools to Measure Attainment of CO</b>	
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	
<b>Paper BMPD 102-18 Mentoring and Professional Development</b>										

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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- 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
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
<b>Paper BBA-202-18 Business Environment</b>									
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
<b>BBAGE 201-18 Managerial Economics-II</b>									
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**

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 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									
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
<b>Paper BBA- 301-18 Production and Operation Man</b>									
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
<b>Paper BBASEC 301-18 IT Tools For Business</b>									
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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BBA- Fourth Semester									
BBA 401-18 Business Research Methods	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: 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	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 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
<b>Paper BBA 403-18 Financial Management</b>									
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
<b>Paper BBAGE- 401 Entrepreneurship Development</b>									
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
<b>Paper BBA SEC- 401 Business Ethics &amp; Corporate Social Responsibility</b>									
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
<b>Paper BMPD 402-18 Mentoring and Professional Development</b>									

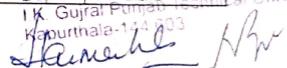
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Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Development of Overall Personality		√	√	√	√	√	Applying	Yes	Class Activities, Quiz, Presentations, Field Projects
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	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
<b>BBA 502-18 Mercantile Law</b>									
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
<b>Paper BBA 511-18 Consumer Behaviour</b>									
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
<b>Paper BBA 512-18 Advertising and Sales Management</b>									
<b>Course Outcome</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>Skill</b>	<b>Focus on Employability / Entrepreneurship</b>	<b>Assessment Tools to Measure Attainment of CO</b>
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
<b>BBA 521-18 Corporate Accounting</b>									

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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 accounting of issue of shares and debentures.	√	√					Understand	Yes	Minor Exams, Business Quiz, End Term Exams
CO2: To understand the final accounts of company form of organization.							Understand	Yes	Minor Exams, Business Quiz, End Term Exams
CO3: To get an overview of financial reporting of financial institutions		√	√		√	√	Understand	Yes	Minor Exams, Business Quiz, End Term Exams
CO4: To understand the accounting treatment for amalgamation.							Understand	Yes	Minor Exams, Business Quiz, End Term Exams
CO5: To understand the accounting for liquidation of the company.		√	√				Understand	Yes	Minor Exams, Business Quiz, End Term Exams

BBA 522-18 Financial Markets and Services									
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 system and their importance.	√				√		Understand	Yes	Minor Exams, Business Quiz, End Term Exams
CO2: To know the structure of Financial Markets.	√						Analyze	Yes	Minor Exams, Business Quiz, End Term Exams
CO3: To develop basic understanding of derivatives and currency markets.			√		√		Understand	Yes	Minor Exams, Business Quiz, End Term Exams
CO4: To understand the importance and role of Primary and Secondary markets.		√					Understand	Yes	Minor Exams, Business Quiz, End Term Exams
CO5: To understand the role and types of Financial Services	√						Understand	Yes	Minor Exams, Business Quiz, End Term Exams

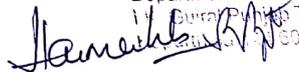
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CO6: To understand structure and system of leasing, mutual funds, credit rating, credit cards.								Understand		
<b>Paper BBA 531-18 Industrial Relations &amp; Labour Law</b>										
Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6		Skill	Focus on 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

<b>Paper BBA 532-18 Organisation Change &amp; Development</b>										
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
<b>Paper BMPD 502-18 Mentoring and Professional Development</b>									
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
<b>BBA- Sixth Semester</b>									
<b>Paper BBA 601-18 Strategy Management</b>									
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
<b>BBA 602-18 Company Law</b>									
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
<b>Paper BBA 611-18 Services Marketing</b>									

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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 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
<b>BBA 612-18 Retailing and Logistics Management</b>									
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
<b>Paper BBA 621-18 Personal Financial Planning</b>									
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
<b>Paper BBA 622-18 Direct and Indirect Tax Laws</b>									
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
<b>Paper BBA 631-18 Training and Development</b>									
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									
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

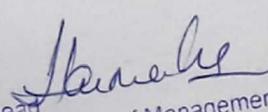
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### Mapping of the courses to Employability / Entrepreneurship / Skill Development

#### 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

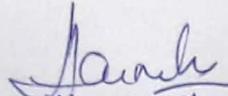
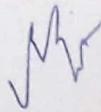
  
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CO6: Understand basic concepts of macroeconomics and shall be able to measure national income using different approaches.			√	√			Evaluate	Yes	Minor Exams, Buisness Quiz, End Term Exams

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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

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Paper MBA 103-18 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
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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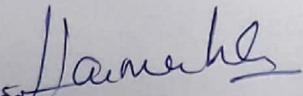
<b>Paper MBA 105-18 Business Environment and Indian Economy</b>									
Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO 1: Outline how an entity operates in a complex business environment.		√			√	√	Understand	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		
<b>Paper MBA 106-18 Business Ethics and Corporate Social Responsibility</b>									
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									
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**

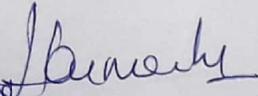
Paper MBA 201-18 Business Analytics for Decision Making									
Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: To have a deeper and rigorous understanding of fundamental concepts in business decision making 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									
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, Business Quiz, End Term Exams
CO 2: Students shall be able to identify the fundamental legal principles behind contractual agreements.	√		√		√	√	Apply	Yes	Minor Exams, Business Quiz, End Term Exams
CO 3: Students shall be able to understand the legal provisions of sales of goods.		√	√	√		√	Understand	Yes	Minor Exams, Business 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, Business 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, Business 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, Business 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, Business 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, Business Quiz, End Term Exams
CO 3: To equip the students with necessary skills for effective market segmentation, targeting and positioning	√	√	√		√		Applying	Yes	Minor Exams, Business 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, Business Quiz, End Term Exams
CO 5: To develop an understanding of promotion mix and strategies for successful promotion	√	√	√	√	√	√	Understanding	Yes	Minor Exams, Business Quiz, End Term Exams
CO 6: To gain knowledge about the emerging trends in marketing and pyramid marketing.	√		√				Understanding	Yes	Minor Exams, Business Quiz, End Term Exams

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<b>Paper MBA 204-18 Human Resource Management</b>									
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
<b>Paper MBA 205-18 Production and Operations Management</b>									
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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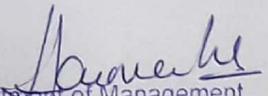
<b>Paper MBA 206-18 Corporate Finance and Indian Financial System</b>									
Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1- To explain the evolution, objectives and functions of corporate finance and interface 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
<b>Paper MBA 207-18 Entrepreneurship and Project Management</b>									
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									
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 Orngaizational 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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CO 6: To interpret the effect of political climate (conflict, power and politics) on human behaviour.	v	v		v		v	Evaluating	Yes	Minor Exams, Business Quiz, End Term Exams

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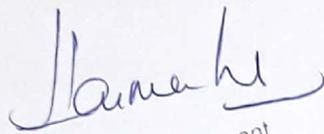
MBA 302- 18 Marketing Research									
Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Understand the process of marketing research and its application in managerial decision making	√	√	√				Understand	Yes	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									
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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<b>Paper MBA 912-18 Management of Financial Services</b>									
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
<b>Electives Group C- Human Resource Mangement</b>									
<b>Paper MBA 931-18 Organizational Change and Development</b>									
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									
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
<b>HYPE-101-18 Human Values ,De-addiction and Traffic Rules</b>									
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

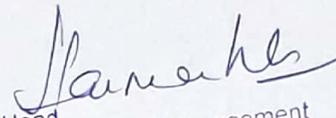
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HYPE-102-18 Human Values ,De-addiction and Traffic Rules (Lab/Seminar)									
Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: To develop the ability to 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 texual 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 towrads Global Corporate Culture and Functions	√	√	√	√	√		Evaluate	Yes	Training Report , Presentation and regular interaction with Academic Guide
CO3: To apply knowledge towards identifying career oppourtunities 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 oppourtunities.	√	√	√	√			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 sensivity 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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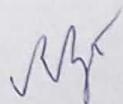
<b>MBA 924-18 Retail Management</b>									
Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Understand opportunities and challenges in retail management and retail management decision process.	√	√	√	√		√	Understand	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
<b>Paper MBA 925-18-International and Social Media Marketing</b>									
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
<b>Paper MBA 926-18 Product and Brand Management</b>									

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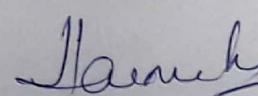
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Course Outcome	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	Skill	Focus on Employability / Entrepreneurship	Assessment Tools to Measure Attainment of CO
CO1: Understand what a product is, the various levels which make it up, and different types of products.	√	√					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									
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									
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
<b>Paper MBA 936-18 Performance and Compensation Management</b>									
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
<b>Paper MBA 403-18 Workshop on Indian Ethos</b>									
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

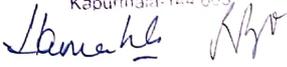
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**Mapping of the courses to Employability / Entrepreneurship / Skill Development**

**Ph.D Coursework**

Mapping of the courses to Employability / Entrepreneurship / Skill Development									
Ph.D Coursework									
Paper PHD 901 Research Methodology	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									
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
<b>Paper PHD 902 Accounting and Finance</b>									
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									
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
<b>Paper PHD 906: Human Values and Professional Ethics</b>										
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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*Hameed N*