



ADITYA ENGINEERING COLLEGE

An Autonomous Institution

Approved by AICTE • Permanently Affiliated to JNTUK • Accredited by NAAC with 'A' Grade
Recognised by UGC under sections 2(f) and 12(B) of UGC Act, 1956

Aditya Nagar, ADB Road, Surampalem - 533437, Near Kakinada, E.G.Dt., Ph:99498 76662

Department of Management Studies

MBA - AR17 - Course Articulation Matrix

Note: Correlation Levels are 1 or 2 or 3. Where 1- Slight(Low), 2 - Moderate(Medium), 3 - Substantial (High).

CO Statements		POs											PSOs		
I SEM															
Course Code	174MB1T01 -PRINCIPLES OF MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Interpret basic concepts and theories of management.	3	-	-	-	-	-	-	-	-	3	3	-	-	-
CO2	Outline plans and different organization structures.	3	-	-	-	-	-	-	-	-	3	3	1	-	-
CO3	Classify different leadership styles in cross cultural environment.	2	-	-	-	-	-	-	-	-	3	2	2	-	-
CO4	Develop rationale decision making and Problem solving abilities.	3	-	-	-	-	-	-	-	-	3	3	2	-	-
CO5	Cite contemporary issues and approaches to management.	2	-	-	-	-	-	-	-	-	3	2	3	-	-
Course Code	174MB1T02 - MANAGERIAL ECONOMICS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Prepare independently different accounting statements.	-	2	-	1	-	3	-	-	-	3	-	3	-	-
CO2	Prepare and analyze financial statement and reportsindependently.	-	2	-	1	-	3	-	-	-	3	-	3	-	-
CO3	Analyze cost accounting concepts.	-	3	-	2	-	3	-	-	-	3	-	2	-	-
CO4	Interpret Cost behaviour and Decision making methods.	-	2	-	1	-	3	-	-	-	3	-	3	-	-
Course Code	174MB1T03 - ACCOUNTING FOR MANAGERS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Prepare independently different accounting statements.	-	2	-	1	-	3	-	-	-	3	-	3	-	-
CO2	Prepare and analyze financial statement and reportsindependently.	-	2	-	1	-	3	-	-	-	3	-	3	-	-
CO3	Analyze cost accounting concepts.	-	3	-	2	-	3	-	-	-	3	-	2	-	-
CO4	Interpret Cost behaviour and Decision making methods.	-	2	-	1	-	3	-	-	-	3	-	3	-	-

	CO Statements	POs											PSOs		
Course Code	174MB1T04 - MANAGERIAL COMMUNICATION & SOFT SKILLS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Identify the basic concepts and mechanics of Oral and Written Communication.	-	-	-	-	-	-	3	-	3	-	-	2	-	1
CO2	Identify different types of organizational communication.	-	-	-	-	-	-	3	-	3	-	-	2	-	1
CO3	Generalize how to Manage Interpersonal Communication.	-	-	1	1	-	-	3	-	3	-	-	3	-	2
CO4	Develop business writing skills.	-	-	1	1	-	-	3	-	3	-	-	3	-	2
CO5	Articulate Communication and make presentations independently.	-	-	1	1	-	-	3	-	3	-	-	3	-	2
Course Code	174MB1T05 - BUSINESS ENVIRONMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Demonstrate understanding about variables in Business Environment	-	2	-	-	-	3	-	-	-	-	-	-	-	2
CO2	Generalize Indian Economy and its importance in Business Management.	-	1	-	-	-	2	-	-	-	-	-	-	-	1
CO3	Identify sources of government revenue and expenditure.	-	1	-	-	-	2	-	-	-	-	-	-	-	1
CO4	Demonstrate Knowledge on Indian Business regulatory Environment.	-	1	-	-	-	2	-	-	-	-	-	-	-	1
CO5	Interpret Indian trade policy.	-	2	-	-	-	3	-	-	-	-	-	-	-	2
Course Code	174MB1T06 - QUANTITATIVE ANALYSIS FOR BUSINESS DECIS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Classify basic concepts and mechanics of quantitative Techniques.	3	3	-	2	-	3	-	-	3	-	-	3	3	-
CO2	Transfer organizational problems into Research models for seeking optimal solutions to business problems.	3	2	-	1	-	3	-	-	3	-	-	3	2	-
CO3	Use and understand different mathematical models.	3	2	-	1	-	3	-	-	3	-	-	3	2	-
CO4	Use different transportation models and knows how to assign task.	3	2	-	1	-	3	-	-	3	-	-	3	2	-

CO Statements		POs											PSOs		
CO5	Develop network diagrams and determine optimal duration required to complete projects.	3	2	-	1	-	3	-	-	3	-	-	3	2	-
Course Code	174MB1L01 - INFORMATION TECHNOLOGY –LAB	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Cite various software’s used for business.	2	-	-	-	-	-	3	-	3	-	2	-	1	-
CO2	Develop different financial models by using software.	3	-	1	1	-	-	3	-	3	-	3	-	2	-
CO3	Use different data presentation techniques.	3	-	1	1	-	-	3	-	3	-	3	-	2	-
CO4	Sketch Charts, Flow diagrams TQM methodologies.	3	-	1	1	-	-	3	-	3	-	3	-	2	-
II SEM															
Course Code	174MB2T07 - FINANCIAL MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Illustrate concepts of financial management.	2	-	-	-	-	2	-	-	-	3	-	2	-	-
CO2	Interpret financial and Investment decisions in organizations.	3	-	-	1	-	3	-	-	-	3	-	3	-	-
CO3	Cite different dividend policies in Indian corporate sector.	2	-	-	-	-	2	-	-	-	3	-	2	-	-
CO4	Choose the appropriate techniques in inventory management.	3	-	-	1	-	3	-	-	-	3	-	3	-	-
Course Code	174MB2T08 - HUMAN RESOURCE MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Cite evolution and emerging trends of HRM.	2	-	-	-	-	-	-	-	-	3	-	2	-	1
CO2	Critically analyze HRD concepts.	3	-	-	2	-	-	-	-	-	3	-	3	-	3
CO3	List different appraisal and wage payment systems.	3	-	-	2	-	-	-	-	-	3	-	3	-	3
CO4	Evaluate incentive payment system and welfare measures given to employees.	3	-	-	2	-	-	-	-	-	3	-	3	-	3

CO Statements		POs											PSOs			
CO5	Interpret industrial relations in organization.	3	-	-	1	-	-	-	-	-	-	3	-	3	-	2
Course Code	174MB2T09 - MARKETING MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Interpret basic concepts of marketing.	3	-	1	-	-	3	-	-	-	-	-	3	-	-	
CO2	Classify markets into segments and known how to target market.	3	-	2	-	-	3	-	-	-	-	-	3	-	-	
CO3	Apply different pricing strategies.	3	-	1	-	-	3	-	-	-	-	-	3	-	-	
CO4	Analyze communication process and control activities in marketing.	3	-	2	-	-	3	-	-	-	-	-	3	-	-	
Course Code	174MB2T10 - PRODUCTION & OPERATIONS MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Interpret basic concepts of production and operation management.	-	2	-	-	-	3	-	-	-	-	3	3	2	-	
CO2	Outline production planning and control activities in production.	-	3	-	-	-	3	-	-	-	-	3	3	3	-	
CO3	Sketch quality control charts and known how to manage work environment.	-	2	-	-	-	3	-	-	-	-	3	3	2	-	
CO4	Identify different concepts and dimensions of quality.	-	1	-	-	-	2	-	-	-	-	2	2	1	-	
CO5	Classify stock in stores by using different inventory methods.	-	3	-	-	-	3	-	-	-	-	3	3	3	-	
Course Code	174MB2T11 - BUSINESS RESEARCH METHODS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Formulate and test hypotheses.	-	2	1	1	-	-	-	-	-	-	-	3	-	2	
CO2	Classify data and use different sampling techniques.	-	3	2	2	-	-	-	-	-	-	-	3	-	3	
CO3	Preparation and Presentation of Research Report.	-	2	1	1	-	-	-	-	-	-	-	3	-	2	

	CO Statements	POs											PSOs			
CO4	Chart different quality control limits.	-	2	1	1	-	-	-	-	-	-	-	-	3	-	2
CO5	Use multivariate techniques and analyze dependence and independence of samples.	-	2	1	1	-	-	-	-	-	-	-	-	3	-	2
Course Code	174MB2T12 - ORGANIZATIONAL BEHAVIOR	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Identify the basic concepts of organizational behavior.	-	1	-	-	-	-	-	-	-	-	-	2	-	-	
CO2	Enumerate the importance of leadership, attitude and values in organization.	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
CO3	Develop his personality, decision making abilities and interpersonal communication skills.	-	2	1	1	-	-	-	-	-	-	-	3	-	-	
CO4	Generalize organizational culture and development.	-	1	-	-	-	-	-	-	-	-	-	2	-	-	
III SEM																
Course Code	174MB3T13 - STRATEGIC MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Determine the meaning of Vision and Mission statements of organizations	3	-	3	-	-	-	-	-	-	3	1	3	-	-	
CO2	Outline environmental scanning process, strategic leadership and strategic a	2	-	3	-	-	-	-	-	-	2	2	2	-	-	
CO3	Correlate strategy formulation with developments in markets	2	-	3	-	-	-	-	-	-	2	2	2	-	-	
CO4	Determine the factors necessary for strategy implementation.	3	-	3	-	-	-	-	-	-	3	1	3	-	-	
CO5	Focus on qualitative and quantitative measures used in strategic control.	2	-	3	-	-	-	-	-	-	2	2	2	-	-	
Course Code	174MB3T14 - LEGAL ASPECTS OF BUSINESS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Describe importance of commercial law	2	-	3	-	-	1	-	-	-	2	-	2	1	-	
CO2	Explain the various factors influencing sale of goods act.	2	-	3	-	-	1	-	-	-	2	-	2	1	-	

	CO Statements	POs											PSOs		
CO3	Appraise contract of agency and Negotiable Instruments Act, 1881	3	-	3	-	-	3	-	-	-	3	2	3	3	-
CO4	Compare and contrast Indian partnership Act	3	-	3	-	-	3	-	-	-	3	2	3	3	-
CO5	Research on Company Act 1956 and its applicability	2	-	3	-	-	1	-	-	-	2	-	2	1	-
Course Code	174MB3T15 - BUSINESS ETHICS AND CORPORATE GOVERNANCE	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning of Business Ethics and Corporate Governance	2	-	-	-	-	-	-	-	-	2	-	2	-	-
CO2	Explain the importance of globalization on Business ethics.	2	-	-	-	-	-	-	-	-	2	-	2	-	-
CO3	Distinguish ethics in HRM, Finance and Marketing	3	-	-	-	2	-	-	-	-	3	2	3	-	-
CO4	Compare and contrast the practical applications of corporate governance.	3	-	-	-	2	-	-	-	-	3	2	3	-	-
CO5	Research corporate governance issues in Indian context.	2	-	-	-	-	-	-	-	-	2	-	2	-	-
Course Code	174HR3E01 - LEADERSHIP MANAGEMENT (ELECTIVE - I)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Determine the meaning of Leadership and its importance.	3	-	-	-	1	-	-	-	-	3	1	3	-	2
CO2	Outline motivational theories and cultural dimensions	2	-	-	-	2	-	-	-	-	2	2	2	-	3
CO3	Correlate leadership with learning and attitude.	2	-	-	-	2	-	-	-	-	2	2	2	-	3
CO4	Determine the factors necessary developing leadership.	3	-	-	-	1	-	-	-	-	3	1	3	-	2
CO5	Focus on leadership styles in other countries.	3	-	-	-	2	-	-	-	-	3	2	2	-	3
Course Code	174HR3E02 - COMPENSATION AND REWARD MANAGEMENT (ELECTIVE - II)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concept of compensation management	2	-	3	-	-	-	-	-	-	2	-	2	-	1

	CO Statements	POs											PSOs			
CO2	Explain the concepts of job evaluation	2	-	3	-	-	-	-	-	-	-	2	-	2	-	1
CO3	Distinguish the concepts of wage and salary	3	-	3	-	2	-	-	-	-	3	2	3	-	3	
CO4	Compare and contrast the practical applications of control systems for labor	3	-	3	-	2	-	-	-	-	3	2	3	-	3	
CO5	Research pay structures and tax planning in Indian context.	2	-	3	-	-	-	-	-	-	2	-	2	-	1	
Course Code	174HR3E03 - PERFORMANCE MANAGEMENT (ELECTIVE - III)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Describe basic concepts in performance management.	1	-	-	1	-	-	-	-	-	1	-	2	-	1	
CO2	Illustrate the tools and techniques of performance management	1	-	-	1	-	-	-	-	-	1	-	2	-	1	
CO3	Relate the various rating techniques existing in the performance appraisal.	3	-	-	2	1	-	-	-	-	3	1	3	-	2	
CO4	Articulate various approaches related to the decision making abilities involving	3	-	-	2	1	-	-	-	-	3	1	3	-	2	
Course Code	174HR3E04 -STRATEGIC HUMAN RESOURCE MANAGEMENT (ELECTIVE - IV)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Describe the meaning and concept of Strategic human resource management	2	-	3	-	-	1	-	-	-	2	-	2	-	1	
CO2	Explain the concepts of strategic human resource planning	2	-	3	-	-	1	-	-	-	2	-	2	-	1	
CO3	Distinguish the concepts of strategy implementation.	3	-	3	-	-	3	-	-	-	3	2	3	-	3	
CO4	Compare and contrast Human resource development strategies at various levels	3	-	3	-	-	3	-	-	-	3	2	3	-	3	
CO5	Research different human resource evaluation systems.	2	-	3	-	-	1	-	-	-	2	-	2	-	1	

	CO Statements	POs											PSOs		
Course Code	174FI3E01 -SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (ELECTIVE - I)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Identify various concepts of Security Analysis and Portfolio Management.	3	-	-	-	-	2	-	-	-	3	1	3	-	-
CO2	Explain the process of Investment alternatives and Stock Exchange operation	3	-	-	-	-	2	-	-	-	3	1	2	-	-
CO3	Determine the bond valuation its risks and returns.	2	-	-	-	-	2	-	-	-	3	1	2	-	-
CO4	Analyze the importance of investment decisions by using Fundamental and	3	-	-	-	-	3	-	-	-	3	2	3	-	-
CO5	Analyze the portfolios and Mutual Funds.	3	-	-	-	-	3	-	-	-	3	2	2	-	-
Course Code	174FI3E02 -BANKING AND INSURANCE (ELECTIVE - II)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concept of Banking and Insurance	2	-	3	-	-	1	-	-	-	-	-	2	-	1
CO2	Explain the concepts of lending, loans, NPAs	2	-	3	-	-	1	-	-	-	-	-	2	-	1
CO3	Distinguish the concepts of regulation and innovation in banking system	3	-	3	-	2	3	-	-	-	-	2	3	-	3
CO4	Compare and contrast Insurance and risk management.	3	-	3	-	2	3	-	-	-	-	2	3	-	3
CO5	Research on life insurance and general insurance.	2	-	3	-	-	1	-	-	-	-	-	2	-	1
Course Code	174FI3E03 - ADVANCED MANAGEMENT ACCOUNTING (ELECTIVE - III)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concept of Management accounting	2		3		-	1			2		-	2	-	1
CO2	Explain the concepts of comparative analysis and depreciation models	2		3		-	1			2		-	2	-	1
CO3	Distinguish different budgets.	3		3		2	3			3		2	3	-	3
CO4	Compare and contrast marginal costs.	3		3		2	3			3		2	3	-	3

	CO Statements	POs											PSOs		
CO5	Research on standard costing models.	2		3		-	1			2		-	2	-	1
Course Code	174FI3E04 - STRATEGIC FINANCIAL MANAGEMENT (ELECTIVE - IV)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concept of strategic financial management and co	2	-	3	-	-	1	-	-	2	-	-	2	-	1
CO2	Explain the concepts of corporate financial strategies	2	-	3	-	-	1	-	-	2	-	-	2	-	1
CO3	Distinguish between net present value and rate of return.	3	-	3	-	2	3	-	-	3	-	2	3	-	3
CO4	Compare and contrast corporate financial engineering concepts.	3	-	3	-	2	3	-	-	3	-	2	3	-	3
CO5	Research on corporate restructuring.	2	-	3	-	-	1	-	-	2	-	-	2	-	1
Course Code	174MA3E01 - CONSUMER BEHAVIOR (ELECTIVE - I)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Understand the concept of Consumer Behavior.	2	-	-	-	-	-	2	-	-	2	1	3	1	-
CO2	Understand the concept of perception, motivation, and personality in organi	2	-	-	-	-	-	2	-	-	2	2	2	1	-
CO3	Articulate consumerism and consumer protection Act 1986.	3	-	-	-	-	-	3	-	-	3	2	2	2	-
CO4	Appraise the importance of communication with consumer behavior.	3	-	-	-	-	-	3	-	-	3	1	3	3	-
Course Code	174MA3E02 - RETAIL MANAGEMENT (ELECTIVE - II)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe basic concepts in retail management.	2	-	-	-	-	-	-	-	2	2	-	3	-	1
CO2	Describe the strategies existing in the retail management.	2	-	-	-	-	-	-	-	2	2	-	2	-	1
CO3	Discuss about the different opportunities available in selecting a location.	2	-	-	-	-	-	-	-	2	2	-	2	-	1

CO Statements		POs											PSOs			
CO4	Discuss about the different store layouts & designs existing in the retail ma	2	-	-	-	-	-	-	-	-	2	2	-	3	-	1
CO5	Explain the various pricing approaches available in the retail marketing	3	-	-	-	-	-	-	-	-	3	3	1	2	-	3
Course Code	174MA3E03 - CUSTOMER RELATIONSHIP MANAGEMENT (ELECTIVE - III)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Identify the basic concepts of CRM.	2	-	-	1	-	-	-	-	-	2	-	3	-	-	
CO2	Explain the importance of integrating CRM into the business strategy.	2	-	-	1	-	-	-	-	-	2	-	2	-	-	
CO3	Predict the various marketing aspects of CRM.	3	-	-	2	-	-	-	-	-	3	1	2	-	-	
CO4	Analyze the various analytical CRM strategies and their impact on custome	3	-	-	3	-	-	-	-	-	3	2	3	-	-	
CO5	Analyze the various strategies and issues of implementing operational CRM	3	-	-	3	-	-	-	-	-	3	2	2	-	-	
Course Code	174MA3E04 - STRATEGIC MARKETING MANAGEMENT (ELECTIVE - IV)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Describe the meaning and concept of strategic marketing management	2	-	3	-	-	1	-	-	2	-	-	2	-	1	
CO2	Explain the strategic marketing management models	2	-	3	-	-	1	-	-	2	-	-	2	-	1	
CO3	Distinguish between different strategic marketing techniques	3	-	3	-	2	3	-	-	3	-	2	3	-	3	
CO4	Compare and contrast strategic marketing environment.	3	-	3	-	2	3	-	-	3	-	2	3	-	3	
CO5	Research on new product developments in Indian context.	2	-	3	-	-	1	-	-	2	-	-	2	-	1	
IV SEM																
Course Code	174MB4T16 -LOGISTICS AND SUPPLY CHAIN MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Describe the meaning and concepts of supply chain management	2					1	2			2	-	2	-	1	

CO Statements		POs											PSOs		
CO2	Explain the importance of measuring logistics costs and performance.	2					1	2			2	-	2	-	1
CO3	Distinguish logistic and supply chain relationships.	3					3	3			3	2	3	-	3
CO4	Compare and contrast Sourcing, Transporting and Pricing Products.	3					3	3			3	2	3	-	3
CO5	Research on managing global	2					1	2			2	-	2	-	1
Course Code	174MB4T17 -ENTREPRENEURSHIP DEVELOPMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concepts of entrepreneurship development	2	-	-	-	-	1	2	-	-	2	-	2	-	1
CO2	Explain the importance of training in Entrepreneurship development.	2	-	-	-	-	1	2	-	-	2	-	2	-	1
CO3	Distinguish between planning and evaluation of projects.	3	-	-	-	-	3	3	-	-	3	2	3	-	3
CO4	Compare and contrast Small and Micro Enterprises.	3	-	-	-	-	3	3	-	-	3	2	3	-	3
CO5	Research on Institutional Support to Entrepreneur and MSMEs.	2	-	-	-	-	1	2	-	-	2	-	2	-	1
Course Code	174HR4E01 -ORGANIZATIONAL DEVELOPMENT & CHANGE MANAGEMENT (ELECTIVE - V)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concepts of change and development	2	-	3	-	-	1	-	-	-	2	-	2	1	-
CO2	Explain the importance of mapping change	2	-	3	-	-	1	-	-	-	2	-	2	1	-
CO3	Distinguish between organizational development and change	3	-	3	-	2	3	-	-	-	3	2	3	3	-
CO4	Compare change management strategies in organizations.	3	-	3	-	2	3	-	-	-	3	2	3	3	-
CO5	Research on team building.	2	-	3	-	-	1	-	-	-	2	-	2	1	-
Course Code	174HR4E02 -Global HRM (ELECTIVE - VI)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concept of welfare	2	-	3	-	-	-	-	-	2	2	-	2	-	-

CO Statements		POs											PSOs			
CO2	Explain legislations relating to industrial relations	2	-	3	-	-	-	-	-	-	2	2	-	2	-	-
CO3	Distinguish wage and social security legislations	3	-	3	-	2	-	-	-	-	3	3	2	3	-	-
CO4	Compare labour welfare in Indian organizations.	3	-	3	-	2	-	-	-	-	3	3	2	3	-	-
CO5	Research on labour welfare programs in India and contribution of CBWE.	2	-	3	-	-	-	-	-	-	2	2	-	2	-	-
Course Code	174HR4E03 -LABOR WELFARE & LEGISLATION (ELECTIVE - VII)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Interpret basic concepts and theories of management.	3	-	-	-	-	-	-	-	-	3	3				
CO2	Outline plans and different organization structures.	3	-	-	-	-	-	-	-	-	3	3	1	-	-	
CO3	Classify different leadership styles in cross cultural environment.	2	-	-	-	-	-	-	-	-	3	2	2	-	-	
CO4	Develop rationale decision making and Problem solving abilities.	3	-	-	-	-	-	-	-	-	3	3	2	-	-	
CO5	Cite contemporary issues and approaches to management.	2	-	-	-	-	-	-	-	-	3	2	3	-	-	
Course Code	174HR4E04 -MANAGEMENT OF INDUSTRIAL RELATIONS (ELECTIVE - VIII)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Describe the meaning and concepts of industrial relations.	2	-	3	-	-	1	-	-	-	2	-	2	1	-	
CO2	Explain about contribution of Trade unions in managing industrial relations	2	-	3	-	-	1	-	-	-	2	-	2	1	-	
CO3	Classify different leadership styles in cross cultural environment.	3	-	3	-	2	3	-	-	-	3	2	3	3	-	
CO4	Distinguish between various factors affecting quality of work life	3	-	3	-	2	3	-	-	-	3	2	3	3	-	
CO5	Research on employee grievances and its causes.	2	-	3	-	-	1	-	-	-	2	-	2	1	-	

	CO Statements	POs											PSOs		
Course Code	174FI4E01 -FINANCIAL MARKETS AND SERVICES (ELECTIVE - V)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concepts of financial markets	2	-	3	-	-	1	-	-	-	2	-	2	-	1
CO2	Explain the importance of financial services and banks.	2	-	3	-	-	1	-	-	-	2	-	2	-	1
CO3	Distinguish venture capital and types of leases	3	-	3	-	2	3	-	-	-	3	2	3	-	3
CO4	Compare credit rating and factoring in Indian context.	3	-	3	-	2	3	-	-	-	3	2	3	-	3
CO5	Research on mutual funds.	2	-	3	-	-	1	-	-	-	2	-	2	-	1
Course Code	174FI4E02 -GLOBAL FINANCIAL MANAGEMENT (ELECTIVE - VI)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concepts of global financial management	2	-	3	-	-	1	-	-	-	2	-	2	-	-
CO2	Explain about Management of Exchange and Interest Rates Exposure.	2	-	3	-	-	1	-	-	-	2	-	2	-	-
CO3	Distinguish Management of Global Business Operations and Practices with	3	-	3	-	2	3	-	-	-	3	2	3	-	-
CO4	Compare international investment decisions.	3	-	3	-	2	3	-	-	-	3	2	3	-	-
CO5	Research on global indebtedness.	2	-	3	-	-	1	-	-	-	2	-	2	-	-
Course Code	174FI4E03 - RISK MANAGEMENT (ELECTIVE - VII)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concepts of risk management.	2	-	-	1	-	1	-	-	-	2	-	2	1	-
CO2	Explain about issues in measurement of risk	2	-	-	1	-	1	-	-	-	2	-	2	1	-
CO3	Distinguish between various factors affecting management and measurement	3	-	-	3	2	3	-	-	-	3	2	3	3	-
CO4	Compare Regulatory and Other Issues in Risk Management.	3	-	-	3	2	3	-	-	-	3	2	3	3	-

CO Statements		POs											PSOs		
CO5	Research on Important Concepts of Risk Management.	2	-	-	1	-	1	-	-	-	2	-	2	1	-
Course Code	174FI4E04 - TAX MANAGEMENT (ELECTIVE - VIII)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concepts of Direct and Indirect Taxes.	2	-	3	-	-	-	-	-	-	2	-	2	-	1
CO2	Explain about issues in Tax management.	2	-	3	-	-	-	-	-	-	2	-	2	-	1
CO3	Distinguish between various factors affecting CENVAT and other Tax man	3	-	3	-	2	-	-	-	-	3	2	3	-	3
CO4	Compare Tax Planning in Indian context with other countries	3	-	3	-	2	-	-	-	-	3	2	3	-	3
CO5	Research on Multinational Taxation	2	-	3	-	-	-	-	-	-	2	-	2	-	1
Course Code	174MA4E01 - SERVICES MARKETING (ELECTIVE - V)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concept Services Marketing	2	-	-	-	-	-	-	-	-	2	-	2	-	-
CO2	Explain the importance of Services Marketing.	2	-	-	-	-	-	-	-	-	2	-	2	-	-
CO3	Distinguish between factors affecting Management of Services Marketing	3	-	-	-	2	-	-	-	-	3	2	3	-	-
CO4	Compare Service Marketing Practices.	3	-	-	-	2	-	-	-	-	3	2	3	-	-
CO5	Research on Service Marketing Practices.	2	-	-	-	-	-	-	-	-	2	-	2	-	-
Course Code	174MA4E02 - PROMOTIONAL AND DISTRIBUTION MANAGEMENT (ELECTIVE - VI)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning of Promotional Management	2	-	-	-	-	-	2	2	-	2	-	2	-	1
CO2	Explain the importance of Distribution Management.	2	-	-	-	-	-	2	2	-	2	-	2	-	1
CO3	Distinguish Marketing Channels used for promotion and distributionmanag	3	-	-	-	2	-	3	3	-	3	2	3	-	3

	CO Statements	POs											PSOs		
CO4	Compare Channel Institutions and Designing Channel System.	3	-	-	-	2	-	3	3	-	3	2	3	-	3
CO5	Research on Ethical and Social Issues in Distribution Management.	2	-	-	-	-	-	2	2	-	2	-	2	-	1
Course Code	174MA4E03 - GLOBAL MARKETING MANAGEMENT (ELECTIVE - VII)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning of Global Marketing Management	2	-	-	-	-	-	2	2	-	2	-	2	1	-
CO2	Explain the importance of International marketing strategy	2	-	-	-	-	-	2	2	-	2	-	2	1	-
CO3	Distinguish Global Product & Price management from that of domestic ma	3	2	-	-	2	-	3	3	-	3	2	3	3	-
CO4	Compare Global Marketing Channels and Promotion for global markets wi	3	2	-	-	2	-	3	3	-	3	2	3	3	-
CO5	Research on Export procedures and documents.	2	-	-	-	-	-	2	2	-	2	-	2	1	-
Course Code	174MA4E04 - SUPPLY CHAIN MANAGEMENT (ELECTIVE - VIII)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning of Supply Chain Management	2	-	-	-	-	-	2	2	2	2	-	2	-	1
CO2	Explain the importance of Supply Chain Management.	2	-	-	-	-	-	2	2	2	2	-	2	-	1
CO3	Distinguish Customer Relationship Management in business	3	2	-	-	2	-	3	3	3	3	2	3	-	3
CO4	Compare strategies that can be used for Sustaining Competitive Advantage.	3	2	-	-	2	-	3	3	3	3	2	3	-	3
CO5	Research on International Supply Chain Management	2	-	-	-	-	-	2	2	2	2	-	2	-	1