



ADITYA ENGINEERING COLLEGE

An Autonomous Institution

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Recognised by UGC under sections 2(f) and 12(B) of UGC Act, 1956

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Department of Management Studies

MBA -AR19 - 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	194MB1T01 -MANAGEMENT AND ORGANIZATIONAL BEHAVIOR	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Interpret basic concepts and theories of management, social responsibilities of business, decision making.	3	-	-	-	-	-	-	-	-	3	3	1	-	-	
CO2	Outline plans and different organization structures, organizational design.	3	-	-	-	-	-	-	-	-	3	3	2	-	-	
CO3	Understand personality, perspective, creativity and organizational behavior.	2	-	-	-	-	-	-	-	-	3	2	2	-	-	
CO4	Know about Motivation, Leadership Styles, Group Dynamics, Motivational theories.	3	-	-	-	-	-	-	-	-	3	3	3	-	-	
CO5	Organizational conflict, Organizational Change, Ethical organization.	2	-	-	-	-	-	-	-	-	3	2	3	-	-	
Course Code	194MB1T02 - MANAGERIAL ECONOMICS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Make students aware of the various economic issues that they are expected to face as managers at the corporate level.	2	-	-	-	-	2	-	-	-	3	2	1	-	-	
CO2	Seeks and equip the students with the analytical tools of Economics and apply the same to rational managerial decision-making.	2	-	-	-	-	2	-	-	-	3	2	2	-	-	
CO3	Develop economic way of thinking in dealing with practical business problems and challenge.	2	-	-	-	-	2	-	-	-	3	2	2	-	-	
CO4	Interpret Cost behaviour and Decision making methods.	2	-	-	-	-	2	-	-	-	3	2	3	-	-	

	CO Statements	POs											PSOs			
CO5	Interpret Indian Sales Environment.	-	2	-	-	-	3	-	-	-	-	-	-	-	-	2
Course Code	194MB1T06 - BUSINESS COMMUNICATION AND 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	-	-	
CO2	Identify different types of organizational communication.	-	-	-	-	-	-	3	-	3	-	-	2	-	-	
CO3	Generalize how to Manage Interpersonal Communication.	-	-	1	1	-	-	3	-	3	-	-	3	-	-	
CO4	Develop business writing skills.	-	-	1	1	-	-	3	-	3	-	-	3	-	-	
CO5	Articulate Communication and make presentations independently.	-	-	1	1	-	-	3	-	3	-	-	3	-	-	
Course Code	194MB1O01 - CROSS CULTURAL MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Features of corporate culture and its influence on Business Decision Making.	-	-	2	-	-	-	-	-	-	-	-	3	-	-	
CO2	Global business scenario, Communication strategies and High-performance winning teams.	-	-	-	3	-	-	-	-	-	-	-	3	-	-	
CO3	Cross culture-negotiation and Decision making, International and Global Business Operations and strategy formulation.	-	-	-	-	3	-	-	-	-	-	-	2	-	-	
CO4	The nature of Global Human Resource Management and discuss staffing and training of global employees.	-	-	-	-	-	-	-	-	-	-	2	3	-	-	
CO5	Diagnosing organization culture, implementation and measuring ongoing improvement.	-	-	-	-	-	-	-	-	-	-	2	3	-	-	
II SEM																
Course Code	194MB2T07 - FINANCIAL MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Understand the basic concept of finance namely sources of finance, application of finance and return on finance.	2	-	-	-	-	2	-	-	-	3	-	2	-	-	
CO2	The research students will be in a position to understand the study of capital structure and its use.	3	-	-	1	-	3	-	-	-	3	-	3	-	-	

	CO Statements	POs											PSOs		
CO3	The research students will be well acquainted to know and usage of working capital management.	2	-	-	-	-	2	-	-	-	3	-	2	-	-
CO4	The research students will be well acquainted with use of funds as well as cash flow management of business in practice.	3	-	-	1	-	3	-	-	-	3	-	2	-	-
Course Code	194MB2T08 - 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
CO5	Interpret industrial relations in organization.	3	-	-	2	-	-	-	-	-	3	-	3	-	2
Course Code	194MB2T09 -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, Targeting and positioning of markets.	3	-	2	-	-	3	-	-	-	-	-	3	-	-
CO3	Understand product life cycle, product mix and Apply different pricing strategies.	3	-	2	-	-	3	-	-	-	-	-	3	-	-
CO4	Analyze communication process and understand the IMC.	3	-	2	-	-	3	-	-	-	-	-	3	-	-
CO5	Apply Distribution, Marketing Organization and Control activities in marketing.	3	-	2	-	-	3	-	-	-	-	-	3	-	-
Course Code	194MB2T10 - OPERATIONS MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Understand the Relationship of Operations management with other functional areas and different types of Production Systems.	-	2	-	-	-	3	-	-	-	-	3	3	2	-

	CO Statements	POs											PSOs		
CO2	Do Product Design, Value Analysis, Work Measurement, and Job Design.	-	3	-	-	-	3	-	-	-	-	3	3	3	-
CO3	Do Forecasting and Capacity & Production Planning, and Formulate Production Strategies.	-	2	-	-	-	3	-	-	-	-	3	3	2	-
CO4	Understand and Apply the techniques of Statistical Quality Control and Total Quality Management.	-	1	-	-	-	2	-	-	-	-	2	2	1	-
Course Code	194MB2T11 -BUSINESS RESEARCH METHODS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Understand and apply the Environment, Problem, Screening and Selection of the Project for the Business.	2	3	-	2	-	-	-	-	-	-	-	2	2	-
CO2	Analyse the market feasibility and apply the suitable techniques to predict the market demand.	2	2	-	2	-	-	-	-	-	-	-	2	3	-
CO3	Apply the technical and legal feasibility for the project.	3	3	-	2	-	-	-	-	-	-	-	3	2	-
CO4	Analysis the financial feasibility for project.	3	2	-	2	-	-	-	-	-	-	-	2	2	-
CO5	Design the project implementation and review the project.	3	2	-	2	-	-	-	-	-	-	-	2	2	-
Course Code	194MB2O04 -PROJECT MANAGEMENT	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	-
Course Code	194MB2O05 -TECHNOLOGY MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Defines evolution of technology and strategic innovations	-	-	-	1	3	-	-	-	-	-	-	3	-	-

	CO Statements	POs											PSOs		
CO2	Ability to assess forecast and monitors technology.	-	-	-	2	-	-	-	-	-	-	-	2	-	-
CO3	Intreprets the diffusions made in technology.	-	-	-	2	-	-	-	-	-	-	-	2	-	-
CO4	Identifies the aspects of social, financial and environment on technology.	-	-	3	-	-	-	-	-	-	-	-	3	-	-
CO5	Illustrates the need of human aspects in technology.	-	-	-	-	-	-	3	-	-	-	-	3	-	-
Course Code	194MB2006 - LEAN MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Understand and apply the various types of new production systems.	3	-	2	-	-	-	-	-	-	-	-	3	-	-
CO2	Analyze and apply the suitable techniques to improve the quality in process of production.	-	-	-	2	3	-	-	-	-	-	-	2	-	-
CO3	Analyze and apply the standards in Lean system.	-	-	3	-	-	-	-	-	-	-	2	3	-	-
CO4	Apply the standardization of total productive maintenance.			2		-	-	-	-	-	-	2	3	-	-
CO5	Analyze and apply the Hoshin planning system.	-	-		2	-	-	-	-	3	-	-	3	-	-
Course Code	194MB2007 - DATA BASE MANAGEMENT SYSTEM	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Understand and apply the data models of DBMS.	3	-	2	-	-	-	-	-	-	-	-	3	-	-
CO2	Analyze and apply the ER and Relational models.	2	-	-	3	3	-	-	-	-	-	-	2	-	-
CO3	Understand and Apply the Data Definition and Querying,	3	-	3	-	-	-	-	-	-	-	2	3	-	-
CO4	Understand and Apply the Transactions and Concurrency.	3		2		-	-	-	-	-	-	2	3	-	-
CO5	Understand and Apply the Advanced Topics in Databases.	3	-	-	2	-	-	-	-	3	-	-	3	-	-

	CO Statements	POs											PSOs		
Course Code	194MB2L03 - IT LAB 2 (R PROGRAMMING)	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Use R for statistical programming, computation, graphics, and modelling.	3	3	2	-	-	-	-	-	-	-	-	3	3	2
CO2	Write functions and use R in an efficient way,	3		3	-	-	-	-	-	-	-	-	3	-	3
CO3	Fit some basic types of statistical models.	3	2	2	-	-	-	-	-	-	-	-	3	2	2
CO4	Use R in their own search,	3		2	-	-	-	-	-	-	-	-	3	-	2
CO5	Be able to expand their knowledge of R on their own.	3	2	2	-	-	-	-	-	-	-	-	3	2	2
III SEM															
Course Code	194MB3T12 - 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 analysis and choice.	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	194MB3T13 - OPERATIONS RESEARCH	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Impart knowledge on concepts and tools of Operations Research and Apply the Linear Programming problems for business decisions.	2	3	-	2	-	3	-	-	3	-	-	2	2	-
CO2	Apply the organizational problems into Research models and develop the suitable model for optimum allocation of resources to the restored results.	3	3	-	2	-	3	-	-	3	-	-	4	3	-
CO3	Understand and apply different mathematical models for Optimisation of business decision.	3	3	-	2	-	3	-	-	3	-	-	3	3	-
CO4	Understand the mathematical model and apply the suitable strategies optimum solution.	3	2	-	3	-	3	-	-	3	-	-	3	3	-

	CO Statements	POs											PSOs		
CO5	Develop network diagrams and determine optimal duration required to complete projects.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
Course Code	194HR3E01 -LEADERSHIP AND CHANGE MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the concept of Leadership theories and styles.	2	-	-	-	-	-	-	2	-	2	-	2	-	-
CO2	Explain about effectiveness of organizational leadership.	2	-	-	-	-	-	-	2	-	2	-	2	-	-
CO3	Understanding and describe the importance of Change Management.	3	2	-	-	2	-	-	3	-	3	2	3	-	-
CO4	Explain about learning skills and need of creative thinking in modern organizations.	3	2	-	-	2	-	-	3	-	3	2	3	-	-
CO5	Analyzing the need of Organizational development interventions.	2	-	-	-	-	-	-	2	-	2	-	2	-	-
Course Code	194HR3E02 - PERFORMANCE EVALUATION AND COMPENSATION MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe basic concepts in performance management and illustrate the tools and techniques of performance management.	1	-	-	1	-	-	-	-	-	1	-	2	-	1
CO2	Articulate various approaches related to the decision making abilities involved in the performance management approach.	1	-	-	1	-	-	-	-	-	1	-	2	-	1
CO3	Describe the meaning and concept of compensation management, Compare and contrast the practical applications of control systems for labor costs.	3	-	-	2	1	-	-	-	-	3	2	3	-	2
CO4	Research pay structures and tax planning in Indian context.	3	-	-	2	1	-	-	-	-	3	2	3	-	2
Course Code	194HR3E03 - HUMAN CAPITAL MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning, concepts and importance of Human Capital issues.	2	-	-	-	-	-	-	2	-	2	-	2	-	-
CO2	Explain about issues accounting aspects related to HR through various models.	2	-	-	-	-	-	-	2	-	2	-	2	-	-
CO3	Analyzing the importance of Human resources treat like assets in modern management.	3	2	-	-	2	-	-	3	-	3	2	3	-	-
CO4	Compare and describe the quality of work life.	3	2	-	-	2	-	-	3	-	3	2	3	-	-

	CO Statements	POs											PSOs			
CO5	Research Organizational Development Interventions.	2	-	-	-	-	-	-	-	2	-	2	-	2	-	-
Course Code	194HR3E04 -MANPOWER PLANNING, RECRUITMENT AND SELECTION	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Understand process of Human Resource Planning for organization and familiar with various tools and techniques of Human Resource Planning.	2	-	-	-	-	-	-	2	-	2	-	2	-	-	
CO2	Illustrate various strategies for Downsizing.	2	-	-	-	-	-	-	2	-	2	-	2	-	-	
CO3	Explaining various methods of Job Analysis.	3	2	-	-	2	-	-	3	-	3	2	3	-	-	
CO4	Analyze difference between recruitment and selection process.	3	2	-	-	2	-	-	3	-	3	2	3	-	-	
CO5	Designing and planning for Training programmes of an organization.	2	-	-	-	-	-	-	2	-	2	-	2	-	-	
Course Code	194FI3E01 - INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Identify various concepts of Investment Analysis and Portfolio Management Stock Exchange operations.	3	-	-	-	-	2	-	-	-	3	1	3	-	-	
CO2	Determine the bond valuation its risks and returns.	3	-	-	-	-	2	-	-	-	3	1	2	-	-	
CO3	Analyze the importance of investment decisions by using Fundamental and Technical Analysis.	2	-	-	-	2	2	-	-	-	3	1	2	-	-	
CO4	Explain the elements of portfolio models.	3	-	-	-	2	3	-	-	-	3	2	3	-	-	
CO5	Analyze the portfolios and Mutual Funds.	2	-	-	-	-	3	-	-	-	3	2	2	-	-	
Course Code	194FI3E02 - MANAGING BANKS AND FINANCIAL INSTITUTIONS	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3	
CO1	Comprehend the Financial System in India and how it's working.	2	2	-	2	-	2	-	-	2	-	-	3	3	-	
CO2	Know the RBI, FDI and NBFS's.	3	3	-	3	-	3	-	-	3	-	-	3	3	-	
CO3	How to face Risk and how to minimize the risk.	3	3	-	3	-	3	-	-	3	-	-	3	3	-	

	CO Statements	POs											PSOs		
CO4	Understand the Financial Institutions role to enhance our Economy.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO5	Compare the Financial Instruments and Financial Institutions.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
Course Code	194FI3E03 - FINANCIAL MARKETS AND SERVICES	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 and factoring in Indian context.	3	-	3	-	2	3	-	-	-	3	2	3	-	3
CO4	Understand credit rating and Mutual funds.	3	-	3	-	2	3	-	-	-	3	2	3	-	3
CO5	Understand the concept of Microfinance.	2	-	3	-	-	1	-	-	-	2	-	2	-	1
Course Code	194FI3E04 - TAXATION	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 computation of taxable income.	2	-	3	-	-	-	-	-	-	2	-	2	-	1
CO3	Compare Tax Planning in Indian context with other countries.	3	-	3	-	2	-	-	-	-	3	2	3	-	3
CO4	Describe Tax planning for Amalgamation, Merger and Demerger of companies.	3	-	3	-	2	-	-	-	-	3	2	3	-	3
CO5	Research on Tax Audit and Tax reporting.	2	-	3	-	-	-	-	-	-	2	-	2	-	1
Course Code	194MA3E01 - CONSUMER BEHAVIOR	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 organizational context.	2	-	-	-	-	-	2	-	-	2	2	2	1	-

	CO Statements	POs											PSOs		
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	194MA3E02 - RETAIL MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Able to understand the basic concept of retailing in India.	2	-	-	-	-	-	-	-	2	2	-	3	-	1
CO2	Familiar the various retail strategies and retail locations in India.	2	-	-	-	-	-	-	-	2	2	-	2	-	1
CO3	Know the concept of Store Layout and Design & Pricing Strategies to attract the customers.	2	-	-	-	-	-	-	-	2	2	-	2	-	1
CO4	Understand various Customer Relationship Management strategies at retail stores in India.	2	-	-	-	-	-	-	-	2	2	-	3	-	1
CO5	Understand Retailing in International Context.	3	-	-	-	-	-	-	-	3	3	1	2	-	3
Course Code	194MA3E03 - STRATEGIC MARKETING MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Understand and apply the concepts of strategic marketing management to the business.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO2	Explain the Corporate restructuring strategy for marketing of models.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO3	Understand and apply the strategies for implementation of marketing.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO4	Compare and contrast strategic marketing evaluation.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO5	Apply the recent trends of strategic marketing and linkage to business in the Indian context.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
Course Code	194MA3E04 - DIGITAL AND SOCIAL MEDIA MARKETING	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concept of Digital Marketing.	2	-	3	-	-	1	-	-	-	2	-	2	-	1
CO2	Explain the Channels of Digital Marketing.	2	-	3	-	-	1	-	-	-	2	-	2	-	1

CO Statements		POs											PSOs		
CO3	Distinguish the concepts of Digital Marketing Plan.	3	-	3	-	-	3	-	-	-	3	2	3	-	3
CO4	Understanding the importance of Search Engine Marketing.	3	-	3	-	-	3	-	-	-	3	2	3	-	3
CO5	Describe the concept of. Social Media Marketing.	2	-	3	-	-	1	-	-	-	2	-	2	-	1
IV SEM															
Course Code	194MB4T14 - SUPPLY CHAIN MANAGEMENT AND ANALYTICS	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
CO2	Explain the importance of supply chain performance.	2	-	-	-	-	1	2	-	-	2	-	2	-	1
CO3	Understand various concepts linking with supply chain relationships.	3	-	-	-	-	3	3	-	-	3	2	3	-	3
CO4	Analyzing role of information technology in supply chain management.	3	-	-	-	-	3	3	-	-	3	2	3	-	3
CO5	Research on inventory management in supply chain management.	2	-	-	-	-	1	2	-	-	2	-	2	-	1
Course Code	194MB4T15- INNOVATION AND 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	Explain the problems involved in the process of entrepreneurship between planning and evaluation of projects.	3	-	-	-	-	3	3	-	-	3	2	3	-	3
CO4	Compare and contrast family and non-family entrepreneurs.	3	-	-	-	-	3	3	-	-	3	2	3	-	3
CO5	Research on innovation in entrepreneurship.	2	-	-	-	-	1	2	-	-	2	-	2	-	1

	CO Statements	POs											PSOs		
Course Code	194HR4E05- LABOR WELFARE & EMPLOYMENT LAWS	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	-	-
CO2	Explain labour welfare programmes.	2	-	3	-	-	-	-	-	2	2	-	2	-	-
CO3	Evaluation of labour legislation.	3	-	3	-	2	-	-	-	3	3	2	3	-	-
CO4	Understand the concept of Industrial relations and related laws.	3	-	3	-	2	-	-	-	3	3	2	3	-	-
CO5	Understand the concept of trade unions and other wages legislations.	2	-	3	-	-	-	-	-	2	2	-	3	-	-
Course Code	194HR4E06 - INTERNATIONAL HUMAN RESOURCE MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the Challenges of Globalization, differentiate between domestic and internationalHRM.	2	-	2	-	-	-	-	-	2	2	-	2	-	-
CO2	Understand various concepts like staffing, training and development, appraisal in global perspective.	2	-	2	-	-	-	-	-	2	2	-	2	-	-
CO3	Learn factors affecting cross cultural management with theories and challenges faced byIndian MNC's.	2	-	3	-	2	-	-	-	3	2	2	3	-	-
CO4	Compare and contrast global compensation management practices and domestic practices.	3	-	2	-	2	-	-	-	3	2	2	3	-	-
CO5	Learn Global Strategic Advantages through HRD.	3	-	3	-	-	-	-	-	2	2	-	2	-	-
Course Code	194HR4E07 - EMPLOYEE RELATIONS AND ENGAGEMENT	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	Criticallyanalyze and Redressal employee grievances.	3	-	3	-	2	3	-	-	-	3	2	3	3	-
CO4	Understanding the consequences of industrial disputes.	3	-	3	-	2	3	-	-	-	3	2	3	3	-

	CO Statements	POs											PSOs		
CO5	Designate the role of managers in engaging the employees.	2	-	3	-	-	1	-	-	-	2	-	2	1	-
Course Code	194HR4E08 - STRATEGIC HUMAN RESOURCE MANAGEMENT	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
Course Code	194FI4E05 - FINANCIAL DERIVATIVES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concepts of Derivatives.	2	-	-	1	-	1	-	-	-	2	-	2	1	-
CO2	Distinguish between Forward and futures.	2	-	-	1	-	1	-	-	-	2	-	2	1	-
CO3	Describe trading strategies involved in Options	3	-	-	3	2	3	-	-	-	3	2	3	3	-
CO4	Analysis various Options pricing models.	3	-	-	3	2	3	-	-	-	3	2	3	3	-
CO5	Explain economic functions of Swap transactions.	2	-	-	1	-	1	-	-	-	2	-	2	1	-
Course Code	194FI4E06 - GLOBAL FINANCIAL MANAGEMENT	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	-	-	-	3	-	3	-	-
CO2	Explain about Management of Exchange and Interest Rates Exposure.	2	-	-	3	-	1	-	-	-	3	-	3	-	-
CO3	Distinguish Management of Global Business Operations and Practices with that of domestic operations.	3	-	-	3	2	3	-	-	-	2	3	2	-	-

	CO Statements	POs											PSOs		
CO4	Compare international investment decisions.	3	-	-	3	2	3	-	-	-	2	3	2	-	-
CO5	Research on global indebtedness.	2	-	-	3	-	1	-	-	-	3	-	3	-	-
Course Code	194FI4E07 - RISK MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and concepts of financial risk management.	2	-	-	1	-	1	-	-	-	2	-	2	1	-
CO2	Explain the issues in measurement and management of risk.	2	-	-	1	-	1	-	-	-	2	-	2	1	-
CO3	Understand various tools and techniques of financial risk management.	3	-	-	3	2	3	-	-	-	3	2	3	3	-
CO4	Describe the meaning and types of SWAPS.	3	-	-	3	2	3	-	-	-	3	2	3	3	-
CO5	Analyze various types of options.	2	-	-	1	-	1	-	-	-	2	-	2	1	-
Course Code	194FI4E08 - BEHAVIOURAL FINANCE	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning and Concepts and Practical applications of Behavioral Finance.	3	-	-	3	-	1	-	-	-	3	-	2	-	-
CO2	Explain about Decision making in historical prospective.	2	-	-	3	-	1	-	-	-	2	-	3	-	-
CO3	Fundamental information and technical analysis – the case for psychological influence.	2	-	-	3	2	3	-	-	-	2	3	3	-	-
CO4	Systematic approach to using behavioral factors in corporate decision making.	3	-	-	3	2	3	-	-	-	2	3	2	-	-
CO5	Experimental measurement of risk-related - Measuring Risk.	2	-	-	3	-	1	-	-	-	3	-	3	-	-
Course Code	194MA4E05 - SERVICES MARKETING	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Develop familiarity with the concepts of Services.	2	-	-	-	-	-	-	-	-	2	-	2	-	-
CO2	Enhance their abilities to apply service strategies.	2	-	-	-	-	-	-	-	-	2	-	2	-	-

	CO Statements	POs											PSOs		
CO3	Distinguish between factors affecting Management of Services Marketing.	3	-	-	-	2	-	-	-	-	3	2	3	-	-
CO4	Compare Service Delivery Process.	3	-	-	-	2	-	-	-	-	3	2	3	-	-
CO5	Research on Service Marketing Practices.	2	-	-	-	-	-	-	-	-	2	-	2	-	-
Course Code	194MA4E06 - PROMOTIONAL AND DISTRIBUTION MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Describe the meaning, importance of marketing communication and its process.	2	-	-	-	-	-	2	2	-	2	-	2	-	1
CO2	Explain the process of integrated marketing communication.	2	-	-	-	-	-	2	2	-	2	-	2	-	1
CO3	Explain the role of personal selling in integrated marketing communication process.	3	-	-	-	2	-	3	3	-	3	2	3	-	3
CO4	Demonstrate the process of sales promotion and the support from media to it.	3	-	-	-	2	-	3	3	-	3	2	3	-	3
CO5	Explain the management of distribution networks.	2	-	-	-	-	-	2	2	-	2	-	2	-	1
Course Code	194MA4E07 - GREEN MARKETING	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Understand and apply the concepts of green marketing.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO2	Understand and apply the concepts of green products.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO3	Understand and apply the purchase decision of consumer on green products.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO4	Understand and apply the environmental aware on green products.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO5	Understand and apply the green marketing initiative.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
Course Code	194MA4E08- GLOBAL MARKETING MANAGEMENT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2	PSO3
CO1	Understand and apply the concepts of Global Marketing.	3	3	-	3	-	3	-	-	3	-	-	3	3	-

	CO Statements	POs											PSOs		
CO2	ExplaintheimportanceofInternationalmarketingstrategy.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO3	Distinguish Global Product & Price management from that of domestic management.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO4	Compare Global Marketing Channels and Promotion for global markets withdomestic markets.	3	3	-	3	-	3	-	-	3	-	-	3	3	-
CO5	ResearchonExportproceduresanddocuments.	3	3	-	3	-	3	-	-	3	-	-	3	3	-