



## **St. Albert's College (Autonomous)**

Banerji Road, Ernakulam, Kochi - 682018 Kerala, India

### **MBA**

#### **Programme Outcomes**

Upon completion of the MBA Degree Programme, the student will be able to

<b>PO1</b>	<b>Apply knowledge of management theories and practices to solve business problems.</b>
<b>PO2</b>	<b>Foster Analytical and critical thinking abilities for data-based decision making.</b>
<b>PO3</b>	<b>Ability to develop Value based Leadership ability.</b>
<b>PO4</b>	<b>Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.</b>
<b>PO5</b>	<b>Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.</b>
<b>PO6</b>	<b>Demonstrate effective oral and written communication skills.</b>
<b>PO7</b>	<b>Demonstrate employability and entrepreneurship traits for strategy formulation</b>

## **Programme Specific Outcomes**

**Upon completion of these courses the student would**

<b>PSO: 1</b>	<b>World Class Leaders</b>  <b>To equip with relevant knowledge in the business domain.</b>
<b>PSO 2</b>	<b>Competent Managers</b>  <b>To achieve excellence through the development of managerial competency.</b>
<b>PSO 3</b>	<b>Ethically Conscious</b>  <b>To impart ethically sensitive leadership practices.</b>
<b>PSO 4</b>	<b>Socially Committed</b>  <b>To transform into global principled leaders who are socially conscious.</b>

## **Course Outcomes**

### **Semester 1**

#### **PMB1CRT0119      PRINCIPLES AND PRACTICES OF MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB1CRT0119</b>	<b>Students will be able to understand and apply the functional roles responsibilities and skill of managers in the corporate world</b>	<b>PO 1,PSO1</b>	<b>Understand</b>
<b>PMB1CRT0119</b>	<b>Students will demonstrate comparison and analyse the functions of management in manufacturing and service organisations</b>	<b>PO 4,PSO2</b>	<b>Analyse</b>
<b>PMB1CRT0119</b>	<b>Students will be able to develop and evaluate alternate managerial decisions and identify optimal solutions</b>	<b>PO 2,PSO1</b>	<b>Evaluate</b>
<b>PMB1CRT0119</b>	<b>Students will demonstrate effective application capabilities of their conceptual understanding</b>	<b>PO 4,PSO2</b>	<b>Application</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>2</b>							<b>2</b>			
<b>CO2</b>				<b>2</b>					<b>1.5</b>		
<b>CO3</b>		<b>1.5</b>						<b>1</b>			
<b>CO4</b>				<b>1</b>					<b>1.5</b>		
<b>AVG CO</b>	<b>2</b>	<b>1.5</b>		<b>1.5</b>				<b>1.5</b>	<b>1.5</b>		

**PMB1CRT0219 BUSINESS COMMUNICATION**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB1CRT0219</b>	<b>The students are expected to have a strong understanding about the theoretical aspects of Business Communication and apply the same in specific work situations.</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMB1CRT0219</b>	<b>The students will be able to analyse different situations and create appropriate business letters.</b>	<b>PO2,PSO2</b>	<b>Analyze</b>
<b>PMB1CRT0219</b>	<b>The students will have the ability to develop and deliver oral presentations and speeches.</b>	<b>PO3,PSO1</b>	<b>Apply</b>

<b>PMB1CRT0219</b>	<b>Students will have the ability to apply critical thinking skills to evaluate a given specific issue and develop effective business reports.</b>	<b>PO7,PSO2</b>	<b>Evaluate</b>
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<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>		<b>1.5</b>							<b>1.5</b>		
<b>CO3</b>			<b>1.5</b>					<b>1</b>			
<b>CO4</b>							<b>1</b>		<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1.5</b>	<b>1.5</b>				<b>1</b>	<b>1</b>	<b>1.25</b>		

**PMB1CRT0319      MANAGERIAL ECONOMICS**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB1CRT0319</b>	<b>Understand and apply the fundamental concepts of microeconomics used to facilitate the problem of scarcity and resource allocation in the context of choices and opportunity cost.</b>	<b>PO 1, PSO1</b>	<b>Understand &amp; Apply</b>
<b>PMB1CRT0319</b>	<b>Complete understanding of the factors determining and functioning of the market forces like Demand and Supply, elasticity and forecasting of demand.</b>	<b>PO 4, PSO1</b>	<b>Understand</b>
<b>PMB1CRT0319</b>	<b>Calculate and determine the optimum cost and revenue combinations needed for equilibrium in both short and long run, as well as break-even analysis in the process of production.</b>	<b>PO 2, PSO2</b>	<b>Analyze</b>

<b>PMB1CRT0319</b>	<b>Evaluate the different market conditions, intensity of competition and conditions for equilibrium in different types of markets like perfect competition, monopoly, monopolistic competition, oligopoly and duopoly.</b>	<b>PO 4,PSO2</b>	<b>Evaluate</b>
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<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>				<b>1</b>				<b>1</b>			
<b>CO3</b>		<b>1</b>							<b>1</b>		
<b>CO4</b>				<b>1</b>					<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1</b>		<b>1</b>				<b>1</b>	<b>1</b>		

**PMB1CRT0419      ACCOUNTING FOR MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB1CRT0419</b>	<b>The students will exhibit the ability to apply their quantitative skills to analyze and interpret financial data.</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMB1CRT0419</b>	<b>The students would demonstrate the ability to compare and contrast between IFRS and GAAP.</b>	<b>PO2,PSO2</b>	<b>Analyze</b>
<b>PMB1CRT0419</b>	<b>The students will be able to apply accounting principles and conventions to prepare financial statements.</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMB1CRT0419</b>	<b>The students will be able to use ratios to critically evaluate the information contained in financial statements</b>	<b>PO7,PSO1</b>	<b>Evaluate</b>



<b>Mapping Matrix</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PSO1</b>	<b>PSO 2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		1							1		
<b>CO2</b>		1							1		
<b>CO3</b>	1							1			
<b>CO4</b>							1	1			
<b>AVG CO</b>	1	1					1	1	1		

**PMB1CRT0519      QUANTITATIVE TECHNIQUES FOR MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB1CRT0519</b>	<b>Students will be able to Analyse the data set for business forecasting using Time Series Analysis</b>	<b>PO4, PSO2</b>	<b>Analyze</b>
<b>PMB1CRT0519</b>	<b>Develop an insight of Correlation and Regression tools and Demonstrate in real time projects as how to interpret the data set</b>	<b>PO2,PSO2</b>	<b>evaluate</b>
<b>PMB1CRT0519</b>	<b>Evaluate the effectiveness of different measures of Central Tendency and Dispersion, for a given data set and choose the best.</b>	<b>PO4,PSO2</b>	<b>evaluate</b>
<b>PMB1CRT0519</b>	<b>Apply the concepts of Probability to find solutions to business as well as day to day scenarios</b>	<b>PO1,PSO1</b>	<b>evaluate</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>				<b>1</b>					<b>1</b>		
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>				<b>1</b>					<b>1</b>		
<b>CO4</b>	<b>1</b>							<b>1</b>			
<b>AVG CO</b>	<b>1</b>	<b>1</b>		<b>1</b>				<b>1</b>	<b>1.5</b>		

**PMB1CRT0619 BUSINESS LAW**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB1CRT0619</b>	<b>The students will be able to define and classify the basic framework and insights of business law in managing and maximising the value of corporate legal function</b>	<b>PO1,PSO1</b>	<b>Understand And Analyse</b>
<b>PMB1CRT0619</b>	<b>To familiarize students with general business law issues to help become more informed, sensitive and effective business leaders</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMB1CRT0619</b>	<b>Understand fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively</b>	<b>PO1,PSO1</b>	<b>Evaluate and apply</b>
<b>PMB1CRT0619</b>	<b>The students will be able to infer and apply the legal framework and draw insights of business law in real time through case analysis.</b>	<b>PO4,PSO2</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	1							1			
<b>CO2</b>		1							1		
<b>CO3</b>	1							1			
<b>CO4</b>				1					1		
<b>AVG CO</b>	1	1		1				1	1		

**PMB1CRT0719 ENVIRONMENT MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB1CRT0719</b>	<b>Understand and apply the types of natural resources and Energy management techniques in our immediate ecosystem</b>	<b>PO1,PSO 1</b>	<b>Understand</b>
<b>PMB1CRT0719</b>	<b>Develop a Plan for Effective waste management.</b>	<b>PO7,PSO 2</b>	<b>Apply</b>
<b>PMB1CRT0719</b>	<b>Evaluate the effectiveness of different dimensions of Sustainable development.</b>	<b>PO4,PSO 2</b>	<b>Evaluate</b>
<b>PMB1CRT0719</b>	<b>Analyse different Policies and Legislations for Environmental Management</b>	<b>PO2,PSO 2</b>	<b>Analyse</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>							<b>1</b>		<b>1</b>		
<b>CO3</b>				<b>1</b>					<b>1</b>		
<b>CO4</b>		<b>1</b>							<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1</b>		<b>1</b>			<b>1</b>	<b>1</b>	<b>1.5</b>		

**PMB1CRT0819      ORGANISATIONAL BEHAVIOUR**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB1CRT0819</b>	<b>Understand and analyse the various theoretical frameworks that serve as a foundation for the study of organizational behaviour.</b>	<b>PO1,PSO1</b>	<b>Understand and Analyse</b>
<b>PMB1CRT0819</b>	<b>Appraise and design employee performance based on job performance, teamwork, job satisfaction and commitment to the organisation</b>	<b>PO1,PSO1</b>	<b>Evaluate and Design</b>
<b>PMB1CRT0819</b>	<b>Explore and analyse the importance of human behaviour in the workplace from an individual, group, and organizational perspective</b>	<b>PO3,PSO2</b>	<b>Understand and Apply</b>
<b>PMB1CRT0819</b>	<b>Analyse and present the motivational application of job design</b>	<b>PO5,PSO2</b>	<b>Analyse and Create</b>



Mapping Matrix	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1							1			
CO2	1							1			
CO3			1						1		
CO4					1				1		
AVG CO	1		1		1			1	1		

**Semester 2****PMB2CRT0119 FINANCIAL MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB2CRT0119</b>	<b>The students will be able to critically examine the concepts relating to financial decisions and capital structure.</b>	<b>PO2,PSO2</b>	<b>Analyze</b>
<b>PMB2CRT0119</b>	<b>The students will be able to apply the various techniques of Capital budgeting in various business scenarios.</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMB2CRT0119</b>	<b>The students will demonstrate the ability to critically evaluate the various Financing and Dividend decisions.</b>	<b>PO2,PSO2</b>	<b>Evaluate</b>
<b>PMB2CRT0119</b>	<b>The students will be able to select and apply the various techniques of managing working capital.</b>	<b>PO7,PSO2</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO4</b>
<b>CO1</b>		1							1		
<b>CO2</b>	1							1			
<b>CO3</b>		1							1		
<b>CO4</b>							1		1		
<b>AVG CO</b>	1	1					1	1	1.5		



**PMB2CRT0219      MARKETING MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB2CRT0219</b>	<b>Students will be able to understand marketing as a major function in an organisation and compare the marketing strategies of various organisations</b>	<b>PO4,PSO2</b>	<b>Analyse</b>
<b>PMB2CRT0219</b>	<b>Students will be able to analyse the steps a customer is passing through before purchasing a product</b>	<b>PO1,PSO1</b>	<b>Analyse and Evaluate</b>
<b>PMB2CRT0219</b>	<b>Students will be able to apply the pricing theories which can be adopted by an organisation</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMB2CRT0219</b>	<b>Students will be able to create a marketing plan for products/services</b>	<b>PO2,PSO2</b>	<b>Design and Create</b>

Mapping Matrix	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1				1					1		
CO2	1							1			
CO3	1							1			
CO4		1							1		
AVG CO	1	1		1				1	1		

**PMB2CRT0319      HUMAN RESOURCES MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB2CRT0319</b>	<b>To be able to apply the different concepts and processes of Human Resource Management based on their core theoretical knowledge</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMB2CRT0319</b>	<b>To have the ability to outline the nature and sources of conflict and explain the strategies for conflict resolution.</b>	<b>PO2,PSO2</b>	<b>Understand</b>
<b>PMB2CRT0319</b>	<b>To be able to design Job Descriptions and Job Specifications as per the given information.</b>	<b>PO7,PSO2</b>	<b>Create</b>
<b>PMB2CRT0319</b>	<b>The students will be able to evaluate the need and formulate appropriate processes for recruitment, selection and training</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>							<b>1</b>		<b>1</b>		
<b>CO4</b>				<b>1</b>					<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1</b>		<b>1</b>			<b>1</b>	<b>1</b>	<b>1.5</b>		



<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB2CRT0419</b>	<b>Students will be able to understand the basic concepts of production management</b>	<b>PO2,PSO2</b>	<b>Understand</b>
<b>PMB2CRT0419</b>	<b>Students will be able to compare and analyse the layouts and manufacturing systems of an organisation</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMB2CRT0419</b>	<b>Students will be able to apply the production and operations planning concepts learning through problem solving</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMB2CRT0419</b>	<b>Students will be able to create a supply chain management which can be used in manufacturing firms</b>	<b>PO2,PSO2</b>	<b>Create</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		1							1		
<b>CO2</b>	1							1			
<b>CO3</b>	1							1			
<b>CO4</b>		1							1		
<b>AVG CO</b>	1	1						1	1		

**PMB2CRT0519      OPERATIONS RESEARCH**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB2CRT0519</b>	<b>Understand and apply theories and concepts of Operations Research and Models in OR</b>	<b>PO1,PSO1</b>	<b>Understand</b>
<b>PMB2CRT0519</b>	<b>Develop an insight of Transportation and Assignment Problems and Demonstrate in real time projects as how to interpret the data set</b>	<b>PO4,PSO2</b>	<b>Apply</b>
<b>PMB2CRT0519</b>	<b>Evaluate the effectiveness of different Network Analysis Techniques, for a given data set and choose the best.</b>	<b>PO2,PSO2</b>	<b>Evaluate</b>
<b>PMB2CRT0519</b>	<b>Apply the concepts of Game Theory to find solutions to business as well as day to day scenarios</b>	<b>PO1,PSO1</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	1							1			
<b>CO2</b>				1					1		
<b>CO3</b>		1							1		
<b>CO4</b>	1							1			
<b>AVG CO</b>	1	1		1				1	1		

**PMB2CRT0619      MANAGEMENT INFORMATION SYSTEMS AND CYBER  
SECURITY**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB2CRT0619</b>	<b>Students would be able to explain and apply the functions, roles and components of information systems in different situations.</b>	<b>PO1,PSO1</b>	<b>Understand/ Apply</b>
<b>PMB2CRT0619</b>	<b>Student would be able to analyze how information technology impacts a firm</b>	<b>PO2,PSO2</b>	<b>Analyze</b>
<b>PMB2CRT0619</b>	<b>Student would be able to critically evaluate the strategic role of information systems in organizations.</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMB2CRT0619</b>	<b>Students would demonstrate the ability to describe the fundamental concepts of cyber security.</b>	<b>PO7,PSO2</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>				<b>1</b>					<b>1</b>		
<b>CO4</b>							<b>1</b>		<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1</b>		<b>1</b>			<b>1</b>	<b>1</b>	<b>1.5</b>		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB2CRT0719</b>	<b>Analyse and comprehend the types of Research Design</b>	<b>PO1,PSO1</b>	<b>Understand</b>
<b>PMB2CRT0719</b>	<b>Develop an insight on Different Sampling Techniques and Demonstrate in real time projects as which technique to use</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMB2CRT0719</b>	<b>Evaluate the effectiveness of different Scales of measurements for a given data set and choose the best.</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMB2CRT0719</b>	<b>Apply the steps of research to do a minor research work and thereby compile a research report</b>	<b>PO1,PSO1</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	1							1			
<b>CO2</b>		1							1		
<b>CO3</b>				1					1		
<b>CO4</b>	1							1			
<b>AVG CO</b>	1	1		1				1	1		



<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB2CRT08 19</b>	<b>Understand the process of entrepreneurship and the institutional facilities available to an entrepreneur in India</b>	<b>PO 7,PSO2</b>	<b>Apply</b>
<b>PMB2CRT08 19</b>	<b>Develop critical thinking and innovative business idea</b>	<b>PO 2,PSO2</b>	<b>Apply, Analyze &amp; Create</b>
<b>PMB2CRT08 19</b>	<b>Understand and apply techniques of project planning and project control</b>	<b>PO 2,PSO1</b>	<b>Understand &amp; Apply</b>
<b>PMB2CRT08 19</b>	<b>To plan a project, create an appropriate organization structure, Resource consideration and to manage the risk</b>	<b>PO 2,PSO2</b>	<b>Evaluate &amp; Create</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>							<b>1</b>		<b>1</b>		
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>		<b>1</b>						<b>1</b>			
<b>CO4</b>		<b>1</b>							<b>1</b>		
<b>AVG CO</b>		<b>1.5</b>					<b>1</b>	<b>1</b>	<b>1.5</b>		

**Semester 3****PMB3CRT0119 BUSINESS ANALYTICS**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB3CRT0119</b>	<b>To understand and apply the key concepts of business analytics in specific situations.</b>	<b>PO1,PSO1</b>	<b>Understand/Apply</b>
<b>PMB3CRT0119</b>	<b>To develop understanding in data science and master technology trends of Bit Coin, Big Data, Cloud computing and Artificial Intelligence</b>	<b>PO2,PSO2</b>	<b>Understand</b>
<b>PMB3CRT0119</b>	<b>The student would be able to compare and contrast between the different facets of Business Analytics.</b>	<b>PO4,PSO2</b>	<b>Analyze</b>
<b>PMB3CRT0119</b>	<b>A student would be able to apply his knowledge of different analytical techniques to real world business problems</b>	<b>PO7,PSO2</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	1							1			
<b>CO2</b>		1							1		
<b>CO3</b>				1					1		
<b>CO4</b>							1		1		
<b>AVG CO</b>	1	1		1			1	1	1.5		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB3CRT0219</b>	<b>Understand and apply the conceptual and theoretical frame of business ethics</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMB3CRT0219</b>	<b>Explore and discuss the and importance of advocating ethical practices in business</b>	<b>PO4,PSO3</b>	<b>Analyse</b>
<b>PMB3CRT0219</b>	<b>Learn to frame and design ethical code of conduct</b>	<b>PO1,PSO3</b>	<b>Create</b>
<b>PMB3CRT0219</b>	<b>Mediate and explore the challenge in addressing ethical dilemma and ethical issues in business</b>	<b>PO3,PSO4</b>	<b>Evaluate</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>				<b>1</b>						<b>1</b>	
<b>CO3</b>	<b>1</b>									<b>1</b>	
<b>CO4</b>			<b>1</b>								<b>1</b>
<b>AVG CO</b>	<b>1</b>		<b>1</b>	<b>1</b>				<b>1</b>		<b>1</b>	<b>1</b>

PMB3CPR0119 SUMMER INTERNSHIP PROJECT

PMF3CST0119 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMF3CST0119</b>	<b>The student will be able to understand and compare the concepts of stock market and trading practices from a global perspective.</b>	<b>PO1,PSO1</b>	<b>Analyze</b>
<b>PMF3CST0119</b>	<b>The student will be able to evaluate the current economic situation taking into account all the various global and domestic aspects</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMF3CST0119</b>	<b>The student will be able to Analyze the price movements and identify patterns from the same</b>	<b>PO1,PSO1</b>	<b>Analyze</b>
<b>PMF3CST0119</b>	<b>The student will be able to create an optimal portfolio using models like the Sharpe index Model</b>	<b>PO7,PSO2</b>	<b>Create</b>

Mapping Matrix	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO4
----------------	------	------	------	------	------	------	------	-------	-------	-------	------

<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>				<b>1</b>					<b>1</b>		
<b>CO3</b>	<b>1</b>							<b>1</b>			
<b>CO4</b>							<b>1</b>		<b>1</b>		
<b>AVG CO</b>	<b>1</b>			<b>1</b>			<b>1</b>	<b>1</b>	<b>1</b>		



<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMF3CST0219</b>	<b>Students will be able to understand and analyse the stages of development of the banking system in other countries too.</b>	<b>PO1,PSO1</b>	<b>Analyze</b>
<b>PMF3CST0219</b>	<b>Students will be able to analyse the functions of various commercial banks</b>	<b>PO1,PSO1</b>	<b>Analyze</b>
<b>PMF3CST0219</b>	<b>Students will be able to compare the application of technology in various banking systems</b>	<b>PO2,PSO2</b>	<b>Analyze</b>
<b>PMF3CST0219</b>	<b>Students will be able to evaluate the performance of banks based on profitability analysis, balance score card, NPA etc</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	1							1			
<b>CO2</b>	1							1			
<b>CO3</b>		1							1		
<b>CO4</b>				1					1		
<b>AVG CO</b>	1	1		1				1	1		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMM3CST0119</b>	<b>Comprehend and apply the different advertising strategies used in modern marketing</b>	<b>PO4,PSO2</b>	<b>Apply</b>
<b>PMM3CST0119</b>	<b>Demonstrate personal selling and direct marketing skills for a selected product.</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMM3CST0119</b>	<b>Evaluate the effectiveness of a marketing communication strategies for a chosen company</b>	<b>PO2,PSO1</b>	<b>Evaluate</b>
<b>PMM3CST0119</b>	<b>Prepare an adverting campaign for a brand</b>	<b>PO4,PSO2</b>	<b>Create</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>				<b>1</b>					<b>1</b>		
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>		<b>1</b>						<b>1</b>			
<b>CO4</b>				<b>1</b>					<b>1</b>		
<b>AVG CO</b>		<b>1</b>		<b>1</b>				<b>1</b>	<b>1.5</b>		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMM3CST0219</b>	<b>Students will be able to understand and analyse the format revolution in India and other countries</b>	<b>PO4,PSO2</b>	<b>Understand</b>
<b>PMM3CST0219</b>	<b>Students will be able to compare and analyse pricing strategies used in retail sector</b>	<b>PO1,PSO1</b>	<b>Analyse</b>
<b>PMM3CST0219</b>	<b>Students will be able to apply various concepts learned retail business management</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMM3CST0219</b>	<b>Students will be able to think and develop a suitable strategy which can be applied in a particular retail business</b>	<b>PO3,PSO2</b>	<b>Create</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>				1					1		
<b>CO2</b>	1							1			
<b>CO3</b>	1							1			
<b>CO4</b>			1						1		
<b>AVG CO</b>	1		1	1				1	1		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMH3CST0119</b>	<b>Students will understand learning theories and requisites of effective training</b>	<b>PO2,PSO2</b>	<b>Understand / Evaluate</b>
<b>PMH3CST0119</b>	<b>Students will be able to evaluate the training need analysis of various training groups</b>	<b>PO4,PSO1</b>	<b>Evaluate</b>
<b>PMH3CST0119</b>	<b>Students will learn to design a training programme</b>	<b>PO7,PSO1</b>	<b>Create</b>
<b>PMH3CST0119</b>	<b>Students will be able to design their career development plan</b>	<b>PO2,PSO2</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		<b>1</b>							<b>1</b>		
<b>CO2</b>				<b>1</b>				<b>1</b>			
<b>CO3</b>							<b>1</b>	<b>1</b>			
<b>CO4</b>		<b>1</b>							<b>1</b>		
<b>AVG CO</b>		<b>1</b>		<b>1</b>			<b>1</b>	<b>1</b>	<b>1</b>		

**PMH3CST0219      MANAGING ORGANISATIONAL CHANGE AND DEVELOPMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMH3CST0219</b>	<b>Students will be able to have an understanding about the different change management models and apply them to suit organizational needs</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMH3CST0219</b>	<b>Students will be able to compare different OD models and apply the same in real business scenarios</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMH3CST0219</b>	<b>To identify organizational interventions that would benefit specific organizational conditions</b>	<b>PO1,PSO1</b>	<b>Understand</b>
<b>PMH3CST0219</b>	<b>Students will be able to examine the various factors that cause resistance to change and develop strategies to overcome resistance</b>	<b>PO7,PSO2</b>	<b>Create</b>



<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		<b>1</b>							<b>1</b>		
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>	<b>1</b>							<b>1</b>			
<b>CO4</b>							<b>1</b>		<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1</b>					<b>1</b>	<b>1</b>	<b>1.5</b>		

**PMS3CST0119      SYSTEM ANALYSIS AND DESIGN**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMS3CST0119</b>	<b>Students would be able to understand and apply the various steps in system development lifecycle Assurance process.</b>	<b>PO2,PSO2</b>	<b>Understand / Apply</b>
<b>PMS3CST0119</b>	<b>Students would be able to compare and contrast between different system developments models according to business requirements.</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMS3CST0119</b>	<b>Students will be able to critically evaluate the various structured analysis and design tools</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMS3CST0119</b>	<b>Students would be able to describe the Systems Control and Quality</b>	<b>PO1,PSO1</b>	<b>Understand</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		<b>1</b>							<b>1</b>		
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>				<b>1</b>					<b>1</b>		
<b>CO4</b>	<b>1</b>							<b>1</b>			
<b>AVG CO</b>	<b>1</b>	<b>1</b>		<b>1</b>				<b>1</b>	<b>1.5</b>		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMS3CST0219</b>	<b>Students would be able to discuss the theoretical aspects of conducting business over the internet and apply the same to specific practical situations</b>	<b>PO2,PSO1</b>	<b>understand / apply</b>
<b>PMS3CST0219</b>	<b>Students would be able to demonstrate an understanding regarding the different e-business models and examine the challenges faced by each of them</b>	<b>PO2,PSO1</b>	<b>Apply/Analyse</b>
<b>PMS3CST0219</b>	<b>Students will be able to evaluate the different e-payment options and effectively apply the knowledge in analysing the given practical situations</b>	<b>PO4,PSO2</b>	<b>Evaluate/Apply</b>
<b>PMS3CST0219</b>	<b>Students would be able to critically examine the legal,privacy and security issues concerning E-business and recommend solutions to overcome them</b>	<b>PO4,PSO2</b>	<b>Analyse/Evaluate</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		<b>1</b>							<b>1</b>		
<b>CO2</b>		<b>1</b>						<b>1</b>			
<b>CO3</b>				<b>1</b>					<b>1</b>		
<b>CO4</b>				<b>1</b>					<b>1</b>		
<b>AVG CO</b>		<b>1</b>		<b>1</b>				<b>1</b>	<b>1.5</b>		

**PMO3CST0119      TOTAL QUALITY MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMO3CST0119</b>	<b>The Students will get familiarised with the concepts and techniques in Total quality management</b>	<b>PO1,PSO1</b>	<b>Understand</b>
<b>PMO3CST0119</b>	<b>The Students will develop the skill to use quality control tools and techniques in solving quality problems</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMO3CST0119</b>	<b>The students will be able to understand the concept of six sigma and application of six sigma</b>	<b>PO1,PSO1</b>	<b>Apply</b>
<b>PMO3CST0119</b>	<b>Students get familiarise with the prestigious quality awards prevails in the industry and also understand the industrial standards maintained by companies to sustain and maintain the quality criteria</b>	<b>PO5,PSO2</b>	<b>Understand And Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	1							1			
<b>CO2</b>		1							1		
<b>CO3</b>	1							1			
<b>CO4</b>					1				1		
<b>AVG CO</b>	1	1			1			1	1		

**PMO3CST0219      MATERIALS AND PURCHASE MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMO3CST0219</b>	<b>Identify the scope for integrating materials management function over the logistics and supply chain operations.</b>	<b>PO 1,PSO1</b>	<b>Understanding</b>
<b>PMO3CST0219</b>	<b>Identify, study, compare, and evaluate alternatives, select and relate with a good supplier.</b>	<b>PO 2,PSO2</b>	<b>Analyze &amp; Evaluate</b>
<b>PMO3CST0219</b>	<b>Apply various purchasing methods and inventory controlling techniques into practice.</b>	<b>PO 2,PSO2</b>	<b>Understanding &amp; Apply</b>
<b>PMO3CST0219</b>	<b>Analyze the materials/equipment in storage, handling, packaging, shipping, distributing and standardizing.</b>	<b>PO 2,PSO2</b>	<b>Analyze</b>



<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>		<b>1</b>							<b>1</b>		
<b>CO4</b>		<b>1</b>							<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1.5</b>						<b>1</b>	<b>1.5</b>		

**Semester 4****PMB4CRT0119      STRATEGIC MANAGEMENT**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMB4CRT0119</b>	<b>Enable the students to develop skills for applying Strategic Management concepts to the solution of business problems</b>	<b>PO5,PSO2</b>	<b>Apply</b>
<b>PMB4CRT0119</b>	<b>To enable the students to understand and evaluate traditional and contemporary analytical tools of Strategic Management</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMB4CRT0119</b>	<b>Develop skills for applying the concepts to the solution of business problem</b>	<b>PO3,PSO2</b>	<b>Apply</b>
<b>PMB4CRT0119</b>	<b>To understand and apply the theoretical perspective and concepts in the field of Strategic Management</b>	<b>PO1,PSO1</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>					<b>1</b>				<b>1</b>		
<b>CO2</b>				<b>1</b>					<b>1</b>		
<b>CO3</b>			<b>1</b>						<b>1</b>		
<b>CO4</b>	<b>1</b>							<b>1</b>			
<b>AVG CO</b>	<b>1</b>		<b>1</b>	<b>1</b>	<b>1</b>			<b>1</b>	<b>1.5</b>		

**PMB4CRV0119      COMPREHENSIVE VIVA VOCE (third and fourth semester and project)**

**PMF4CST0119              FINANCIAL DERIVATIVES**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMF4CST0119</b>	<b>The students would be able to understand and differentiate between financial derivative instruments</b>	<b>PO2,PSO2</b>	<b>Analyze</b>
<b>PMF4CST0119</b>	<b>The students will be able to critically examine the difference between Forward and futures markets.</b>	<b>PO2,PSO1</b>	<b>Analyze</b>
<b>PMF4CST0119</b>	<b>The students would demonstrate the ability to determine option prices using Black Scholes and Binomial models.</b>	<b>PO4,PSO2</b>	<b>Apply</b>
<b>PMF4CST0119</b>	<b>The Students will be able to apply the mechanism of swap markets from an international perspective.</b>	<b>PO4,PSO2</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		<b>1</b>							<b>1</b>		
<b>CO2</b>		<b>1</b>						<b>1</b>			
<b>CO3</b>				<b>1</b>					<b>1</b>		
<b>CO4</b>				<b>1</b>					<b>1</b>		
<b>AVG CO</b>		<b>1</b>		<b>1</b>				<b>1</b>	<b>1.5</b>		



**PMF4CST0219      MANAGEMENT OF FINANCIAL SERVICES**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMF4CST0219</b>	<b>The student will be able to evaluate financial products and strategies offered by financial services institutions</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMF4CST0219</b>	<b>The student will be able to compare and contrast the performance of private and public sector commercial banks</b>	<b>PO4,PSO2</b>	<b>Analyze</b>
<b>PMF4CST0219</b>	<b>The student will be able to examine the role played by insurance and pension funds</b>	<b>PO1,PSO1</b>	<b>Analyze</b>
<b>PMF4CST0219</b>	<b>The student will be able to evaluate and create strategies to promote financial products and services</b>	<b>PO7,PSO2</b>	<b>Evaluate &amp; Create</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>				<b>1</b>					<b>1</b>		
<b>CO2</b>				<b>1</b>					<b>1</b>		
<b>CO3</b>	<b>1</b>							<b>1</b>			
<b>CO4</b>							<b>1</b>		<b>1</b>		
<b>AVG CO</b>	<b>1</b>			<b>1</b>			<b>1</b>	<b>1</b>	<b>1.5</b>		



<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMF4CST0319</b>	<b>The student will be able to evaluate different types of risk and identify the differences that exist between them</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMF4CST0319</b>	<b>The student will be able to connect the various types of risks in business with the appropriate risk management techniques</b>	<b>PO2,PSO1</b>	<b>Analyze</b>
<b>PMF4CST0319</b>	<b>The student will be able to compare and contrast the functions performed by LIC and other insurers.</b>	<b>PO2,PSO1</b>	<b>Analyze</b>
<b>PMF4CST0319</b>	<b>The student will be able to apply the insurance method to design a risk management program for a business</b>	<b>PO7,PSO2</b>	<b>Create</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>				1					1		
<b>CO2</b>		1						1			
<b>CO3</b>		1						1			
<b>CO4</b>							1		1		
<b>AVG CO</b>		1		1			1	1	1		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMM4CST0119</b>	<b>Critically analyse, recall, and classify the conceptual frame of service marketing</b>	<b>PO2,PSO1</b>	<b>Analyse</b>
<b>PMM4CST0119</b>	<b>Design and draw a Service marketing blueprint</b>	<b>PO4,PSO2</b>	<b>Design</b>
<b>PMM4CST0119</b>	<b>Develop service marketing strategies and marketing plans for real-life situations</b>	<b>PO4,PSO2</b>	<b>Create</b>
<b>PMM4CST0119</b>	<b>Enable to understand, manage, and design service quality strategies.</b>	<b>PO1,PSO1</b>	<b>Design</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		1						1			
<b>CO2</b>				1					1		
<b>CO3</b>				1					1		
<b>CO4</b>	1							1			
<b>AVG CO</b>	1	1		1				1	1		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMM4CST0219</b>	<b>Student would be able to understand and evaluate the industrial and consumer decision making process</b>	<b>PO1,PSO1</b>	<b>Understand/Evaluate</b>
<b>PMM4CST0219</b>	<b>Student would be able to analyse the psychological factors that influence purchasing decision of consumers</b>	<b>PO4,PSO2</b>	<b>Analyse</b>
<b>PMM4CST0219</b>	<b>Student would be able to understand and analyse the impact of sociological factors on consumers</b>	<b>PO4,PSO2</b>	<b>Analyse</b>
<b>PMM4CST0219</b>	<b>Students would be able to analyse and create proper strategies to make the consumers satisfied</b>	<b>PO7,PSO2</b>	<b>create</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>				<b>1</b>					<b>1</b>		
<b>CO3</b>				<b>1</b>					<b>1</b>		
<b>CO4</b>							<b>1</b>		<b>1</b>		
<b>AVG CO</b>	<b>1</b>			<b>1</b>			<b>1</b>	<b>1</b>	<b>1.5</b>		

**PMM4CST0319      MARKETING RESEARCH**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMM4CST0319</b>	<b>Students would be able to describe and apply the fundamentals of marketing research.</b>	<b>PO1,PSO1</b>	<b>Understand/Apply</b>
<b>PMM4CST0319</b>	<b>Students would be able to critically evaluate the Applications of Marketing Research in Business.</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMM4CST0319</b>	<b>Students would be able to describe various techniques of Data Analysis &amp; Presentation.</b>	<b>PO1,PSO1</b>	<b>Understand</b>
<b>PMM4CST0319</b>	<b>To equip the students with advanced research tools to conduct research and analysis.</b>	<b>PO2,PSO2</b>	<b>Analyze</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	1							1			
<b>CO2</b>				1					1		
<b>CO3</b>	1							1			
<b>CO4</b>		1							1		
<b>AVG CO</b>	1	1		1				1	1		



<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMH4CST0119</b>	<b>Students will be able to have the ability to understand and apply the basic concepts of Compensation management and the importance of effective compensation system to gain competitive advantage</b>	<b>PO1,PSO1</b>	<b>Understand /Apply</b>
<b>PMH4CST0119</b>	<b>Students will be able to have the ability to identify different types of incentive schemes and apply in real life business scenarios</b>	<b>PO2,PSO2</b>	<b>Analyze</b>
<b>PMH4CST0119</b>	<b>Students will be able to design an equitable pay structure for the organization taking into consideration internal and external equity and employee benefits</b>	<b>PO7,PSO2</b>	<b>Apply</b>
<b>PMH4CST0119</b>	<b>Students will be able to be able to formulate suitable HR policies based on their knowledge of Industrial laws</b>	<b>PO7,PSO2</b>	<b>Create</b>

<b>Mapping</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
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<b>Matrix</b>											
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>							<b>1</b>		<b>1</b>		
<b>CO4</b>							<b>1</b>		<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1</b>					<b>1</b>	<b>1</b>	<b>1.5</b>		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMS4CST0219</b>	<b>Students will be able to understand the importance and functioning of groups and teams in an organisation and analyse the results of teamwork in various organisations</b>	<b>PO1,PSO1</b>	<b>Understand /Analyse</b>
<b>PMS4CST0219</b>	<b>Students will be able to acquire the team skills</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMS4CST0219</b>	<b>Students will be able to apply the interpersonal and group processes theories learned johari window</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMS4CST0219</b>	<b>Students will be able to design a conflict resolution method for manufacturing and service organisations</b>	<b>PO7,PSO2</b>	<b>Create</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>				<b>1</b>					<b>1</b>		
<b>CO3</b>		<b>1</b>							<b>1</b>		
<b>CO4</b>							<b>1</b>		<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1</b>		<b>1</b>			<b>1</b>	<b>1</b>	<b>1.5</b>		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMS4CST0219</b>	<b>The student will be able to understand the role of HRIS and evaluate system considerations while designing HRIS</b>	<b>PO2,PSO2</b>	<b>Understand /Analyse</b>
<b>PMS4CST0219</b>	<b>The student will be able to identify system needs by evaluating departmental requirements</b>	<b>PO2,PSO1</b>	<b>Evaluate</b>
<b>PMS4CST0219</b>	<b>The student will be able to compare and contrast traditional and technology based recruitment and selection techniques</b>	<b>PO2,PSO1</b>	<b>Apply</b>
<b>PMS4CST0219</b>	<b>The student will be able to critically examine the information security and privacy challenges and suggest techniques to overcome them</b>	<b>PO4,PSO2</b>	<b>Create</b>

Mapping Matrix	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1		1							1		
CO2		1						1			
CO3		1						1			
CO4				1					1		
AVG CO		1.5		1				1	1		

**PMS4CST0119      ENTERPRISE RESOURCE PLANNING**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMS4CST0119</b>	<b>Students would be able to understand and apply the Fundamental technology behind enterprise systems</b>	<b>PO2,PSO1</b>	<b>Understand /Apply</b>
<b>PMS4CST0119</b>	<b>Students will be able to critically evaluate the various ERP Functional Module, Integration of ERP, Supply Chain and CRM</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMS4CST0119</b>	<b>Students would be able to analyze the ERP Implementation process</b>	<b>PO2,PSO1</b>	<b>Analyze</b>
<b>PMS4CST0119</b>	<b>Students will be able to critically evaluate Success and Failure factors of ERP Implementation</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>

Mapping Matrix	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1		1						1			
CO2				1					1		
CO3		1						1			
CO4				1					1		
AVG CO		1		1				1	1		



**PMS4CST0219      DECISION SUPPORT SYSTEM**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMS4CST0219</b>	<b>Students would be able to understand and apply the different types of decision support systems.</b>	<b>PO2,PSO1</b>	<b>Understand /Apply</b>
<b>PMS4CST0219</b>	<b>Students would be able to understand and analyze the concept of knowledge management.</b>	<b>PO2,PSO1</b>	<b>Understand /Analyze</b>
<b>PMS4CST0219</b>	<b>Students would be able to compare and contrast between Group Support Systems, Enterprise Decision Support Systems and Knowledge Management Systems</b>	<b>PO4,PSO2</b>	<b>Apply</b>
	<b>Student would be able to analyze different Advanced Intelligent Systems</b>	<b>PO2,PSO1</b>	<b>Analyze</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		<b>1</b>						<b>1</b>			
<b>CO2</b>		<b>1</b>						<b>1</b>			
<b>CO3</b>				<b>1</b>					<b>1</b>		
<b>CO4</b>		<b>1</b>						<b>1</b>			
<b>AVG CO</b>		<b>1.5</b>		<b>1</b>				<b>1.5</b>	<b>1</b>		

**PMS4CST0319      E-BUSINESS STRATEGY**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMS4CST0319</b>	<b>Analyse different e business models and comprehend their activities</b>	<b>PO2,PSO1</b>	<b>Understand/Apply</b>
<b>PMS4CST0319</b>	<b>Develop an insight Strategy for Interaction with Suppliers: Demonstrate in real time projects</b>	<b>PO4,PSO2</b>	<b>Apply</b>
<b>PMS4CST0319</b>	<b>Evaluate the effectiveness of different e- CRM and select the best.</b>	<b>PO4,PSO2</b>	<b>Evaluate</b>
<b>PMS4CST0319</b>	<b>Apply the concepts of E business to create an e business website</b>	<b>PO4,PSO2</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>		<b>1</b>						<b>1</b>			
<b>CO2</b>				<b>1</b>					<b>1</b>		
<b>CO3</b>				<b>1</b>					<b>1</b>		
<b>CO4</b>				<b>1</b>					<b>1</b>		
<b>AVG CO</b>		<b>1</b>		<b>1.5</b>				<b>1</b>	<b>1.5</b>		

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMO4CST0119</b>	<b>Understand industry health and hazards</b>	<b>PO1,PSO1</b>	<b>Understand/Apply</b>
<b>PMO4CST0119</b>	<b>Understand about the different accidents that occurs in industry and how to prevent them</b>	<b>PO1,PSO1</b>	<b>Understand</b>
<b>PMO4CST0119</b>	<b>Apply the concepts of accident prevention in organisations</b>	<b>PO2,PSO2</b>	<b>Apply</b>
<b>PMO4CST0119</b>	<b>Apply the concepts of safety in organizations</b>	<b>PO4,PSO2</b>	<b>Apply</b>

Mapping Matrix	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1							1			
CO2	1							1			
CO3		1							1		
CO4				1					1		
AVG CO	1	1		1				1	1		

**PMO4CST0219      MANAGEMENT OF TECHNOLOGY AND INNOVATION**

<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMO4CST0219</b>	<b>Identify and critically analyse technology and innovation management issues</b>	<b>PO 1,PSO1</b>	<b>Evaluate &amp; Analyze</b>
<b>PMO4CST0219</b>	<b>Evaluate technologies and innovations and select appropriate strategies to manage them</b>	<b>PO 2,PSO2</b>	<b>Evaluate &amp; Apply</b>
<b>PMO4CST0219</b>	<b>Able to design and implement innovation strategies in organisations, corporate foresight and technology with the aim of detecting sources of competitive advantage for evaluating and selecting various proposals</b>	<b>PO 2,PSO2</b>	<b>Create</b>
<b>PMO4CST0219</b>	<b>Interpret theories and models of innovation, analyse and make recommendations on practical business strategy problems</b>	<b>PO 3,PSO2</b>	<b>Apply</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	<b>1</b>							<b>1</b>			
<b>CO2</b>		<b>1</b>							<b>1</b>		
<b>CO3</b>		<b>1</b>							<b>1</b>		
<b>CO4</b>			<b>1</b>						<b>1</b>		
<b>AVG CO</b>	<b>1</b>	<b>1</b>	<b>1</b>					<b>1</b>	<b>1.5</b>		



<b>Course Code</b>	<b>Course outcome</b>	<b>POs &amp; PSOs Addressed</b>	<b>Cognitive Level</b>
<b>PMO4CST0319</b>	<b>Students are able to develop an understanding of how to design a company's operations model.</b>	<b>PO1,PSO1</b>	<b>Design</b>
<b>PMO4CST0319</b>	<b>Provide knowledge to formulate the strategy in terms of the capacity, supply networks, process technology, New product and service development</b>	<b>PO1,PSO1</b>	<b>Understand</b>
<b>PMO4CST0319</b>	<b>Demonstrate knowledge and skill in formulation and successful implementation of Operations strategy.</b>	<b>PO2,PSO2</b>	<b>Creating</b>
<b>PMO4CST0319</b>	<b>Enable students to understand and design operative strategy to meet the competitive strategy of the company.</b>	<b>PO5,PSO2</b>	<b>Design</b>

<b>Mapping Matrix</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>
<b>CO1</b>	1							1			
<b>CO2</b>	1							1			
<b>CO3</b>		1							1		
<b>CO4</b>					1				1		
<b>AVG CO</b>	1	1			1			1	1		