

DEPARTMENT OF MANAGEMENT

BBA GENERAL

Instructions: Total document to be prepared in Times New Roman font. The Heading should be Bold and font size 14, the Second heading (sub-heading) should be bold and size 12, and the body text should be 12 font size with single line spacing.

VISION

- To be a centre of excellence in management education, research.
- To develop competent, ethical, and innovative leaders with a global outlook.
- To contribute to sustainable organizational growth and societal development through knowledge and values.

MISSION

- To provide quality education in management through innovative pedagogy, experiential learning, and industry collaboration.
- To promote research, innovation, and entrepreneurship that address contemporary business and societal challenges.
- To develop leadership skills in dynamic global environments, while fostering social responsibility, sustainability, and lifelong learning in future leaders.

PROGRAMME EDUCATIONAL OBJECTIVES:

PEO 1: To develop graduates with strong foundational knowledge in business and management who can apply analytical and problem-solving skills in dynamic organizational settings.

PEO 2: To prepare students for successful professional careers by fostering effective communication, teamwork, leadership abilities, and ethical decision-making.

PEO 3: To encourage lifelong learning, innovation, and an entrepreneurial mindset that enables graduates to adapt to global business challenges.

PROGRAM SPECIFIC OUTCOME (PSOs)

PSO1: Apply functional knowledge of marketing, finance, human resources, and operations to address real business problems.

PSO 2: Use analytical tools, digital technologies, and data-driven decision-making to improve organizational performance.

PSO 3: Demonstrate managerial, entrepreneurial, and ethical competencies needed to excel in modern business environments.

PROGRAMME OUTCOMES:

PO1: Apply fundamental concepts of business, management, and economics to solve organizational problems effectively.

PO2: Analyze business data, market trends, and operational challenges using quantitative and qualitative techniques.

PO3: Demonstrate effective communication, interpersonal skills, and leadership abilities in diverse business environments.

PO4: Evaluate ethical issues, corporate governance practices, and social responsibilities to make value-based decisions.

PO5: Develop innovative, entrepreneurial, and sustainable solutions to meet emerging global business challenges.

Credit Definition

Type	Duration (in hours)	Credit
Lecture (L)	1	1
Tutorial (T)	1	1
Practical (P)	2	1

**Total Credit
Entire Programme**

Distribution for the

Semester	Credits										Credits/Semester
	MC	ME	Project	NM	NV	MD C	AE C	SEC	VAC	INT	
1	8	0	0	4	2	0	2	3	2	0	21
2	8	0	0	0	3	0	2	3	2	0	22
3	10	0	0	4	3	3	2	0	0	0	22
4	10	0	0	4	2	3	2	0	0	0	21
5	14	0	0	0	2	0	0	3	2	0	21
6	12	0	3	4	2	0	0	0	0	0	21
7	16	0	0	4	0	0	0	0	0	0	20
8 (W/O PROJECT)	8	12	0	0	0	0	0	0	0	0	20
8 (WITH research)	8									12	20

Credits/Course	96	12	15	20	11	6	8	9	6	2	185
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Category Definition

Definition of Category/Type	Abbreviation
Major Compulsory	MC
Major Elective	ME
Non-Major Specific Subject Course	NM
Non-major Vocational Education and Training	NV
Multidisciplinary Courses	MDC
Ability Enhancement Courses	AEC
Skill Enhancement Courses	SEC
Value Added Courses	VAC
Internship	INT

FIRST YEAR

SEMESTER-I

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Principles of Management		MC	4	4	0	0
2	Business Microeconomics		MC	4	4	0	0
3	Business Mathematics & Statistics		NM	4	4	0	0
4	Soft Skill Development		NV	1	1	0	0
5	EAA(Yoga/Sports/NMC/NS S)-I		NV	1	0	0	2
6	Communicative English-I		AEC	2	2	0	0
8	Computer Application		SEC	3	3	0	0
10	Environmental Science -I		VAC	2	2	0	0
Total Credits				21 Credits			



SEMESTER-II

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Marketing Management		MC	4	4	0	0
2	Business Macroeconomics		MC	4	4	0	0
3	Mentored Seminar-I		NV	1	0	0	2
4	Soft Skill Development - II		NV	1	1	0	0
5	Extra Academic Activity(Yoga/Sports/NCC/NSS)		EAA	1	0	0	2
6	MDC			4	4	0	0
7	Communicative English-II		AEC	2	2	0	0
8	Computer Application-II		SEC	3	3	0	0
9	Environmental Science - II		VAC	2	2	0	0
10							
Total Credits				22 Credits			

SECOND YEAR

SEMESTER-III

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Financial Management		MC	5	4	1	0
2	Financial Institutions & Markets		MC	5	4	1	0
3	Cost & Management Accounting		NM	4	4	0	0
4	Soft Skill Development - III		NV	1	1	0	0
5	EAA(Yoga/Sports/NMC/NSS)-II		EAA	1	0	0	2
6	MDC- II		MDC	3	3	0	0
7	Mentor Seminar II						
8	Foreign Language -III		AEC	2	2	0	0
Total Credits				22 Credits			

SEMESTER-IV

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Human Resource Management		MC	5	4	1	0
2	Business Environment		MC	5	4	1	0
3	Income Tax Laws & Practise		NM	4	4	0	0
4	Soft Skill Development- IV		NV	1	1	0	0
5	Mentored Seminar - II		NM	1	0	0	2
6	MDC			3	3	0	0
7	Foreign Language -IV		AEC	2	2	0	0
Total Credits				21 Credits			

SEMESTER-V

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Production & Operations Management		MC	5	4	1	0
2	Organizational Behaviour		MC	5	4	1	0
3	Corporate Communication		MC	4	4	0	0
4	Soft Skill Development		NV	1	1	0	0
5	Mentored Seminar		NV	1	0	0	2
6	Data Analysis		SEC	3	3	0	0
7	Ethical Studies & IPR		VAC	2	2	0	0
Total Credits				21 Credits			

SEMESTER-VI

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Business Research		MC	4	4	0	0
2	MIS & E-Commerce		MC	4	4	0	0
3	Services Marketing		MC	4	4	0	0
4	Entrepreneurship Development		NM	4	4	0	0
5	Soft Skill Development VI		NV	1	1	0	0
6	Mentored Seminar- IV		NV	1	1	0	0
7	Internship/Project		VAC	3	3	0	0
Total Credits				21 Credits			

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Emerging Business Issues		MC	4	4	0	0
2	Corporate Finance		MC	4	4	0	0
3	Human Resource Information System		MC	4	4	0	0
4	Corporate Governance		MC	4	4	0	0
5	Psychology for Business		NM	4	4	0	0
Total Credits				20 Credits			

SEMESTER-VII

SEMESTER-VIII (Without Research)

Sl No	Course Title	Code	Type	Credit	Type
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					L	T	P
1	Business Policy & Strategy		MC	4	4	0	0
2	Innovation Management & Design Thinking		MC	4	4	0	0
3	International Marketing		ME	4	4	0	0
4	International Finance		ME	4	4	0	0
5	Investment Banking		ME	4	4	0	0
6	International Human Resource Management		ME	4	4	0	0
7	Human Resource Planning		ME	4	4	0	0
Total Credits				20 Credits			

SEMESTER-VIII (With Research)

Sl No	Course Title	Code	Type	Credit	Type		
					L	T	P
1	Business Policy & Strategy		MC	4	4	0	0
2	Innovation Management & Design Thinking		MC	4	4	0	0
3	Research Project & Dissertation		ME	12	0	0	12
Total Credits				20 Credits			

COURSE CO-PO-PSO MAPPING

SEMESTER-I

PRINCIPLES OF MANAGEMENT

CO1: Explain fundamental management principles, functions, and organizational roles.

CO2: Apply planning, organizing, leading, and controlling concepts to managerial situations.

CO3: Analyze organizational structures, managerial challenges, and decision-making processes.

CO4: Evaluate management strategies for improving organizational performance.

CO5: Design basic managerial plans and solutions to address business problems.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	3	2	2
CO2	3	2	2	2	2	2	3	2
CO3	3	3	2	2	2	3	3	2
CO4	3	3	3	2	2	3	3	3
CO5	2	3	3	3	3	3	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

BUSINESS MICROECONOMICS

CO1: Describe core microeconomic concepts, including demand, supply, elasticity, and costs.

CO2: Apply consumer and producer theories to solve pricing and output problems.

CO3: Analyze market structures and predict firm behaviour under varying conditions.

CO4: Evaluate the effects of government interventions such as taxes and subsidies.

CO5: Construct microeconomic models to interpret and forecast market outcomes.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	3	2	2
CO2	3	3	3	3	2	3	3	3
CO3	2	2	3	2	3	3	2	1
CO4	2	2	3	3	3	3	3	3
CO5	2	2	2	2	2	3	2	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

BUSINESS MATHEMATICS & STATISTICS

CO1: Demonstrate essential mathematical and statistical concepts relevant to business.

CO2: Apply statistical tools to organize, summarize, and interpret business data.

CO3: Analyze relationships among variables using correlation and regression techniques.

CO4: Evaluate business situations using probability models and hypothesis testing.

CO5: Develop quantitative solutions and forecasts using appropriate mathematical methods.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	3	3	2	2	2	3

CO2	3	3	3	3	3	3	3	2
CO3	3	2	2	2	3	2	2	3
CO4	2	3	3	2	3	3	3	3
CO5	3	3	2	3	2	3	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

SOFT SKILL DEVELOPMENT I

COURSE OUTCOMES

CO1: Identify the fundamentals of essential English language skills and communication basics, including the key components of core grammar and usage relevant to academic and workplace contexts.

CO2: Apply English language skills—covering topic-specific vocabulary, collocations, and clear pronunciation—in everyday, semi-formal, academic, and workplace interactions across diverse professional and social contexts

CO3: Analyze written and spoken texts—including short talks and conversations—to determine main ideas, supporting details, and discourse features, thereby strengthening critical reading and listening abilities.

CO4: Evaluate grammar rules and foundational language structures for accuracy and effectiveness in context, diagnosing errors and selecting appropriate forms to improve clarity and correctness.

CO5: Compose persuasive and effective written and oral communication—such as coherent paragraphs, summaries, and short presentations—aligned with professional standards, integrating information gathered for gist and specific purposes.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3

CO1	1	1	1	1	1	1	1	1
CO2	1	1	1	1	1	1	1	1
CO3	1	1	1	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	1	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

COMMUNICATIVE ENGLISH I

COURSE OUTCOMES

CO1: Understand and apply the Fundamentals of Communication Skills in their communication skills.

CO2: Identify the nuances of phonetics, intonation and enhance pronunciation skills.

CO3: To impart basic English grammar and essentials of language skills as per present requirement.

CO4: Understand and use all types of English vocabulary and language proficiency.

CO5: Adopt the Techniques of Information Transfer through presentation.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	1	1	1	1	1	1	1
CO2	1	1	1	1	1	1	1	1
CO3	1	1	1	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	1	1

1. LOW

2. MODERATE

3. SUBSTANTIAL

COMPUTER APPLICATION I

COURSE OUTCOMES

- CO1: Identify fundamental concepts of computers, software, and emerging technologies, demonstrating comprehension of their roles in modern computing environments.
- CO2: Explain fundamental computer operations and productivity tools .
- CO3: Determine algorithmic solutions to computing problems using flowcharts, logical structures, and basic Python programming constructs.
- CO4: Compare the efficiency and suitability of computer applications, operating systems, and network applications in various professional and academic contexts.
- CO5: Assess the applicability, effectiveness, and ethical implications of Artificial Intelligence methodologies in addressing real-world problems.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	2	2	3	1	3	1
CO2	2	2	3	2	2	1	1	1
CO3	2	2	2	2	2	1	3	2
CO4	2	3	2	1	3	2	2	2
CO5	2	2	2	3	3	2	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

Environmental Science I

CO1: Categorize the different spheres of the environment and their major components.

CO2: Differentiate perpetual, renewable, and non-renewable resources and justify approaches for their conservation.

CO3: Recognize the components of atmospheric layers and explain their roles in environmental balance and associated issues.

CO4: Appraise various natural resources—water, forest, food, land, mineral, and energy—and evaluate their functions in sustaining life on earth.

CO5: Illustrate the modes of depletion of specific resources and demonstrate preventive measures to reduce their destruction.

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	2	1	2	2	2	1
CO2	2	3	2	1	2	2	3	2
CO3	2	2	2	1	2	2	3	2
CO4	3	3	2	2	2	3	3	2
CO5	2	3	3	2	2	2	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

FOREIGN LANGUAGE I

COURSE OUTCOMES

CO1: Comprehend basic level pronunciation, accents, tones

CO2: Recognise common words and phrases

CO3: Employ greetings

CO4: Construct simple sentences

CO5: Remember the fundamentals of elementary grammar

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	1	1	1	1	1	1	1
CO2	1	1	1	1	1	1	1	1
CO3	1	1	1	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	1	1

1. LOW

2. MODERATE

3. SUBSTANTIAL

SEMESTER II

MARKETING MANAGEMENT

CO1: Explain fundamental marketing concepts, functions, and the role of marketing in business environments.

CO2: Apply segmentation, targeting, and positioning strategies in various market contexts.

CO3: Analyze consumer behaviour and marketing mix decisions for different products and services.

CO4: Evaluate marketing strategies using performance indicators and market insights.

CO5: Create integrated marketing plans for new and existing offerings.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	2	2	3	2	3	3
CO2	3	2	2	2	3	3	2	2
CO3	3	2	3	3	2	3	2	1
CO4	3	3	3	3	2	2	2	1
CO5	2	3	3	3	3	3	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

BUSINESS MACROECONOMICS

CO1: Explain the structure and significance of macroeconomic indicators and aggregates.

CO2: Apply macroeconomic models to interpret economic fluctuations and national income.

CO3: Analyze fiscal and monetary policy impacts on business and economic stability.

CO4: Evaluate global macroeconomic issues and their implications for business decisions.

CO5: Propose macroeconomic strategies to address national and global economic challenges.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES	PROGRAMME SPECIFIC OUTCOMES
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	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	3	2	2	2	3	2
CO2	3	2	3	3	2	3	2	2
CO3	2	2	2	3	3	2	2	2
CO4	2	3	3	3	3	2	2	2
CO5	3	3	2	2	2	2	2	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

SOFT SKILL DEVELOPMENT II

COURSE OUTCOMES:

CO1: Deliver and adapt clear, concise, audience-appropriate oral messages across diverse contexts.

CO2: Analyze non-verbal cues (posture, gesture, eye contact, tone) and employ them to enhance clarity and confidence.

CO3: Discriminate key information and paraphrase it into structured notes to improve comprehension and engagement.

CO4: Analyze complex texts and evaluate claims/evidence to support reasoned understanding.

CO5: Produce and revise clear, coherent, and persuasive workplace documents (emails,

memos, reports) aligned to professional conventions.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	1	3	2	2	1	2	3
CO2	3	1	3	2	3	1	1	1
CO3	3	1	3	2	2	2	1	2
CO4	2	2	3	2	2	2	2	2
CO5	2	3	3	3	3	2	1	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

COMMUNICATIVE ENGLISH II

COURSE OUTCOMES:

CO1: Explain key communicative features of contemporary English (register, pragmatics, digital norms) and describe when to use them.

CO2: Apply listening, speaking, reading, and writing strategies to produce clear, task-appropriate responses in professional contexts.

CO3: Analyze audience, purpose, and context and adapt interpersonal communication for diverse professional and social settings.

CO4: Evaluate arguments and information for credibility, bias, and logic, and justify conclusions using evidence.

CO5: Design and deliver/compose integrated oral and written messages (emails, briefs, short talks) that synthesize sources and align tone, medium, and audience needs.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	1	3	3	3	1	1	2
CO2	3	2	3	2	2	2	1	3
CO3	3	2	3	2	3	1	1	3
CO4	3	1	3	3	3	3	1	3
CO5	3	2	3	2	3	3	2	3

COMPUTER APPLICATION II

COURSE OUTCOMES

- CO1: Identify the fundamental principles of computer hardware, software, networking, and security, demonstrating conceptual clarity of modern computing systems.
- CO2: Explain standard computer applications and programming techniques to create, format, and manage documents, spreadsheets, presentations, and simple Python programs.
- CO3: Determine computational tasks and networking scenarios to identify suitable hardware components, programming logic, and connectivity solutions.
- CO4: Compare cloud service models, deployment strategies, and data management practices to determine their effectiveness for organizational use.
- CO5: Assess computer and network security mechanisms, identifying potential threats to maintain confidentiality, integrity, and availability.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3

CO1	1	1	1	1	1	2	2	3
CO2	1	1	1	1	1	3	2	3
CO3	1	1	1	1	1	1	1	1
CO4	1	1	1	1	1	2	2	2
CO5	2	2	2	2	2	3	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

Environmental Science II

CO1: Construct the concept of an ecosystem and assess its relevance to human development and well-being.

CO2: Employ the concepts of biodiversity and bio chemical cycles to interpret their role in environmental sustainability.

CO3: Appraise the factors responsible for environmental pollution and the resulting degradation of natural resources.

CO4: Design strategies to mitigate, moderate, minimize, or combat pollution in alignment with sustainable development goals (SDGs).

CO5: Design and implement regulatory and legal measures for the protection and preservation of ecosystems, biodiversity, and natural resources.

MAPPING OF COs WITH POs AND PSOs

1. LOW 2. MODERATE 3. SUBSTANTIAL

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	1	1	1
CO2	3	2	2	3	3	1	1	1
CO3	2	3	2	3	2	1	1	1

CO4	3	3	2	3	3	2	2	2
CO5	2	2	3	3	3	2	1	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

FOREIGN LANGUAGE II

COURSE OUTCOME

CO1: Comprehend basic level pronunciation, accents, tones

CO1: Recognise common words and phrases

CO1: Employ greetings

CO1: Construct simple sentences

CO1: Remember the fundamentals of elementary grammar

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	1	1	1	1	1	1	1
CO2	1	1	1	1	1	1	1	1
CO3	1	1	1	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	1	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

MDC - DIGITAL DESIGNING

COURSE OUTCOME

CO1: to impart the basic knowledge of Designing in digital platform and the related avenues of this area.

CO2: to develop the student into skilful, competitive and responsible professional for designing world

CO3: to empower the students with the skill of a designer

CO4: to bring them up-to-date with the new developments in the various field of this course

CO5: Understand visual strategy and. problem solving within budgets, on time, professionally.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	2	2	3	3	2
CO2	2	2	3	3	3	3	2	3
CO3	2	3	3	2	3	2	3	3
CO4	2	3	2	2	3	2	3	2
CO5	3	2	3	3	3	2	2	3

1. LOW

2. MODERATE

3. SUBSTANTIAL

SEMESTER III

Financial Management

CO1: Explain fundamental principles and objectives of financial management.

CO2: Apply capital budgeting, working capital, and valuation techniques to financial decisions.

CO3: Analyze cost of capital, risk–return relationships, and capital structure strategies.

CO4: Evaluate financing, investment, and dividend decisions using financial metrics.

CO5: Develop financial plans and strategies to enhance firm value.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	3	2	3
CO2	2	3	2	2	2	2	2	3
CO3	2	2	3	3	3	3	3	1
CO4	3	3	3	2	2	3	2	3
CO5	3	3	3	3	3	2	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

FINANCIAL INSTITUTIONS & MARKETS

CO1: Describe the structure, functions, and participants of financial markets and institutions.

CO2: Apply concepts of financial instruments, intermediaries, and regulatory frameworks.

CO3: Analyze the working of money markets, capital markets, and derivative markets.

CO4: Evaluate financial risks, market efficiency, and regulatory interventions.

CO5: Formulate strategies for effective participation in financial markets.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	3	3	2	3	3
CO2	2	3	3	2	2	3	3	3
CO3	3	3	2	2	2	2	3	3
CO4	3	2	2	2	2	2	3	2
CO5	2	2	3	3	3	3	3	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

COST & MANAGEMENT ACCOUNTING

CO1: Explain basic cost concepts, classifications, and cost accumulation procedures.

CO2: Apply costing techniques such as job costing, process costing, and activity-based costing.

CO3: Analyze cost–volume–profit relationships and budgeting scenarios.

CO4: Evaluate performance using variance analysis and responsibility accounting systems.

CO5: Design cost control and management accounting solutions for decision-making.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	3	2	3	2	3	3
CO2	3	3	3	2	2	2	2	2
CO3	2	3	2	3	3	3	2	1
CO4	3	3	3	2	2	3	2	2
CO5	2	2	3	3	2	2	2	3

1. LOW

2. MODERATE

3. SUBSTANTIAL

SOFT SKILL DEVELOPMENT III

COURSE OUTCOMES:

CO1: Produce correctly formatted business documents (letters, emails, memos) that conform to block format, netiquette, and basic proofreading norms.

CO2: Create organized notes and concise web-based writing (posts/pages) tailored to audience and purpose.

CO3: Paraphrase and summarize spoken input to demonstrate active-listening accuracy in brief responses.

CO4: Adjust reading strategies (skim/scan/intensive) to extract and evaluate key ideas from assigned texts.

CO5: Diagnose and correct common language errors (spelling, agreement, punctuation) to improve clarity.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	1	3	2	1	2	2	2
CO2	1	1	3	1	1	1	1	1
CO3	1	1	3	1	1	1	2	2
CO4	1	1	1	1	1	2	1	1
CO5	2	1	3	2	3	2	1	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

FOREIGN LANGUAGE III

COURSE OUTCOMES

CO1: Compose short e-mails / instant messages.

CO2: Discern what is being said in audio clips.

CO3: Acquire greater word-knowledge.

CO4: Grasp concepts of more advanced grammar.

CO5: Familiarise oneself with the life and culture of the country.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES	PROGRAMME SPECIFIC
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						OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	1	1	1	1	1	1	1
CO2	1	1	1	1	1	1	1	1
CO3	1	1	1	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	1	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

MDC - PHOTOGRAPHY & MOBILE AS A TOOL OF JOURNALISM

COURSE OUTCOME

CO1: Demonstrate excellence in image-making techniques across analog, digital, still and motion media platforms

CO2: Able to utilize a variety of technology to achieve specific outcomes within their image-making

CO3: Able to problem solve in a wide variety of situations - to think on their feet. feet
 4.Awareness of the context of their images

CO4: Will have broad insight into the photography and image-making industry

CO5: Understand visual strategy and the variety of venues that use photographic image

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	2	3	2	3	2
CO2	2	3	2	2	3	2	3	2
CO3	3	3	3	2	3	2	3	3

CO4	2	2	3	3	3	1	1	3
CO5	3	2	3	3	3	1	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

SEMESTER IV

HUMAN RESOURCE MANAGEMENT

CO1: Describe the principles, functions, and frameworks of human resource management.

CO2: Apply HR practices such as recruitment, selection, training, and performance appraisal.

CO3: Analyze workplace behaviour and HR issues using established theories.

CO4: Evaluate HR policies, strategies, and interventions for organizational effectiveness.

CO5: Develop HR solutions to improve employee engagement and productivity.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	3	2	2	3	3	2
CO2	3	2	3	3	3	3	2	2
CO3	3	2	3	3	3	2	3	2
CO4	3	2	3	3	3	3	2	1
CO5	2	2	2	2	2	2	3	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

BUSINESS ENVIRONMENT

CO1: Explain components of internal and external business environments.

CO2: Apply environmental scanning tools to identify opportunities and threats.

CO3: Analyze political, legal, economic, social, and technological influences on business.

CO4: Evaluate policy changes and global trends affecting business operations.

CO5: Develop strategic responses to navigate dynamic and competitive environments.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	2	3	3	3	3	1
CO2	3	2	2	2	3	3	2	3
CO3	2	3	3	3	2	3	2	2
CO4	2	3	3	2	3	3	3	2
CO5	3	2	3	2	2	2	3	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

INCOME TAX LAWS & PRACTICE

CO1: Explain core provisions, definitions, and concepts of the Income Tax Act.

CO2: Apply tax rules to compute income under different heads and determine tax liability.

CO3: Analyze tax implications for individuals, firms, and companies.

CO4: Evaluate tax planning opportunities while ensuring legal compliance.

CO5: Prepare accurate and complete income tax returns with supporting documentation.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	3	3	2	2	2	3
CO2	3	3	3	3	3	3	3	2
CO3	3	2	2	2	3	2	2	3
CO4	2	3	3	2	3	3	3	3
CO5	3	3	2	3	2	3	2	3

1. LOW 2. MODERATE 3. SUBSTANTI

SOFT SKILL DEVELOPMENT IV

COURSE OUTCOMES:

CO1: Design and produce a job portfolio (résumé, cover/application, follow-up) aligned to role requirements.

CO2: Evaluate and conduct group discussions using guidelines, roles, and evidence-based contributions.

CO3: Craft and deliver structured speeches/presentations demonstrating audience analysis, organization, and delivery control.

CO4: Apply small-talk and rapport strategies and analyze informal channels (grapevine/chat) with professional decorum.

CO5: Analyze assigned readings and justify takeaways in short written/oral responses.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	1	3	2	1	1	1	1
CO2	1	1	3	1	1	1	1	1

CO3	1	1	3	1	1	1	2	2
CO4	1	1	1	1	1	1	1	1
CO5	2	1	1	2	1	1	1	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

FOREIGN LANGUAGE IV

COURSE OUTCOMES

CO1: Analyse more difficult texts

CO2: Comprehend situational conversations (audio)

CO3: Construct complex sentences.

CO4: Engage in simple conversation

CO5: Acquaint oneself with short poems / songs / prose text.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	1	1	1	1	1	1	1	1
CO2	1	1	1	1	1	1	1	1
CO3	1	1	1	1	1	1	1	1
CO4	1	1	1	1	1	1	1	1
CO5	1	1	1	1	1	1	1	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

MDC - STORYBOARD DESIGN

COURSE OUTCOME

CO1: To introduce the fundamental concepts and principles of storyboarding, providing a foundational understanding of its role in visual storytelling.

CO2: To develop proficiency in visual narrative and shot composition techniques, enabling students to effectively convey stories through images and sequences.

CO3: To guide students in the practical application of storyboarding skills by providing hands-on experience in developing storyboards for various media formats.

CO4: To explore advanced storyboarding techniques, including dynamic camera angles, pacing, and visual storytelling innovations, to enhance the narrative impact of visual sequences.

CO5: To foster an understanding of collaboration and communication within the context of storyboarding, emphasizing the role of storyboard artists in the creative process.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	1	1	2	1	2	1
CO2	2	3	3	2	3	2	3	2
CO3	3	3	2	2	3	2	3	3
CO4	2	3	2	2	3	1	3	2
CO5	2	2	3	3	3	2	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

SEMESTER V

PRODUCTION & OPERATIONS MANAGEMENT

CO1: Explain principles, functions, and scope of production and operations systems.

CO2: Apply forecasting, scheduling, quality control, and inventory management techniques.

CO3: Analyze process design, capacity planning, and supply chain operations.

CO4: Evaluate operational performance using efficiency, productivity, and quality measures.

CO5: Design optimized production and operations plans for improved output.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	3	3	2	3	3	1
CO2	2	3	2	3	2	3	3	3
CO3	2	2	2	3	2	3	3	3
CO4	3	3	3	3	2	2	2	1
CO5	3	3	2	3	2	2	3	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

ORGANIZATIONAL BEHAVIOUR

CO1: Describe key concepts related to individual, group, and organizational behaviour.

CO2: Apply motivation, leadership, and communication theories to workplace scenarios.

CO3: Analyze organizational culture, conflict, and power dynamics.

CO4: Evaluate behavioural interventions and strategies to improve organizational outcomes.

CO5: Create action plans to enhance individual and organizational performance.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	2	2	3	2	2
CO2	3	2	2	2	2	2	3	2
CO3	3	3	2	2	2	3	3	2
CO4	3	3	3	2	2	3	3	3
CO5	2	3	3	3	3	3	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

CORPORATE COMMUNICATION

CO1: Explain fundamental principles and methods of effective corporate communication.

CO2: Apply communication skills in oral, written, and digital business contexts.

CO3: Analyze communication barriers and audience needs in corporate settings.

CO4: Evaluate corporate messages, reports, and presentations for clarity and impact.

CO5: Develop communication strategies for internal and external stakeholders.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	3	3	2	3	3
CO2	2	3	3	2	2	3	3	3
CO3	3	3	2	2	2	2	3	3
CO4	3	2	2	2	2	2	3	2
CO5	2	2	3	3	3	3	3	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

SOFT SKILL DEVELOPMENT V

COURSE OUTCOMES:

CO1: Design and deliver audience-cantered presentations using appropriate visuals, timing, and Q&A handling.

CO2: Analyse interview types/styles and demonstrate effective responses in simulated panels.

CO3: Apply workplace/social etiquette and analyse feedback to improve collaboration and networking (including social media).

CO4: Evaluate negotiation scenarios, assess tactics, and justify positions using ethical and persuasive reasoning.

CO5: Analyse assigned texts and evaluate implications for professional communication.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	3	1	1	1	1	1
CO2	2	3	3	2	1	1	1	1
CO3	3	2	3	1	3	2	2	2
CO4	3	2	3	2	3	3	1	2
CO5	3	3	3	3	3	2	2	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

SEMESTER VI

BUSINESS RESEARCH

CO1: Explain research concepts, methodologies, and ethical guidelines.

CO2: Apply appropriate research designs, sampling methods, and data collection techniques.

CO3: Analyze qualitative and quantitative data using relevant analytical tools.

CO4: Evaluate research findings to draw reliable conclusions and recommendations.

CO5: Produce structured research reports and presentations based on systematic investigation.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	3	2	2	3	3
CO2	3	3	3	2	2	2	2	1
CO3	3	3	3	2	2	3	2	2
CO4	2	2	3	3	2	2	3	3
CO5	3	3	2	3	3	2	3	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

MIS & E-COMMERCE

CO1: Describe the role and components of management information systems and e-commerce.

CO2: Apply information system tools to support decision-making and business processes.

CO3: Analyze digital business models, online transaction systems, and IT infrastructures.

CO4: Evaluate cybersecurity concerns, IT policies, and e-commerce strategies.

CO5: Design MIS frameworks and e-commerce solutions to enhance business performance.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	3	2	2	2	2	3
CO2	3	2	2	3	2	2	2	1

CO3	2	3	3	3	2	2	2	3
CO4	2	2	2	2	2	2	3	3
CO5	2	2	2	2	2	2	3	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

SERVICES MARKETING

CO1: Explain the characteristics, concepts, and significance of services marketing.

CO2: Apply service mix elements and service quality models in business situations.

CO3: Analyze customer expectations, perceptions, and service delivery processes.

CO4: Evaluate service marketing strategies to enhance customer experience.

CO5: Create innovative service marketing plans for competitive advantage.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	3	1
CO3	3	3	2	3	3	3	3	2
CO4	2	3	3	2	2	2	2	3
CO5	3	2	2	3	3	3	3	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

ENTREPRENEURSHIP DEVELOPMENT

CO1: Explain entrepreneurial concepts, competencies, and ecosystem components.

CO2: Apply opportunity identification and feasibility analysis techniques.

CO3: Analyze business models, market risks, and financing options for ventures.

CO4: Evaluate business ideas using financial, operational, and market criteria.

CO5: Develop comprehensive business plans for new entrepreneurial ventures.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	3	3	3	3	2	3
CO2	3	3	3	3	3	3	3	1
CO3	3	3	2	3	3	3	3	2
CO4	2	3	3	2	2	2	2	3
CO5	3	2	2	3	3	3	3	1

1. LOW 2. MODERATE 3. SUBSTANTIAL

SOFT SKILL DEVELOPMENT VI

COURSE OUTCOMES:

CO1: Analyze etiquette scenarios (image management, events, travel, greetings) and apply

appropriate conduct.

CO2: Plan and compose formal reports that conform to purpose, type, and format with coherent organization.

CO3: Perform professional telephonic conversation (receiving/handling/closing), modulate voice, and demonstrate effective listening.

CO4: Draft accurate notices, circulars, agendas, and minutes that meet institutional/industry conventions.

CO5: Evaluate cross-cultural variables (context, ethnocentrism, stereotyping) and design culturally sensitive communication strategies.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	1	3	3	2	2	1	3
CO2	3	2	3	2	2	3	2	2
CO3	2	1	3	2	1	2	1	3
CO4	3	2	3	2	2	3	2	2
CO5	2	2	3	3	3	2	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

SEMESTER VII

Emerging Business Issues

CO1: Explain contemporary business challenges and evolving market dynamics.

CO2: Apply analytical tools to assess emerging trends affecting businesses.

CO3: Analyze the impact of technological, social, and regulatory changes on industries.

CO4: Evaluate strategies for adapting to disruptive business environments.

CO5: Create informed solutions to address current and future business issues.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	3	3	3	2	1
CO2	3	3	3	3	3	2	2	1
CO3	2	2	2	3	3	3	2	3
CO4	2	3	2	2	2	3	2	3
CO5	2	2	2	3	2	3	3	2

1. LOW

2. MODERATE

3. SUBSTANTIAL

Corporate Finance

CO1: Explain core concepts of corporate finance and financial decision-making.

CO2: Apply valuation techniques to financial assets, investments, and capital budgeting decisions.

CO3: Analyze capital structure, cost of capital, and dividend policy decisions.

CO4: Evaluate financial performance and risk using appropriate tools.

CO5: Create optimal financial strategies to enhance firm value.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	3	2	3	3	2	3
CO2	3	3	2	3	3	2	2	3
CO3	3	2	2	2	3	3	2	2
CO4	2	3	2	2	3	3	2	3
CO5	2	2	2	2	2	3	2	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

Human Resource Information System

CO1: Explain the structure, functions, and importance of HRIS in organizations.

CO2: Apply HRIS tools for employee data management and HR operations.

CO3: Analyze HR analytics to support evidence-based HR decision-making.

CO4: Evaluate HRIS implementation challenges, risks, and effectiveness.

CO5: Create HR technology-based solutions to improve HR workflows.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	3	3	2	2	2	3
CO2	3	3	3	3	3	3	3	2
CO3	3	2	2	2	3	2	2	3
CO4	2	3	3	2	3	3	3	3
CO5	3	3	2	3	2	3	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

CORPORATE GOVERNANCE

COURSE OUTCOME

CO1: Explain the principles, models, and regulatory frameworks of corporate governance.

CO2: Apply governance codes and best practices to organizational scenarios.

CO3: Analyze the roles of boards, committees, and stakeholders in governance.

CO4: Evaluate governance failures, ethical issues, and compliance mechanisms.

CO5: Create governance strategies to promote transparency and accountability.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	2	2	3	2	3	3
CO2	3	2	2	2	3	3	2	2
CO3	3	2	3	3	2	3	2	1
CO4	3	3	3	3	2	2	2	1
CO5	2	3	3	3	3	3	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

SEMESTER VIII (WITHOUT RESEARCH)

Business Policy & Strategy

CO1: Explain key concepts of business policy, strategy formulation, and strategic management.

CO2: Apply strategic analysis tools (SWOT, PESTLE, Porter’s Five Forces) to business cases.

CO3: Analyze internal and external factors affecting organizational strategy.

CO4: Evaluate strategic options and competitive positioning decisions.

CO5: Create strategic plans to achieve long-term organizational goals.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	3	3	3
CO2	3	2	3	3	2	2	3	3
CO3	2	2	2	2	2	3	3	3
CO4	2	2	3	2	3	3	3	2
CO5	2	3	2	2	3	3	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

INNOVATION MANAGEMENT & DESIGN THINKING

CO1: Explain the concepts of innovation, creativity, and design thinking processes.

CO2: Apply design thinking tools to problem identification and solution development.

CO3: Analyze innovation ecosystems, models, and organizational practices.

CO4: Evaluate innovative alternatives based on feasibility and user-centric insights.

CO5: Create prototypes, solutions, or strategies to foster innovation.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	2	2	3	3	2	3
CO2	2	2	3	3	2	3	2	2
CO3	3	3	3	2	2	2	3	3
CO4	3	3	2	3	2	2	2	2
CO5	3	2	2	2	3	3	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

International Marketing

CO1: Explain global marketing concepts, environments, and entry strategies.

CO2: Apply market research tools to analyze international markets.

CO3: Analyze cultural, economic, and regulatory influences on global marketing decisions.

CO4: Evaluate international marketing mix strategies for different markets.

CO5: Create marketing strategies tailored to global business environments.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	3	3	2	2	3	1
CO2	3	2	2	3	3	2	3	3
CO3	3	2	3	3	3	3	3	2
CO4	2	2	3	3	3	2	3	2
CO5	2	2	3	2	3	3	2	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

INTERNATIONAL FINANCE

COURSE OUTCOME

CO1: Explain the structure of international financial markets and exchange rate mechanisms.

CO2: Apply analytical tools to assess foreign exchange exposure and international investments.

CO3: Analyze international financial risks, derivatives, and hedging strategies.

CO4: Evaluate cross-border financing decisions and global capital flows.

CO5: Create financial strategies for managing international operations.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	3	3	3	3	2	1
CO2	3	3	3	3	2	2	2	2
CO3	3	3	2	3	2	2	3	3
CO4	2	2	2	2	3	3	3	3
CO5	3	2	2	3	3	3	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

Investment Banking

CO1: Explain key functions of investment banking, including underwriting and advisory services.

CO2: Apply valuation and financial modeling techniques used in investment banking.

CO3: Analyze mergers, acquisitions, IPOs, and corporate restructuring processes.

CO4: Evaluate regulatory, ethical, and risk considerations in investment banking.

CO5: Create investment banking proposals and transaction strategies.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	3	3	2	3	2	3
CO2	2	2	2	2	3	2	2	3
CO3	3	3	3	3	3	3	3	3
CO4	2	2	2	3	3	3	3	2
CO5	2	2	3	3	2	3	3	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

COURSE OUTCOME

CO1: Explain concepts and functions of HRM in international contexts.

CO2: Apply HRM practices to manage expatriates and global workforces.

CO3: Analyze cross-cultural challenges and international labor regulations.

CO4: Evaluate global HR strategies for staffing, performance, and compensation.

CO5: Create HR solutions for effective international workforce management.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	2	3	3	2	2	1
CO2	3	3	3	3	2	2	2	2
CO3	3	2	2	2	3	3	2	3
CO4	2	3	2	2	3	3	3	3
CO5	2	2	2	3	3	2	3	2

1. LOW 2. MODERATE 3. SUBSTANTIAL

HUMAN RESOURCE PLANNING

COURSE OUTCOME

CO1: Explain the concepts, objectives, and process of HR planning.

CO2: Apply forecasting techniques to assess workforce requirements.

CO3: Analyze internal and external factors influencing HR supply and demand.

CO4: Evaluate HR plans to ensure alignment with organizational goals.

CO5: Create workforce strategies to address gaps, redundancies, and future needs.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	3	2	2	2	2	2	2
CO2	2	3	3	2	3	2	3	2
CO3	2	3	2	3	2	2	2	3
CO4	3	3	2	2	2	3	2	2
CO5	2	2	2	3	3	2	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

SEMESTER VIII (WITH RESEARCH)

BUSINESS POLICY & STRATEGY

COURSE OUTCOME

CO1: Explain key concepts of business policy, strategy formulation, and strategic management.

CO2: Apply strategic analysis tools (SWOT, PESTLE, Porter's Five Forces) to business cases.

CO3: Analyze internal and external factors affecting organizational strategy.

CO4: Evaluate strategic options and competitive positioning decisions.

CO5: Create strategic plans to achieve long-term organizational goals

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	3	3	3
CO2	3	2	3	3	2	2	3	3
CO3	2	2	2	2	2	3	3	3
CO4	2	2	3	2	3	3	3	2
CO5	2	3	2	2	3	3	3	3

1. LOW 2. MODERATE 3. SUBSTANTIAL

INNOVATION MANAGEMENT & DESIGN THINKING

COURSE OUTCOME

CO1: Explain the concepts of innovation, creativity, and design thinking processes.

CO2: Apply design thinking tools to problem identification and solution development.

CO3: Analyze innovation ecosystems, models, and organizational practices.

CO4: Evaluate innovative alternatives based on feasibility and user-centric insights.

CO5: Create prototypes, solutions, or strategies to foster innovation.

MAPPING OF COs WITH POs AND PSOs

COURSE OUTCOMES	PROGRAMME OUTCOMES					PROGRAMME SPECIFIC OUTCOMES		
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3

CO1	2	2	2	2	3	3	2	3
CO2	2	2	3	3	2	3	2	2
CO3	3	3	3	2	2	2	3	3
CO4	3	3	2	3	2	2	2	2
CO5	3	2	2	2	3	3	2	3

1. LOW 2. MODERATE 3. SUBSTANTIAL



Bloom's Taxonomy Verbs:

Remember (BT1)	Understand (BT2)	Apply (BT3)	Analyze (BT4)	Evaluate (BT5)	Create (BT6)
Cite	Add	Acquire	Analyze	Appraise	Abstract
Define	Approximate	Adapt	Audit	Assess	Animate
Describe	Articulate	Allocate	Blueprint	Compare	Arrange
Draw	Associate	Alphabetize	Breadboard	Conclude	Assemble
Enumerate	Characterize	Apply	Break down	Contrast	Budget
Identify	Clarify	Ascertain	Characterize	Counsel	Categorize
Index	Classify	Assign	Classify	Criticize	Code
Indicate	Compare	Attain	Compare	Critique	Combine
Label	Compute	Avoid	Confirm	Defend	Compile
List	Contrast	Back up	Contrast	Determine	Compose
Match	Convert	Calculate	Correlate	Discriminate	Construct
Meet	Defend	Capture	Detect	Estimate	Cope
Name	Describe	Change	Diagnose	Evaluate	Correspond
Outline	Detail	Classify	Diagram	Explain	Create
Point	Differentiate	Complete	Differentiate	Grade	Cultivate
Quote	Discuss	Compute	Discriminate	Hire	Debug
Read	Distinguish	Construct	Dissect	Interpret	Depict
Recall	Elaborate	Customize	Distinguish	Judge	Design
Recite	Estimate	Demonstrate	Document	Justify	Develop
Recognize	Example	Depreciate	Ensure	Measure	Devise
Record	Explain	Derive	Examine	Predict	Dictate
Repeat	Express	Determine	Explain	Prescribe	Enhance
Reproduce	Extend	Diminish	Explore	Rank	Explain
Review	Extrapolate	Discover	Figure out	Rate	Facilitate
Select	Factor	Draw	File	Recommend	Format
State	Generalize	Employ	Group	Release	Formulate
Study	Give	Examine	Identify	Select	Generalize



Tabulate	Infer	Exercise	Illustrate	Summarize	Generate
Trace	Interact	Explore	Infer	Support	Handle
Write	Interpolate	Expose	Interrupt	Test	Import
	Interpret	Express	Inventory	Validate	Improve
	Observe	Factor	Investigate	Verify	Incorporate
	Paraphrase	Figure	Layout		Integrate
	Picture graphically	Graph	Manage		Interface
	Predict	Handle	Maximize		Join
	Review	Illustrate	Minimize		Lecture
	Rewrite	Interconvert	Optimize		Model
	Subtract	Investigate	Order		Modify
	Summarize	Manipulate	Outline		Network
	Translate	Modify	Point out		Organize
	Visualize	Operate	Prioritize		Outline
		Personalize	Proofread		Overhaul
		Plot	Query		Plan
		Practice	Relate		Portray
		Predict	Select		Prepare
		Prepare	Separate		Prescribe
		Price	Subdivide		Produce
		Process	Train		Program
		Produce	Transform		Rearrange
		Project			Reconstruct
		Provide			Relate
		Relate			Reorganize
		Round off			Revise
		Sequence			Rewrite
		Show			Specify
		Simulate			Summarize
		Sketch			
		Solve			
		Subscribe			
		Tabulate			
		Transcribe			
		Translate			
		Use			