



VidyaJyothiInstitute of Technology

Department of Management studies

MBA POs:

PO1: Managerial Skills: Apply Knowledge of Management theories and practices to solve business problems

PO2: Decision – Making Skills: Foster analytical and critical thinking abilities for data-based decision making

PO3: Ethics: Ability to develop value – based leadership ability

PO4: Communication Skills: Ability to understand, analyze and communicate global, economic, legal and Ethical aspects of Business

PO5: Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

| VidyaJyothiInstitute of Technology | | | | | | | |
|------------------------------------|--------------|--|-----|-----|-----|-----|-----|
| Department of Management studies | | | | | | | |
| CO-PO mappings | | | | | | | |
| NO | Subject code | Subject title | PO1 | PO2 | PO3 | PO4 | PO5 |
| 1 | 221ECS1101 | Management and Organizational Behaviour | 1.8 | 2 | 2 | 2 | 2 |
| | CO1 | Understand the basic principles and concepts of management | 2 | 2 | 1 | 2 | 2 |
| | CO2 | Examine organizational planning and decision making process | 3 | 3 | 2 | 2 | 2 |
| | CO3 | Identify the organizational structure and controlling process | 1 | | 2 | 2 | |
| | CO4 | Analyze individual and group behavior in an organization. | 1 | 1 | 3 | 2 | 2 |
| | CO5 | Demonstrate the theories of leaderships and different approaches to motivation | 2 | | 2 | 2 | 2 |
| 2 | 221ECS1102 | Business economics | 2 | 2.4 | 2.2 | 2.4 | 2.6 |
| | CO1 | Understand the economic principles in business. | 3 | 2 | 2 | 3 | 3 |
| | CO2 | Analyze the theory of demand and supply | 1 | 2 | 2 | 2 | 2 |
| | CO3 | Understand the concept of production and its relationship with business operations. | 2 | 3 | 2 | 2 | 3 |
| | CO4 | Understand the different concepts of costs and how they affect short-run and long-run decisions. | 2 | 2 | 3 | 3 | 2 |
| | CO5 | Analyze the causes and consequences of different market structures. | 2 | 3 | 2 | 2 | 3 |
| 3 | 221ECS1103 | Financial Accounting & Analysis | 2.4 | 2 | 1.8 | 2.2 | 1.6 |
| | CO1 | Understand the process of recording and classifying the business transactions. | 2 | 2 | 2 | 3 | 2 |
| | CO2 | Examine the classification of accounts and valuation of assets | 3 | 1 | 2 | 2 | 1 |
| | CO3 | Evaluate the process of ascertainment of profits | 2 | 2 | 2 | 2 | 2 |

| | | | | | | | |
|----------|------------|--|-----|-----|-----|-----|-----|
| | CO4 | Apply the accounting concepts and principles in the preparation of the financial statements | 3 | 2 | 1 | 2 | 1 |
| | CO5 | Interpret the financial results to the interested users for effective decision making | 2 | 3 | 2 | 2 | 2 |
| 4 | 221ECS1104 | Research Methodology & Statistical Analysis | 3 | 3 | 3 | 2.6 | 1.6 |
| | CO1 | Understand the conceptual overview of Research | 3 | 3 | 3 | 2 | 2 |
| | CO2 | Apply the principles of research methodology and data collection . | 3 | 3 | 3 | 3 | 1 |
| | CO3 | Classify data and apply statistical tools. | 3 | 3 | 3 | 3 | 1 |
| | CO4 | Analyze data variance and correlation. | 3 | 3 | 3 | 2 | 2 |
| | CO5 | Analyze time series data and able to create research reports. | 3 | 3 | 3 | 3 | 2 |
| 5 | 221ECS1105 | Legal & Business Environment | 3 | 2.8 | 3 | 2.4 | 2.8 |
| | CO1 | Outline the importance of the companies' act 2013 in India. | 3 | 3 | 3 | 2 | 3 |
| | CO2 | Examine the essentials of various contracts in India. | 3 | 3 | 3 | 3 | 3 |
| | CO3 | Identify the role of the negotiable instruments Act. | 3 | 3 | 3 | 3 | 3 |
| | CO4 | Categorize the role of essential laws and their scope in the India scenario. | 3 | 2 | 3 | 2 | 2 |
| | CO5 | Assess the policy formulations in Indian business environment. | 3 | 3 | 3 | 2 | 3 |
| 6 | 221EOE1101 | E-Business | 2 | 2 | 2 | 2 | 2 |
| | CO1 | Understand the basic concepts and models of e Business. | 2 | | | 2 | |
| | CO2 | Develop an understanding of the tools and services used by virtual e-commerce sites. | 2 | | | 2 | |
| | CO3 | Develop M-commerce business models to gain competitive advantage. | 2 | | | 2 | |
| | CO4 | Learn the impact of information and communication technologies on business | | 2 | | 2 | 2 |
| | CO5 | Understand various applications of mobile commerce and also become aware of privacy and security issues related to online payment systems. | 2 | | 2 | 2 | |
| 7 | 221EOE1102 | Rural Management | 1.4 | 1.8 | 2 | 2.2 | 2.8 |
| | CO1 | Understand the importance of rural development in India. | 1 | 1 | 3 | 2 | 3 |
| | CO2 | Analyze the entrepreneurship opportunities in rural areas. | 1 | 2 | 2 | 1 | 3 |
| | CO3 | Understand the concept and the importance of community, community development in India | 1 | 2 | 1 | 2 | 3 |
| | CO4 | Evaluate the various ways to preserve the environment for the sustainable development. | 2 | 2 | 1 | 3 | 2 |
| | CO5 | Understand the nature, scope and importance of small agribusiness enterprises. | 2 | 2 | 3 | 3 | 3 |
| 8 | 221EOE1103 | Innovation Management | 2.6 | 2.8 | 2.6 | 2 | 2 |
| | CO1 | Understand the concept of Innovation & Creativity. | 3 | 3 | 3 | 2 | 2 |
| | CO2 | Examine the significance of innovation management. | 3 | 2 | 3 | 2 | 2 |

| | | | | | | | |
|----------------------|-------------------|--|------------|------------|------------|------------|------------|
| | CO3 | Identify the market dimensions of innovation. | 2 | 3 | 3 | 2 | 2 |
| | CO4 | Apply techniques for Innovation creativity thinking | 3 | 3 | 2 | 2 | 2 |
| | CO5 | Assess the areas of innovation | 2 | 3 | 2 | 2 | 2 |
| 9 | 221EOE1104 | Quality Management | 2 | 2 | 1.6 | 2 | 2 |
| | CO1 | To explore the quality framework in production and operational aspects. | 2 | | 2 | 2 | |
| | CO2 | To evaluate the role of quality in product design and analysis. | 2 | 2 | 1 | 2 | |
| | CO3 | To analyze quality in process improvement and modern production management tools. | 2 | 2 | | 2 | |
| | CO4 | To understand the role of TQM tools and techniques in elimination of wastages and reduction of defects | 2 | | | 2 | |
| | CO5 | To analyze the requirements of quality management system. | 2 | | 2 | 2 | 2 |
| 10 | 221ELB1101 | Business Communication Lab | 3 | 2.4 | 1.5 | 2.8 | 2.2 |
| | CO1 | Understand the importance of communication in Business . | 3 | 3 | 1 | 3 | 3 |
| | CO2 | Develop writing business reports and proposals. | 3 | 2 | | 3 | 2 |
| | CO3 | Develop writing skills and presentations. | 3 | 2 | | 3 | 3 |
| | CO4 | Exercise the oral and employment communication. | 3 | 2 | | 3 | 2 |
| | CO5 | Analyze contemporary aspects in communication. | 3 | 3 | 2 | 2 | 1 |
| 11 | 221ELB1102 | Statistical Data Analysis Lab | 1.4 | 2.2 | 1 | 1.5 | 1.5 |
| | CO1 | Analyze the data to draw inference for decision making. | 2 | 3 | 1 | 2 | 2 |
| | CO2 | Understand application of statistical measures of central tendency. | 1 | 2 | | 1 | |
| | CO3 | Understand application of ANOVA | 1 | 2 | | 1 | |
| | CO4 | Analyze trends. | 2 | 2 | | | |
| | CO5 | Test hypotheses. | 1 | 2 | 1 | 2 | 1 |
| I YEAR II SEM | | | | | | | |
| 12 | 221ECS1201 | Human Resource Management | 3 | 3 | 2.8 | 3 | 2.2 |
| | CO1 | Understand the concept and functions of human resource management. | 3 | 3 | 3 | 3 | 3 |
| | CO2 | Examine the basics of Recruitment & Selection. | 3 | 3 | 3 | 3 | 1 |
| | CO3 | Evaluate the concepts of T&D and performance management. | 3 | 3 | 2 | 3 | 3 |
| | CO4 | Apply the compensation and other welfare benefits for employee development | 3 | 3 | 3 | 3 | 1 |
| | CO5 | Assess and build the employee relations. | 3 | 3 | 3 | 3 | 3 |
| 13 | 221ECS1202 | Marketing Management | 2 | 2 | 2 | 2 | 1.5 |
| | CO1 | Understand the core marketing concepts and process of Marketing Research. | 2 | 2 | | | |
| | CO2 | Understand the concept of product and portray how to develop new product. | 2 | 2 | 2 | 2 | |
| | CO3 | Analyze the market based on Segmentation, Targeting and Positioning. | 2 | 2 | 2 | | |
| | CO4 | Identify different strategies of pricing and understand | 2 | 2 | | 2 | 1 |

| | | | | | | | |
|----|------------|---|-----|-----|-----|-----|-----|
| | | the different contemporary issues in marketing. | | | | | |
| | CO5 | Evaluate different channels of distribution and develop a suitable promotional mix for the product. | 2 | 2 | | 2 | 2 |
| 14 | 221ECS1203 | Corporate finance | 1.6 | 2.6 | 1.2 | 2.4 | 1 |
| | CO1 | Understand the goals of financial function. | | 3 | | 1 | |
| | CO2 | Apply the capital budgeting techniques to investment decisions. | 2 | 3 | 1 | 3 | |
| | CO3 | Assess corporate capital structures choice and its implications on value and performance. | 2 | 2 | 1 | 2 | |
| | CO4 | Analyze dividend policies impact on market price of the shares | 2 | 3 | 2 | 3 | 1 |
| | CO5 | Evaluate the process of management of current assets to increase the liquidity position of the firm.. | 2 | 2 | 1 | 3 | 1 |
| 15 | 221ECS1204 | MIS & ERP | 2.2 | 1.6 | 1 | 1.5 | 1.3 |
| | CO1 | Outline the Concepts & Applications of management information systems. | 2 | | 1 | 2 | |
| | CO2 | Examine business applications of information system. | 2 | 2 | | 2 | |
| | CO3 | Identify information systems and development models. | 3 | 1 | | 1 | 2 |
| | CO4 | Apply methodology for Modeling& Designing system | | 2 | | 1 | 1 |
| | CO5 | Assess integrated ERP systems. | 2 | | 1 | | 1 |
| 16 | 221ECS1205 | Operation Research | 2.4 | 2.8 | 1 | 2 | 2.4 |
| | CO1 | Understand the origin and applications of OR. | 2 | 2 | | | 2 |
| | CO2 | Apply various Linear programming methods. | 2 | 3 | | 2 | 2 |
| | CO3 | Analyze various methods related to cost minimization in transportation. | 2 | 3 | | 2 | 3 |
| | CO4 | Analyze different projects through decision modeling and evaluate assignment situations. | 3 | 3 | 1 | 2 | 3 |
| | CO5 | Evaluate solutions to various queuing theory related problems. | 1 | 3 | | | 2 |
| 17 | 221ECS1206 | Entrepreneurship | 2.8 | 2.8 | 3 | 3 | 2.4 |
| | CO1 | Understand the evolution and approaches to entrepreneurship. | 2 | 2 | 3 | 3 | 1 |
| | CO2 | Differentiate individual, corporate entrepreneurial mind set and Personality. | 3 | 3 | 3 | 3 | 3 |
| | CO3 | Identify opportunities and create new ventures | 3 | 3 | 3 | 3 | 2 |
| | CO4 | Understand and develop an idea on the legal framework for venture development. | 3 | 3 | 3 | 3 | 3 |
| | CO5 | Apply strategic perspectives in entrepreneurship. | 3 | 3 | | 3 | 3 |
| 18 | 221EOE1201 | Project Management | 2.8 | 2.8 | 2.8 | 2.8 | 2.8 |
| | CO1 | Outline the different approaches in project management. | 3 | 3 | 3 | 3 | 3 |
| | CO2 | Examine the various project appraisal techniques. | 3 | 3 | 3 | 3 | 3 |
| | CO3 | Identify various techniques to measure project finance | 2 | 2 | 2 | 2 | 2 |
| | CO4 | Apply different techniques for project control. | 3 | 3 | 3 | 3 | 3 |
| | CO5 | Assess management behavior in project management | 3 | 3 | 3 | 3 | 3 |

| | | | | | | | |
|-------------------------------|------------|--|-----|-----|-----|-----|-----|
| 19 | 221EOE1202 | Tourism & Hospitality Management | 1.6 | 2 | 1 | 1.5 | 1.8 |
| | CO1 | Classify & Categorize of Hotels | 1 | | 1 | | 2 |
| | CO2 | linkages between tourism and hospitality industry | 1 | 2 | | 1 | 2 |
| | CO3 | Understand nature and scope of tourism | 2 | | 1 | 1 | 2 |
| | CO4 | Identify functions and types of tourism industry | 1 | | | 2 | 1 |
| | CO5 | Analyze recent trends and challenges in tourism | 3 | 2 | 1 | 2 | 2 |
| | | | | | | | |
| 20 | 221EOE1203 | Green Business Management | 2.6 | 2.4 | 1.8 | 1.7 | 1.2 |
| | CO1 | Identify basic concepts related to green management. | 2 | 2 | 2 | 2 | 1 |
| | CO2 | Relate to new trends in greening business operating and sustainable global economy | 2 | 2 | 2 | 1 | 1 |
| | CO3 | Analyze how organizations plan, develop and implement sustainable business strategies | 3 | 3 | 2 | 3 | 2 |
| | CO4 | Apply ISO standards and green product management. | 3 | 3 | 2 | 1 | 1 |
| | CO5 | Evaluate green techniques and methods | 3 | 2 | 1 | | |
| | | | | | | | |
| 21 | 221EOE1204 | Indian Taxation System | 1.8 | 2.4 | 3 | 1.8 | 1.4 |
| | CO1 | Understand the concept of Indian taxation system and its types.. | 1 | 3 | 3 | 2 | 1 |
| | CO2 | Examine the concept of GST in India | 3 | 2 | 3 | 2 | 1 |
| | CO3 | Identify various provisions under excise duty. | 1 | 2 | 3 | 1 | 1 |
| | CO4 | Apply different state government taxes on Sales & Purchases | 2 | 2 | 3 | 2 | 2 |
| | CO5 | Assess various local body taxes in India. | 2 | 3 | 3 | 2 | 2 |
| | | | | | | | |
| 22 | 221ESM1201 | Business Impact Analysis | 1 | 3 | 2 | 2.4 | 2 |
| | CO1 | Design the framework for a sound project feasibility study. | 1 | 3 | 1 | 2 | 2 |
| | CO2 | Conduct a simple marketing feasibility study | 1 | 3 | 2 | 2 | 2 |
| | CO3 | Determine the components of the technical feasibility study. | 1 | 3 | 1 | 2 | 2 |
| | CO4 | Conduct financial analysis to determine the viability of the project& Being capable to identify the major sources of project capital structure and the characteristics of each source. | 1 | 3 | 3 | 3 | 2 |
| | CO5 | Identify the scope of the project environmental impact study, project organization study, and legal study. Illustrate the need to determine the project impact on the national economy and society | 1 | 3 | 3 | 3 | 2 |
| | | | | | | | |
| MBA II Year-I semester | | | | | | | |
| 23 | 221ECS2101 | Production and operations management | 3 | 3 | 2 | 3 | 2.3 |
| | CO1 | Understand the concepts of operations management. | 3 | 3 | | 3 | |
| | CO2 | Identify Product & Process design in production management | 3 | 3 | | 3 | 2 |
| | CO3 | Analyse the best plant location and layouts | 3 | 3 | | 3 | 2 |
| | CO4 | Exercise the best scheduling sequences in Production Process. | 3 | 3 | 2 | | |
| | CO5 | Explore the role of material management in operations. | 3 | 3 | | 3 | 3 |
| | | | | | | | |
| 24 | 221ECS2102 | Business Analytics | 1.8 | 2.4 | 2 | 2 | 1 |
| | CO1 | Outline the Business Analytical methods and models in practice. | 1 | 1 | | 2 | 1 |

| | | | | | | | |
|-----------|------------|---|-----|-----|------|-----|-----|
| | CO2 | Examine the overview of descriptive statistics. | 2 | 2 | | 2 | 1 |
| | CO3 | Identify applications in Predictive analytics. | 2 | 3 | | 2 | 1 |
| | CO4 | Apply methods in Prescriptive Analytics. | 2 | 3 | | 2 | |
| | CO5 | Assess R environment. | 2 | 3 | 2 | 2 | |
| 25 | 221ECS2103 | Logistics & Supply Chain Management | 1.2 | 2 | 1.5 | 2.2 | 1.5 |
| | CO1 | Understand the growing importance of Supply chain management | 1 | | 2 | 2 | 2 |
| | CO2 | examine the logistic costs and performance | 1 | | 2 | 2 | |
| | CO3 | Understand the process of benchmarking in Supply chain management | 2 | | 1 | 3 | 1 |
| | CO4 | Access the Sourcing and transportation | | | 1 | 3 | |
| | CO5 | Analyze the Global aspects in supply chains | 1 | 2 | | 1 | 2 |
| 26 | 221ESM2101 | Summer Internship Report | 3 | 3 | 1.5 | 3 | 1.8 |
| | CO1 | Understand management functions and Organizational structure | 3 | 3 | 2 | 2 | 2 |
| | CO2 | Examine organizational dynamics in terms of organizational behavior, culture, climate. | 3 | 3 | 2 | 3 | 3 |
| | CO3 | Apply functional domain knowledge | 3 | 3 | 1 | 3 | 2 |
| | CO4 | Evaluate processes and systems | 3 | 3 | 1 | 3 | 1 |
| | CO5 | Analyze external and internal environment impact on the organization. | 3 | 3 | | 3 | 1 |
| 27 | 221EE12101 | Advertising & Brand Management | 1.6 | 2.2 | 1.8 | 2.8 | 2.8 |
| | CO1 | Understand various methods and approaches of advertising. | 2 | 2 | 3 | 2 | 3 |
| | CO2 | Conduct pre-testing, post-testing of ads to measure its effectiveness and also explain the pros and cons of each media. | 2 | 2 | 2 | 3 | 3 |
| | CO3 | Evaluate different types of brands and branding decisions. | 2 | 3 | 2 | 3 | 3 |
| | CO4 | Formulate effective brand strategies for consumer and business goods and services. | 1 | 2 | 1 | 3 | 2 |
| | CO5 | Demonstrate the ability to conduct a critical brand audit, including recommendations for changes and improvement in brand management. | 1 | 2 | 1 | 3 | 3 |
| 28 | 221EE22101 | Consumer Behaviour | 2.2 | 1.5 | 1.2 | 1.5 | 1.5 |
| | CO1 | Understand the importance of consumer behavior and demonstrate how it can be applied. | 3 | 1 | 2 | 1 | |
| | CO2 | Identify the factors that influence consumer behavior. | 1 | | 1 | 1 | 2 |
| | CO3 | Analyze how personality, consumer perception and consumer attitudes influences the choices consumer makes. | 2 | 1 | 1 | 1 | 2 |
| | CO4 | Demonstrate the steps involved in consumer decision making process | 3 | 3 | 1 | | 1 |
| | CO5 | Explore marketing ethics towards consumers. | 2 | 1 | 1 | 3 | 1 |
| 29 | 221EE32101 | Retailing & services Marketing | 1.2 | 2.2 | 2.25 | 2 | 1.8 |
| | CO1 | Understand the retailing management nature, functions and e-tailing. | 2 | 1 | 2 | 1 | 1 |
| | CO2 | Analyze the shopping behavior of Indian shoppers. | 1 | 3 | | 1 | 1 |

| | | | | | | | |
|-----------|------------|--|-----|-----|-----|-----|-----|
| | CO3 | Evaluate the services marketing mix and the impact of technology on service firms. | 1 | 3 | 2 | 3 | 2 |
| | CO4 | Understand consumer requirements and service recovery strategies. | 1 | 1 | 2 | 2 | 3 |
| | CO5 | Evaluate the service quality and employee's role in service delivery. | 1 | 3 | 3 | 3 | 2 |
| 30 | 221EE12102 | Talent Management | 2 | 2 | 3 | 2.2 | 3 |
| | CO1 | Understand the talent management process | 2 | 2 | 3 | 2 | 3 |
| | CO2 | Examine the succession and career planning approaches | 2 | 2 | 3 | 2 | 3 |
| | CO3 | Classifying the various talent acquisition methods | 2 | 2 | 3 | 2 | 3 |
| | CO4 | Evaluate the types of recruitment sources | 2 | 2 | 3 | 2 | 3 |
| | CO5 | Understand the resourcing, attractions and retention policies | 2 | 2 | 3 | 3 | 3 |
| 31 | 221EE22102 | Learning and Development | 2.8 | 2.6 | 1.6 | 2.8 | 2.2 |
| | CO1 | Understand the importance and theories of learning. | 3 | 2 | 1 | 2 | 2 |
| | CO2 | Design and develop the training programs. | 2 | 2 | 2 | 3 | 3 |
| | CO3 | Evaluate various training methods for employees. | 3 | 3 | 2 | 3 | 3 |
| | CO4 | Explore the various approaches to employee development. | 3 | 3 | 2 | 3 | 2 |
| | CO5 | Identify the contemporary issues in training. | 3 | 3 | 1 | 3 | 1 |
| 32 | 221EE32102 | Management of Industrial Relations | 2.4 | 2.2 | 2 | 2.6 | 2.4 |
| | CO1 | Understand the importance of industrial relations. | 2 | 2 | 3 | 3 | 3 |
| | CO2 | Examine the collective bargaining mechanism. | 2 | 2 | 1 | 1 | 3 |
| | CO3 | Understand the parties and role in industrial relations. | 3 | 2 | 2 | 3 | 2 |
| | CO4 | Analyze the aspects of compensation, wage and payment of bonus acts. | 2 | 2 | 2 | 3 | 2 |
| | CO5 | Analyze the labor legislation aspects of industrial disputes and grievances. | 3 | 3 | 2 | 3 | 2 |
| 33 | 221EE12103 | Security Analysis & Portfolio Management | 3 | 3 | 3 | 2 | 2 |
| | CO1 | Understand the Indian investment environment. | 3 | 3 | 3 | 2 | 2 |
| | CO2 | Analyze risk & return of portfolio analysis. | 3 | 3 | 3 | 2 | 2 |
| | CO3 | Apply bond valuation and strategies | 3 | 3 | 3 | 2 | 2 |
| | CO4 | Apply equity valuation techniques & strategies | 3 | 3 | 3 | 2 | 2 |
| | CO5 | Evaluate and revise portfolios Performance & Derivatives. | 3 | 3 | 3 | 2 | 2 |
| 34 | 221EE22103 | Strategic Cost Management | 2.6 | 2.4 | 2 | 2.2 | 2.7 |
| | CO1 | Understand the managerial use of classification of costs. | 3 | 2 | | 1 | |
| | CO2 | Analyze the components of cost sheet to control costs. | 2 | 3 | | 2 | 2 |
| | CO3 | Apply marginal costing to take decisions like make to buy, add or drop and for fixation of selling price. | 2 | 3 | 2 | 3 | 3 |
| | CO4 | Examine the process of selection of suitable Product mix and application of BEP for various business problems. | 3 | 2 | 2 | 2 | 3 |
| | CO5 | Evaluate the steps involved in budgetary control and the role of various budgets in cost control. | 3 | 2 | 2 | 3 | 3 |

| | | | | | | | |
|--------------------------------|------------|--|-----|-----|-----|-----|------|
| 35 | 221EE32103 | Financial Institutions, Markets & Services | 1 | 2 | 2.2 | 3 | 1 |
| | CO1 | Understand the Introduction to Indian financial system. | 1 | | 2 | 3 | 1 |
| | CO2 | Examine the banking and non banking institutions. | | | 1 | 3 | |
| | CO3 | Understand the various types of financial and securities markets. | | 2 | 1 | 3 | 1 |
| | CO4 | Analyze asset/ fund based services . | | | | 3 | |
| | CO5 | Analyze fee/advisory services. | | | | 3 | |
| 36 | 221EE12104 | Startup Management | 2 | 2 | 1 | 1.5 | 1.3 |
| | CO1 | Understand New venture creation opportunities, its resources, and requirements for Enterprise Startup. | 2 | 2 | | | 1 |
| | CO2 | Analyze the startup capital requirements and legal environment | | 2 | | 2 | 1 |
| | CO3 | Analyze the financial issues of startups. | | 2 | | 2 | |
| | CO4 | Apply the techniques for startup survival and Growth. | 2 | 2 | | 1 | |
| | CO5 | Evaluate the strategies for planning for harvest and exit. | | 2 | 1 | 1 | 2 |
| 37 | 221EE22104 | MSME Management | 1.4 | 2 | 1 | 2.3 | 1.67 |
| | CO1 | Understand the issues and challenges in MSMEs | 1 | 1 | | 2 | |
| | CO2 | Analyze the opportunities for setting up of MSMEs | 2 | 2 | 1 | 3 | 2 |
| | CO3 | Evaluate the Sources of financial support | 2 | 3 | | 2 | 1 |
| | CO4 | Examine the management of MSMEs | 1 | 2 | | 3 | |
| | CO5 | Evaluate the institutional and governmental support. | 1 | 2 | | 3 | 2 |
| 38 | 221EE32104 | Family Business Management | 1 | 2.2 | 1.8 | 3 | 3 |
| | CO1 | understand the perspectives in family business | 1 | | 1 | 3 | 3 |
| | CO2 | Identify the ownership challenge and family governance | 1 | 2 | 2 | 3 | 3 |
| | CO3 | Analyze the successor development strategies | | 2 | 2 | 3 | 3 |
| | CO4 | Apply the strategic planning and Trans generational entrepreneurship | 1 | 3 | 2 | 3 | 3 |
| | CO5 | Evaluate the future of family business | | 2 | 2 | 3 | 3 |
| MBA II Year-II semester | | | | | | | |
| 39 | 221ECS2201 | Strategic Management | 2.8 | 2.6 | 2.8 | 2.8 | 3 |
| | CO1 | Understand the strategic management concepts | 3 | 2 | 3 | 3 | 3 |
| | CO2 | Apply tools and techniques in strategic decisions. | 3 | 3 | 3 | 3 | 3 |
| | CO3 | Exercise strategy implementation in organizational process. | 3 | 2 | 2 | 2 | 3 |
| | CO4 | Apply turnaround and diversification strategies. | 3 | 3 | 3 | 3 | 3 |
| | CO5 | Evaluate strategies and take corrective actions. | 2 | 3 | 3 | 3 | 3 |
| 40 | 221ECS2202 | Corporate Governance | 1.7 | 1.5 | 2.5 | 2.2 | 1.8 |

| | | | | | | | |
|----|------------|---|-----|-----|-----|-----|-----|
| | CO1 | Understand the need for principles of business ethics. | 2 | 2 | 3 | 2 | 2 |
| | CO2 | understand the ethics in different professions | 1 | 1 | 3 | 2 | 1 |
| | CO3 | analyze the Codes and Committees in Corporate Governance | | | 2 | 3 | 2 |
| | CO4 | analyze the role of Board in Corporate Governance | 2 | 2 | | 2 | 2 |
| | CO5 | Explore the role Corporate social responsibility of Indian business environment. | 2 | 1 | 2 | 2 | 2 |
| 41 | 221EE42101 | International Marketing | 2 | 2.2 | 1.5 | 2 | 1.8 |
| | CO1 | Understand the International Marketing. | 2 | 2 | | 2 | 2 |
| | CO2 | Learn the Environment of global markets. | 1 | 1 | | 2 | 2 |
| | CO3 | Conduct SWOT Analysis and identify the modes of global market entry. | 3 | 3 | 1 | 2 | 1 |
| | CO4 | Design the Global Marketing Programme. | 2 | 3 | 2 | 2 | 3 |
| | CO5 | Apply the procedure of exporting the products and global marketing strategies. | 2 | 2 | | 2 | 1 |
| 42 | 221EE52101 | Digital Marketing | 2 | 2 | 1.5 | 2 | 1.3 |
| | CO1 | Understand the applications of digital marketing in the globalized market. | 2 | | 2 | 2 | |
| | CO2 | Identify different channels of digital marketing. | 2 | 2 | | | |
| | CO3 | Demonstrate the steps involved in developing a digital marketing plan. | 2 | | | 2 | 1 |
| | CO4 | Create a search engine marketing campaign and also understand the differences between traditional and online marketing. | 2 | | | | 1 |
| | CO5 | Measure the performance of digital media. | 3 | 2 | 1 | | 2 |
| 43 | 221EE62101 | Customer Relationship management | 1.6 | 1.3 | 1 | 1 | 1 |
| | CO1 | Understand the concepts and applications of CRM. | 2 | | 1 | | 1 |
| | CO2 | Determine how to build customer relations. | 1 | 1 | | 1 | 1 |
| | CO3 | Examine the CRM modules | 2 | | | 1 | |
| | CO4 | Evaluate the strategies for customer retention | 1 | 1 | | 1 | |
| | CO5 | Learnt about CRM tools and their usage. | 2 | 2 | | | 1 |
| 44 | 221EE42102 | Global Human Resource Management | 2.2 | 2.4 | 2.8 | 3 | 3 |
| | CO1 | Understand the cultural aspects of GHRM. | 2 | 2 | 2 | 3 | 3 |
| | CO2 | Understand the role of GHRM in Successful implementation of strategy for a MNC. | 2 | 3 | 3 | 3 | 3 |
| | CO3 | Apply the global human resource planning in decision making | 3 | 2 | 3 | 3 | 3 |
| | CO4 | Conduct the training and development for global employees | 2 | 3 | 3 | 3 | 3 |
| | CO5 | Evaluate the performance management of global employees | 2 | 2 | 3 | 3 | 3 |
| 45 | 221EE52102 | Performance and Compensation Management | 2.2 | 2.4 | 2.4 | 2.4 | 2.6 |
| | CO1 | Identify an appropriate performance appraisal method at their organization | 2 | 2 | 2 | 1 | 2 |
| | CO2 | Select a right measurement approach for measuring results and behaviors | 2 | 3 | 3 | 3 | 3 |
| | CO3 | Design a compensation system. | 1 | 2 | 2 | 2 | 2 |
| | CO4 | Formulate new set of compensation system and | 3 | 2 | 3 | 3 | 3 |

| | | | | | | | |
|----|------------|---|-----|-----|------|-----|-----|
| | | manage the various employee benefits in the organizations. | | | | | |
| | CO5 | Evaluate the union role in wage and salary administration and aware about international pay systems | 3 | 3 | 2 | 3 | 3 |
| 46 | 221EE62102 | Leadership and Change Management | 1.8 | 2 | 2.6 | 2.8 | 2.6 |
| | CO1 | Understand the different styles of leadership. | 2 | 2 | 3 | 3 | 3 |
| | CO2 | Apply the theories of leadership in real-time practice | 3 | 2 | 3 | 3 | 3 |
| | CO3 | Identify the sources of change and types of change. | 1 | 1 | 2 | 2 | 2 |
| | CO4 | Understand the impact of organizational structure on change. | 1 | 2 | 2 | 3 | 2 |
| | CO5 | Demonstrate the strategies for managing change in the organization. | 2 | 3 | 3 | 3 | 3 |
| 47 | 221EE42103 | International Financial Management | 2 | 2 | 1.8 | 2.8 | 2 |
| | CO1 | Understand the recent changes and challenges in international financial markets. | 2 | 2 | 2 | 3 | 3 |
| | CO2 | Analyze the Indian BOP trends and international monetary system. | 2 | 2 | 2 | 3 | 1 |
| | CO3 | Understanding foreign exchange market transaction and settlements. | 2 | 2 | 1 | 2 | 2 |
| | CO4 | Analyze the exchange rates and effects on business. | 2 | 2 | 2 | 3 | 2 |
| | CO5 | Understand the international capital budgeting and recent amendments in EXIM policy. | | 2 | 2 | 3 | 2 |
| 48 | 221EE52103 | Strategic Investment & Financing Decisions | 1 | 2 | 1.2 | 2 | 2 |
| | CO1 | understand the modern techniques of Investment Decisions | 1 | 3 | 1 | 2 | 2 |
| | CO2 | Examine the Strategic investment decisions | 1 | 3 | 1 | 2 | 2 |
| | CO3 | Critically analyze the various types of Investment Appraisal Techniques | 1 | 3 | 1 | 2 | 2 |
| | CO4 | Analyze the role of leasing and hire purchase | 1 | 2 | 1 | 2 | 2 |
| | CO5 | Analyze the role of Mergers and Acquisitions in corporate restructuring | 1 | 3 | 2 | 2 | 2 |
| 49 | 221EE62103 | Risk Management & Financial Derivatives | 1.8 | 2.4 | 1 | 2.4 | 1.6 |
| | CO1 | Understand the concept of risk management. | 2 | 3 | | 2 | |
| | CO2 | Analyze the types of risk. | 2 | 3 | | 3 | 2 |
| | CO3 | Identify how forward and future contracts can be used to manage risk. | 2 | 2 | | 2 | |
| | CO4 | Examine how options can be used to manage risk. | 1 | 2 | | 2 | 2 |
| | CO5 | Assess the risk management by swaps-pricing and valuation. | 2 | 2 | 1 | 3 | 1 |
| 50 | 221EE42104 | Entrepreneurial Finance | 2 | 3 | 1.67 | 2.6 | 2.6 |
| | CO1 | Understand the entrepreneurial Finance through venture life cycle | 2 | | | 2 | |
| | CO2 | Analyze the activities involved in organizing and operating the enterprise | 2 | 3 | 2 | 3 | 2 |
| | CO3 | Assess the cost of financial sources of the venture. | 2 | 3 | 2 | 3 | 3 |
| | CO4 | Examine the venture valuation models. | 2 | | | 2 | |
| | CO5 | Evaluate the financing alternatives for growing | 2 | 3 | 1 | 3 | 3 |

| | | | | | | | |
|----|------------|--|-----|-----|-----|-----|-----|
| | | enterprises | | | | | |
| 51 | 221EE52104 | Entrepreneurial Marketing | 2.8 | 3 | 1 | 2.2 | 1.2 |
| | CO1 | Understand the marketing mix of an enterprise | 3 | 3 | 1 | 2 | 1 |
| | CO2 | Analysis of entrepreneurial finance | 3 | 3 | | 2 | 1 |
| | CO3 | Evaluate growth and marketing strategies | 3 | 3 | 1 | 2 | 2 |
| | CO4 | Analyze market development strategies | 2 | 3 | 1 | 2 | 1 |
| | CO5 | Examine contemporary issues in entrepreneurial marketing | 3 | 3 | 1 | 3 | 1 |
| 52 | 221EE62104 | Creativity Innovation and Entrepreneurship | 2.4 | 1.3 | 1.2 | 1.2 | 1.5 |
| | CO1 | Understand the basics of creativity. | 2 | | 1 | 1 | |
| | CO2 | Examine creative problem solving | 3 | 2 | 1 | 2 | 1 |
| | CO3 | Apply creative intelligence. | 2 | 1 | 1 | | 2 |
| | CO4 | Evaluate concept of innovation | 3 | | 1 | 1 | 1 |
| | CO5 | Understand perspectives of innovation. | 2 | 1 | 2 | 1 | 2 |