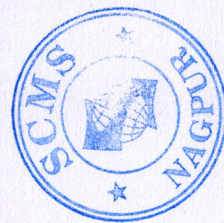


COURSE NAME:	Consumer Behaviour & Insights	COURSE CODE:	T2119	SEMESTER:	III				
CO. No.	Course Outcome Expected								
CO 1	The learner will be able to demonstrate how knowledge of consumer behaviour can be applied to marketing. The learner will also be able to classify the various theories of motivation and the techniques of research.								
CO 2	The learner will be able to identify and explain the theories of personality of consumer and brand as well as the concept of Perception.								
CO 3	The learner will be able to classify the consumer learning and behavioural theories as also the concept of brand loyalty.								
CO 4	The learner will be able to distinguish models of attitude and summarize the process of attitude formation. Also, will be able to relate and apply strategies for consumer attitude change. In a given situation, plan, design and create solutions for problems by predicting the influence of culture and society.								
CO 5	To select an appropriate model of training evaluation								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO2	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO3	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO4	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage
CO5	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage




COURSE NAME:	Financial and Systematic Fraud	COURSE CODE:	213210510	SEMESTER:	V				
CO. No.	Course Outcome Expected								
CO 1	Understand the concept of financial fraud.								
CO 2	Recognise & describe common types of financial fraud.								
CO 3	Explore case studies & real time example to understand compact of financial fraud.								
CO 4	Examine the role of auditor, for recognise accountant and regularly support to detect fraud.								
CO 5	Utilise analytical tool to detect & investigate financial fraud.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Weak linkage	Weak linkage	Strong Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage
CO2	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage
CO3	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO4	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage
CO5	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage

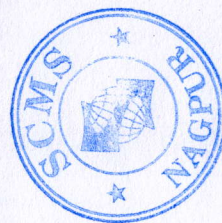


COURSE NAME:	Global Business Environment	COURSE CODE:	213210501	SEMESTER:	V				
CO. No.	Course Outcome Expected								
CO 1	To enable students to understand the basic concept of GBE.								
CO 2	To enable to analyze the concepts of political eva.								
CO 3	To analyze and evaluate the concept of International legal and cultural eva.								
CO 4	To enable students to evaluate the tech and knowledge eva.								
CO 5	To analyze the global macroeconomics environment.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Weak linkage	Strong Linkage	Weak linkage	Moderate Linkage
CO2	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage
CO3	Moderate Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Moderate Linkage
CO4	Strong Linkage	Moderate Linkage	Weak linkage	Strong Linkage	Strong Linkage	Weak linkage	Strong Linkage	Weak linkage	Strong Linkage
CO5	Moderate Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage

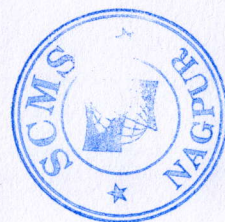


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COURSE NAME:	Talent Management	COURSE CODE:	213210507	SEMESTER:	V				
CO. No.	Course Outcome Expected								
CO 1	Develop the concept of talent & that it is contextual for different organizations.								
CO 2	Develop different frameworks of talent management & appreciating their strengths & limitations.								
CO 3	Examine emerging approaches to managing talent in growth & sluggish economies.								
CO 4	Building a talent pipeline for future leadership needs of the organizations & home growing this talent.								
CO 5	To retain & motivate talent for sustained competitive advantage.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO2	Strong Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage
CO3	Strong Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage
CO4	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage
CO5	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Strong Linkage	Strong Linkage



COURSE NAME:	Organizational Development and Change			COURSE CODE:	213210508	SEMESTER:	V		
CO. No.	Course Outcome Expected								
CO 1	Able to understand the differentiation, role & relevance of organisational change & organisational development as a concept.								
CO 2	Able to understand the entire organisation change & development process.								
CO 3	Able to demonstrate with help of case studies, casellests, examples of complex nature of ODCM.								
CO 4	Able to investigate different influencing factors responsible for ODC.								
CO 5	Able to differentiate different interventions of OD & its applicability in the organizational change goals.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Moderate Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO2	Moderate Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage
CO3	Moderate Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO4	Moderate Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO5	Moderate Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage



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COURSE NAME:	Operations Research	COURSE CODE:	T2207	SEMESTER:	III				
CO. No.	Course Outcome Expected								
CO 1	The verbal description of the actual system can be used to identify and create operational research models.								
CO 2	Recognize the mathematical techniques required to tackle optimisation issues.								
CO 3	Recognize a set of problems, such as assignments, transportation, travelling salespeople, etc.								
CO 4	Utilize models for various scenarios to comprehend various queuing issues and identify the best solutions.								
CO 5	Utilize the Monte Carlo simulation approach to simulate various probability circumstances that arise in real life.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage
CO2	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage
CO3	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO4	Strong Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Weak linkage
CO5	Strong Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage



COURSE NAME:	Training & Development	COURSE CODE:	T2268	SEMESTER:	III				
CO. No.	Course Outcome Expected								
CO 1	Able to describe the basic concepts of T&D and outline the importance and methodology of T&D								
CO 2	To illustrate and differentiate between different methods of training								
CO 3	To examine the importance of employee development								
CO 4	To analyse the feasibility of using various training methods.								
CO 5	To select an appropriate model of training evaluation								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Weak linkage	Strong Linkage	Moderate Linkage
CO2	Strong Linkage	Strong Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO3	Strong Linkage	Strong Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO4	Strong Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage
CO5	Moderate Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Strong Linkage	Weak linkage	Weak linkage	No Linkage	Moderate Linkage



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COURSE NAME:	German A1- Paper 2	COURSE CODE:	T6198	SEMESTER:	III				
CO, No.	Course Outcome Expected								
CO 1	Read Simple german texts, understand basic conversation								
CO 2	Translate & understand conversational german								
CO 3	Write short texts and dialogues								
CO 4	speak about oneself others and describe things/places								
CO 5	Be culturally aware, create proper sentences and understand and write in german								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage
CO2	Strong Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO3	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO4	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Strong Linkage	Strong Linkage
CO5	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Strong Linkage



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Course Name :- Compensation management

Mapping Sheet of Course Outcomes with Programme Outcomes

S.No.	CO Number	PO1*	PO2*	PO3*	PO4*	PO5*	PO6*	PO7*	PO8*	PO9*
1	CO-1	SL	ML	SL	ML	ML	ML	SL	SL	ML
2	CO-2	SL	ML	SL	ML	ML	SL	SL	SL	SL
3	CO-3	SL	ML	SL	SL	SL	ML	SL	SL	SL
4	CO-4	SL	SL	SL	SL	SL	SL	ML	SL	SL
5	CO-5	SL	SL	SL	ML	SL	ML	SL	SL	SL

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Academic Year : 2023-2024

Bachelor of Business Administration SEMESTER III

Financial Management (T2101)

Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Demonstrate an understanding of Financial Environment of Business.	Strong-H	Strong-H	Weak-L	Moderate-M	Moderate-M	Strong-H	Moderate-M	Strong-H	Moderate-M
CO2	Explain the concept of fundamental financial concepts, especially time value of money.	Strong-H	Strong-H	Weak-L	Weak-L	Moderate-M	Moderate-M	Moderate-M	Strong-H	Moderate-M
CO3	Identify relevant cash flows for capital budgeting projects and apply various methods to analyze projects	Strong-H	Strong-H	Moderate-M	Weak-L	Moderate-M	Moderate-M	Moderate-M	Strong-H	Weak-L
CO4	Demonstrate the applicability of the concept of risk and return analysis to understand the managerial Decisions.	Strong-H	Strong-H	Moderate-M	Weak-L	Weak-L	Moderate-M	Moderate-M	Strong-H	Weak-L
CO5	Apply techniques for estimating the cost of each component of the cost of capital and understand how to assemble this information into a cost of capital	Strong-H	Strong-H	Moderate-M	Weak-L	Moderate-M	Moderate-M	Moderate-M	Strong-H	Weak-L



Academic Year : 2023-2024

Bachelor of Business Administration SEMESTER III

Corporate Governance and Ethics (T2783)

Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Examine the design of Corporate Governance	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H
CO2	Illustrate the range of ethical issues that arise in management, and business organisations and the theories that are used to model these issues and demonstrate an ability to propose solutions to those issues	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M
CO3	Illustrate the ethical dynamics of Overarching Institutions	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Strong-H
CO4	Appraise the legal aspects of Business Ethics	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H
CO5	Appraise the opportunities and challenges associated with Institutional framework in ethics	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H	Strong-H



COURSE NAME:	Financial Statement Analysis	COURSE CODE:	T2092	SEMESTER:	III				
CO. No.	Course Outcome Expected								
CO 1	Understand the fundamental components of financial statements and their interrelationships.								
CO 2	Apply vertical and horizontal analysis techniques to interpret the composition and changes in financial statements over time.								
CO 3	Evaluate a company's cash flow statement to assess its cash generation, liquidity, and ability to meet financial obligations.								
CO 4	Demonstrate proficiency in calculating and interpreting financial ratios to assess a company's financial performance.								
CO 5	Use financial statement analysis to support investment decisions, credit assessments, and strategic planning.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Strong Linkage
CO2	Weak linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage
CO3	Strong Linkage	Strong Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage
CO4	Strong Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage
CO5	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage



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Course Outcomes of Direct Taxation - Semester III

Semester	Institution course code	Catalog course code	Title	Course Outcome No.	Course outcome details
III	0213210203	T2099	Direct Taxation	CO1	To understand the basic concepts of direct taxation & tax system in India
				CO2	To discuss the exemptions & deductions, and its effect on the total income
				CO3	To apply the basic concepts of direct taxation in computing the income from salaries and house property
				CO4	To apply the basic concepts of direct taxation in computing the income from business & Profession, capital gains and other sources
				CO5	To understand and the apply the provisions of Income Tax Act in clubbing of income; and set off and carry forward of losses.

CO-PO MAPPING

Sl. No.	CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	CO-1	SL	ML	ML	WL	ML	SL	ML	ML	ML
2	CO-2	SL	ML	WL	WL	ML	SL	SL	SL	WL
3	CO-3	SL	ML	WL	WL	ML	SL	SL	SL	WL
4	CO-4	SL	ML	WL	WL	ML	SL	SL	SL	WL
5	CO-5	SL	ML	WL	WL	ML	SL	SL	SL	WL

* Indicates Strong Linkage (SL) / Moderate Linkage (ML) / Weak Linkage (WL)

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SCMS Nagpur, BBA (2022-25)

CO-PO Mapping for Human Resource Management, Semester -III

Semester	Institute Course Code	Catalog Course Code	Title	Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6
III	213210304	T2264	Human Resource Management	CO1	To apply the various concepts and techniques of Human Resource Management	Strong	Strong	Moderate	Moderate	Weak	Strong
				CO2	To Examine the various techniques and process for the selection and retention of employees in organization	Moderate	Moderate	Strong	Moderate	Moderate	Moderate
				CO3	To critically appraise the HRM practices for enhancing employee performances	Moderate	Strong	Strong	Moderate	Weak	Moderate
				CO4	To Evaluate the opportunities and challenges in Human Resource Management	Strong	Moderate	Strong	Weak	Moderate	Moderate
				CO5	To Compare and Contrast the innovative practices and emerging trends in HRM for quality assurance in organizations	Moderate	Strong	Moderate	Moderate	Moderate	Weak

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COURSE NAME:	Fundamentals of Rural Marketing	COURSE CODE:	T2468	SEMESTER:	III				
CO. No.	Course Outcome Expected								
CO 1	The students will explain functioning of rural marketing.								
CO 2	The students will examine the needs and behavior of consumers and channels.								
CO 3	The students will investigate intricacies in rural marketing.								
CO 4	The students will examine segment, target and position products and services according to rural markets.								
CO 5	The students will compare and constrast strategies for rural marketing of products and services								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage
CO2	Strong Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO3	Strong Linkage	Moderate Linkage	Moderate Linkage	No Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	No Linkage
CO4	No Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	No Linkage	Strong Linkage
CO5	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Strong Linkage



COURSE NAME:	French A1- Paper 2		COURSE CODE:	T6192		SEMESTER:	III		
CO. No.	Course Outcome Expected								
CO 1	Understand basic characteristic of french language, introduction, greeting and daily interactions								
CO 2	Understanding basic grammar, verbs, nouns through role plays								
CO 3	Understanding the articles used for quantities and basic conversation in daily routine								
CO 4	Understanding & using the verbs to express obligations/ restrictions, commands and requests								
CO 5	Understanding the uses of pronouns, interrogative objectives and tenses.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO2	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO3	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO4	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO5	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage



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COURSE NAME:	FOBM	COURSE CODE:	SEMESTER:	V					
CO. No.	Course Outcome Expected								
CO 1	The student will explain the nature and processes of branding and brand management.								
CO 2	The student will illustrate the scope of brand management activity across the overall organisational context and analyse how it relates to other business areas								
CO 3	The student will investigate the key issues in managing a brand portfolio and making strategic brand decisions.								
CO 4	The student will evaluate brand development decisions								
CO 5	The students will inspect and discuss contemporary brand related problems and develop appropriate strategies and initiative								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage
CO2	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage
CO3	Strong Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO4	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage
CO5	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Weak linkage



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COURSE NAME:	Integrated Marketing Communication	COURSE CODE:	213210506	SEMESTER:	V				
CO. No.	Course Outcome Expected								
CO 1	Identify & explain different approaches to marketing communication.								
CO 2	Identify & explain different approaches to marketing communication.								
CO 3	Identify & explain different approaches to marketing communication.								
CO 4	Identify & explain different approaches to marketing communication.								
CO 5	Identify & explain different approaches to marketing communication.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO2	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage
CO3	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage
CO4	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage
CO5	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage

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COURSE NAME:	Research Methodology	COURSE CODE:	213210506	SEMESTER:	V				
CO. No.	Course Outcome Expected								
CO 1	Discuss different methodologies and techniques used in research work.								
CO 2	Assess the basic working of analytical instruments used in research.								
CO 3	Use software necessary for the conduct of research.								
CO 4	Write research proposal, report and thesis.								
CO 5	Assess the basic working of analytical instruments used in research.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Moderate Linkage
CO2	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Moderate Linkage
CO3	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Moderate Linkage
CO4	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO5	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage



COURSE NAME:		Supply Chain Management		COURSE CODE:		T2530		SEMESTER:		5	
CO No.		Course Outcome Expected									
CO 1		To describe and explain fundamentals of supply chain as a competitive strategy									
CO 2		To construct market-driven supply chains									
CO 3		To measure the performance of supply chains such as costs/profits									
CO 4		To evaluate new paradigms in supply chains practices									
CO 5		To assess supply chain risks									
Programme Outcomes/ Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	
C01	Moderate Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Weak linkage	Strong Linkage	Moderate Linkage	Weak linkage	
C02	Strong Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	
C03	Moderate Linkage	Moderate Linkage	Weak linkage	Weak linkage	Strong Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	
C04	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage	
C05	Moderate Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Weak linkage	Strong Linkage	Weak linkage	



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COURSE NAME:	Working Capital Management	COURSE CODE:	213210203	SEMESTER:	V				
CO. No.	Course Outcome Expected								
CO 1	To understand the basics of Working Capital Management								
CO 2	To understand the different methods of estimating working capital								
CO 3	To evaluate and analyse working capital in the context of cash and marketable securities, and inventory								
CO 4	To evaluate and analyse the working capital in the context of context of payables and receivables								
CO 5	To Evaluate the importance of management of working capital								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO2	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage
CO3	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage
CO4	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage
CO5	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage



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Semester - IV.

Academic Year: 2023 - 2024										
Bachelor of Business Administration										
Business Law (213210405)										
Course Outcome No.	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	In a given situation, the learner will be able to describe the fundamental legal principles behind contractual agreements.	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO2	Under given circumstances, the learner will be able to identify the nature and classification of contracts.	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO3	When necessary, the learner will be able to demonstrate the relationship between the various provisions of Company Law and Competition Law.	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO4	In a given situation, the learner will be able to explain the basic understanding of Income Tax Act.	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage
CO5	In a given situation, the learner will be able to discuss the Consumer Protection Act, IP Rights.	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage



COURSE NAME:	German A1- Paper 3	COURSE CODE:	T6199	SEMESTER:	IV				
CO. No.	Course Outcome Expected								
CO 1	Read Simple german texts, understand basic conversation								
CO 2	Translate & understand conversational german								
CO 3	Write short texts and dialogues								
CO 4	speak about oneself others and describe things/places								
CO 5	Be culturally aware, create proper sentences and understand and write in german								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Strong Linkage
CO2	Strong Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO3	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO4	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Strong Linkage	Strong Linkage
CO5	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Strong Linkage



COURSE NAME:	French A1- Paper 3		COURSE CODE:		T6193		SEMESTER:		IV	
CO. No.	Course Outcome Expected									
CO 1	Understand basic characteristic of french language, introduction, greeting and daily interactions									
CO 2	Understanding basic grammar, verbs, nouns through role plays									
CO 3	Understanding the articles used for quantities and basic conversation in daily routine									
CO 4	Understanding & using the verbs to express obligations/ restrictions, commands and requests									
CO 5	Understanding the uses of pronuns, interrogative objectives and tenses.									
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	
CO1	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	
CO2	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	
CO3	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	
CO4	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	
CO5	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	



Academic Year : 2023-2024

Bachelor of Business Administration SEMESTER IV

Introduction to Behavioural Finance (T2968)										
Course Outcome No	Course Outcome Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Critically discuss the differences between a behavioural finance perspective and a traditional finance perspective	Moderate-M	Strong-H	Strong-H	No-N	Strong-H	Moderate-M	Moderate-M	Moderate-M	No-N
CO2	Critically discuss the different theories of behavioural finance.	Moderate-M	Strong-H	Strong-H	No-N	Strong-H	Moderate-M	Moderate-M	Moderate-M	No-N
CO3	Critically discuss the cognitive biases and errors of judgment that affect financial decisions	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	No-N	Moderate-M	Moderate-M	No-N
CO4	Identify the behavioural, emotional biases and loss aversion and psychological characteristics of investors.	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Moderate-M	Moderate-M	No-N
CO5	Critically evaluate behavioural influences involving individuals and investment decisions	Strong-H	Strong-H	Strong-H	Moderate-M	Strong-H	Moderate-M	Moderate-M	Moderate-M	No-N



COURSE NAME:	Security Analysis and Portfolio Management	COURSE CODE:	T2044	SEMESTER:	IV				
CO. No.	Course Outcome Expected								
CO 1	Recognize and apply appropriate theories, principles, and concepts relevant securities analysis								
CO 2	Recognize and apply appropriate theories, principles, and concepts relevant portfolio Management								
CO 3	Identify, formulate, and solve investment problems								
CO 4	Identify, assess, and evaluate common securities								
CO 5	Implement and review security valuation								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage
CO2	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage
CO3	Strong Linkage	Strong Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Weak linkage
CO4	Strong Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage
CO5	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage



COURSE NAME:	Core Environmental Studies	COURSE CODE:	T2044	SEMESTER:	IV				
CO. No.	Course Outcome Expected								
CO 1	Identify key concepts of Lifeand physical sciences and apply them to environmental studies								
CO 2	Evaluate environmental hazards affecting air, water and soil								
CO 3	Assessn the enviroment related risks and develop solutions to reduce or eliminate risks								
CO 4	Apprehend and evaluate the global scale of environmental problems								
CO 5	Reflect critically on your roles, responsibilities and identify on citizen consumers and environment in a complete interconnected world.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	No Linkage	No Linkage	No Linkage	Strong Linkage	Strong Linkage	No Linkage	Strong Linkage	Strong Linkage
CO2	No Linkage	No Linkage	No Linkage	No Linkage	Strong Linkage	Strong Linkage	No Linkage	Strong Linkage	Strong Linkage
CO3	Moderate Linkage	No Linkage	No Linkage	No Linkage	Strong Linkage	Strong Linkage	No Linkage	Strong Linkage	Strong Linkage
CO4	No Linkage	No Linkage	No Linkage	No Linkage	Strong Linkage	Strong Linkage	No Linkage	Strong Linkage	Strong Linkage
CO5	No Linkage	No Linkage	No Linkage	No Linkage	Strong Linkage	Strong Linkage	No Linkage	Strong Linkage	Strong Linkage



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COURSE NAME:		Introduction to Entrepreneur		COURSE CODE:		213210409		SEMESTER:		213210404	
CO No.		Course Outcome Expected									
CO 1		To Evaluate and Analyse the entrepreneurial Perspective									
CO 2		To understand the dynamics of Creativity and Innovation									
CO 3		To Evaluate and Analyse the context of Idea-Opportunity and New Venture creation									
CO 4		Enabling students to analyze the concept of Product/Service Development Life Cycle									
CO 5		To Evaluate and Analyse the opportunities and challenges associated with developing a Business Plan									
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1	SL	WL	SL	SL	ML	SL	WL	SL	WL	SL	WL
CO2	WL	SL	SL	ML	SL	WL	SL	ML	SL	SL	SL
CO3	SL	WL	ML	SL	WL	SL	WL	SL	ML	SL	ML
CO4	ML	SL	SL	WL	SL	ML	SL	WL	SL	SL	SL
CO5	SL	WL	ML	SL	ML	SL	WL	SL	WL	SL	WL

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COURSE NAME:	Performance Management Systems	COURSE CODE: 0213210411	SEMESTER:	<u>IV</u>					
CO. No.	Course Outcome Expected								
CO 1	Able to define performance management and explain different components of PMS.								
CO 2	Apply the concepts related to PMS techniques.								
CO 3	Develop decision making skills based on performance.								
CO 4	Examine performance management execution and feedback								
CO 5	To apply appropriate measurement techniques for evaluation								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage
CO2	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage
CO3	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO4	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage
CO5	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage



COURSE NAME:	Workforce Planning	COURSE CODE:	213210412	SEMESTER:	IV				
CO. No.	Course Outcome Expected								
CO 1	To enable the students to understand the significance of HRP								
CO 2	To enable the students to analyze techniques of forecasting HRP								
CO 3	To enable the students to apply alternative staffing techniques								
CO 4	To enable the students to evaluate the Current trends in HRM								
CO 5	To enable the students to analyze and evaluate the challenges faced by HR Managers in terms of workforce planning.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage
CO2	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage
CO3	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage
CO4	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage
CO5	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage



SERVICES MARKETING , CODE-0213210410

CO No	CO Description
Course Outcome (CO) 1	Understand and Identify how “service” can be a source of competitive advantage in organizations;
Course Outcome (CO) 2	Distinguish the unique challenges involved in marketing and managing services;
Course Outcome (CO) 3	Differentiate the role of customer experience in service marketing;
Course Outcome (CO) 4	Apply the concepts underpinning the design, planning and implementation of services marketing plans and strategies;
Course Outcome (CO) 5	Reflect on ways in which emerging technologies, and social influences inform the practice of services marketing and management.

CO PO MAPING									
CO NUMBER	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	SL	ML	ML	SL	ML	WL	WL	WL	ML
CO2	SL	ML	ML	SL	ML	SL	WL	WL	ML
CO3	SL	SL	SL	SL	ML	SL	SL	SL	SL
CO4	SL	SL	SL	SL	SL	ML	WL	WL	SL
CO5	SL	SL	SL	SL	SL	SL	SL	SL	SL



COURSE NAME:		Introduction to digital marketing		COURSE CODE:		213210409		SEMESTER:		4	
CO No.		Course Outcome Expected									
CO 1		To enable students to understand the role of Internet as a medium of communication.									
CO 2		To enable students to analyze the approaches for designing a digital plan.									
CO 3		To enable the students to apply the innovative strategies developed by firms for social media marketing									
CO 4		To enable the students to evaluate and gain insight on online advertising									
CO 5		To enable the students to analyze and evaluate the mobile and Email Marketing Campaigns									
Programme Outcomes/ Course Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	
CO2	Strong Linkage	Moderate Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	
CO3	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Weak linkage	Strong Linkage	Strong Linkage	Weak linkage	
CO4	Weak linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	
CO5	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Weak linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	

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COURSE NAME:		Business Modelling and Business Plan			COURSE CODE:		T2352		SEMESTER:		VI	
CO No.		Course Outcome Expected										
CO 1		Developing a comprehensive business model canvas for a venture.										
CO 2		Contrast different legal forms of business and evaluate the business plan.										
CO 3		Define key financial planning concepts and analyze various sources of capital										
CO 4		Explain the concept of entrepreneurial marketing and its key principles.										
CO 5		Analyze different growth strategies for social Entrepreneurship										
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9			
CO1	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage		
CO2	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage		
CO3	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage		
CO4	Strong Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage		
CO5	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage		

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CO No	CO Description
CO 1	Identify the various dimensions of culture in the global business context
CO 2	Recognise the challenges faced by expatriates and organizations during international assignments
CO 3	Compare the cultural values and behaviors of different countries
CO 4	Distinguish between the cross-cultural leadership styles
CO 5	Differentiate between the human resource management practices adopted by multinational organizations

Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO2	Strong Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO3	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO4	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO5	Moderate Linkage	Moderate Linkage	Strong Linkage	Weak linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage



COURSE NAME:	EIPG	COURSE CODE:	SEMESTER:	VI					
CO. No.	Course Outcome Expected								
CO 1	Learners will comprehend the significance of emotional intelligence for self-awareness and self-acceptance, enabling them to navigate interpersonal dynamics, improve understanding of others, and enhance problem-solving capabilities in a business context.								
CO 2	Learners will classify strategies to boost intelligence for effective self-management, enabling adept management of emotions, stress, and depression. They'll master time management, and employee relaxation methods, and engage in insightful self-analysis.								
CO 3	Learners will develop emotional intelligence and refined interpersonal skills, fostering improved communication and presentation abilities while instilling ethical decision-making practices for effective conflict management, empathy, assertiveness, and the art of saying no.								
CO 4	Learners will apply emotional intelligence to form motivated opinions on contemporary issues like innovation, integrity, leadership, change management, globalization, and technology, fostering informed decision-making.								
CO 5	Learners will apply emotional intelligence to facilitate entrepreneurial innovation, enhancing creative thinking, adaptability, resilience, and effective business analysis with improved interpersonal skills, empathy, and understanding of market dynamics, and stakeholder needs.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Weak linkage	Strong Linkage	Weak linkage	No Linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage
CO2	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Strong Linkage
CO3	Strong Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Weak linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO4	Strong Linkage	Moderate Linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Strong Linkage
CO5	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Strong Linkage	Strong Linkage	Moderate Linkage	Strong Linkage



Course Outcome (CO) 1	The learner will be able to explain the different Theories of Retailing and describe the retail scenario in India.									
Course Outcome (CO) 2	The learner will be able to analyze the strategic and planning process of decisions involved in Retail Management.									
Course Outcome (CO) 3	The learner will be able to interpret, compare and contrast the concepts of Merchandise Management and Retail Customer relationship management.									
Course Outcome (CO) 4	The learner will be able to explain the different Selling Skills in Retailing.									
Course Outcome (CO) 5	The learner will be able to evaluate the aspects of Online and Global retailing as well as the discuss the legal and ethical issues in retailing.									
CO NUMBER	PO1	PO2	PO3	CO-PO MAPPING			PO6	PO7	PO8	PO9
CO1	SL	WL	ML	PO4	SL	SL	SL	SL	ML	SL
CO2	WL	ML	SL	ML	WL	WL	WL	WL	SL	ML
CO3	ML	SL	ML	SL	ML	WL	WL	SL	WL	ML
CO4	WL	ML	SL	WL	SL	SL	SL	WL	ML	SL
CO5	ML	SL	ML	SL	ML	ML	ML	ML	SL	SL

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COURSE NAME:		Fundamentals of B2B Marketing				COURSE CODE:		MM U 053		SEMESTER:		VI						
CO No.		Course Outcome Expected																
CO 1		In a given situation the learner will be able to Describe the fundamental differences between B2B and B2C marketing, highlighting the distinct behaviors and environments in industrial markets compared to consumer markets.																
CO 2		Under given circumstances the learner will be able to Demonstrate a comprehensive understanding of B2B buying processes, including the classification of product types, strategies for established and new products, and the product life cycle.																
CO 3		When necessary the learner will be able to explain the significance of B2B market intelligence and research, illustrating the role of marketing information systems, competitive analysis, and the use of benchmarking in strategic marketing planning.																
CO 4		In a given situation the learner will be able to Distinguish effective B2B segmentation, targeting, and positioning strategies, utilizing a basic framework of segmentation to select target segments and strategically position products within B2B markets.																
CO 5		In a given situation the learner will be able to Illustrate the various B2B marketing communication tools and strategies, including advertising, sales promotion, branding, and the management of personal selling functions within a B2B context.																
Programme Outcomes/ Course Outcomes																		
CO1	PO1	Moderate Linkage	PO2	Weak linkage	PO3	Weak linkage	PO4	Moderate Linkage	PO5	Moderate Linkage	PO6	Strong Linkage	PO7	Moderate Linkage	PO8	Moderate Linkage	PO9	Weak linkage
CO2		Strong Linkage		Moderate Linkage		Weak linkage		Strong Linkage		Moderate Linkage		Weak linkage		Moderate Linkage		Moderate Linkage		Strong Linkage
CO3		Strong Linkage		Strong Linkage		Strong Linkage		Moderate Linkage		Strong Linkage		Strong Linkage		Weak linkage		Strong Linkage		Weak Linkage
CO4		Weak linkage		Strong Linkage		Strong Linkage		Moderate Linkage		Moderate Linkage		Moderate Linkage		Strong Linkage		Moderate Linkage		Strong Linkage
CO5		Moderate Linkage		Moderate Linkage		Weak linkage		Moderate Linkage		Weak linkage		Strong Linkage		Moderate Linkage		Moderate Linkage		Weak linkage



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COURSE NAME:		Fundamentals of Quality Management			COURSE CODE:		T2158		SEMESTER:		6	
CO No.		Course Outcome Expected										
CO 1		Describe and discuss the key terminology, concepts tools and techniques used in FQM										
CO 2		To get familiarized with the basic concept and framework of FQM										
CO 3		To grasp the nature and importance of various components that constitute FQM										
CO 4		Discuss critically the uses and limitations of FQM										
CO 5		To describe and discuss the role of techniques used in FQM										
Programme Outcomes/ Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9		
CO1		Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage		
CO2		Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage		
CO3		Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage		
CO4		Strong Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage		
CO5		Strong Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Moderate Linkage		

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COURSE NAME:	Mergers and Acquisitions	COURSE CODE:	T2092	SEMESTER:	VI				
CO. No.	Course Outcome Expected								
CO 1	understand the reasons and motivations of mergers & acquisitions;								
CO 2	Understand the process and regulations related to M & A								
CO 3	Analyse various cases of mergers and acquisitions								
CO 4	Understand the concept of Integration								
CO 5	Apply the concept of valuation								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Weak linkage	Weak linkage	Strong Linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage	Strong Linkage
CO2	Moderate Linkage	Strong Linkage	Weak linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage
CO3	Strong Linkage	Strong Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Weak linkage
CO4	Moderate Linkage	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage	Moderate Linkage
CO5	Strong Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Weak linkage	Weak linkage	Weak linkage	Moderate Linkage



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COURSE NAME:	PFIF	COURSE CODE:	213210608	SEMESTER:	VI				
CO. No.	Course Outcome Expected								
CO 1	To explain the basic of project management.								
CO 2	To explain the project formulation and appraisal.								
CO 3	Students will examine the financial appraisal of projects.								
CO 4	To identify and examine the dynamics involved in implementing and managing projects.								
CO 5	To explain and evaluate various infrastructure financing solutions.								
Programme Outcomes/ Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Strong Linkage	Moderate Linkage	Moderate Linkage	Weak linkage	Moderate Linkage	Strong Linkage	Moderate Linkage	Moderate Linkage	Moderate Linkage
CO2	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage
CO3	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage
CO4	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage
CO5	Strong Linkage	Moderate Linkage	Weak linkage	Weak linkage	Moderate Linkage	Strong Linkage	Strong Linkage	Strong Linkage	Weak linkage



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