



**Symbiosis Institute of Business Management, Noida**  
**MBA 2023-25**

Symbiosis Institute of Business Management, Noida has been constituted in 2023. The institution believes in Outcome based Education. The institution has commenced its operations with the mapping of Program Outcomes with the Course Outcomes, for each of the courses. This task has been completed for the **Semester I courses** and is already underway for the Semester II courses. This outcome mapping is very important as this ensures that the Course Outcomes are aligned with the Program Outcomes (of the MBA program). This will also serve as a template for faculty members to further improve the institutional academic performance with each passing year.

The Program Outcomes (POs) and the Program Specific Outcomes (PSOs) for the MBA program being taught at SIBM, Noida, have been detailed below.

**Program Outcomes**

On completing the program successfully, the student will be able to:

1. Develop knowledge in core areas of business based on current research and best practice.
2. Utilize qualitative and quantitative methods for effective decision making and to overcome critical business challenges.
3. Develop a world view that understands and appreciates a global cross-cultural business context.
4. Identify new business opportunities and innovate at the workplace.
5. Apply management practices in the context of societal, health, safety, legal, and cultural issues with a concern for the environment.
6. Communicate effectively as a manager under different situations with all stakeholders.
7. Demonstrate Leadership and Team work capabilities in multidisciplinary settings.
8. Engage in independent and life-long learning and take up challenging assignments for self-development.

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9. Integrate ethical considerations while taking business decisions.

**Program Specific Outcomes – MBA**

1. Prepare the students for an excellent corporate career ahead with a strong value system and ethical conduct to bring positive change in organization, economy and society.

2. Apply the knowledge of management concepts to solve complex corporate problems within available resources.

Course Outcomes (COs) have been designed for each course.

In the following section, we present the report pertaining to **CO-PO mapping, CO-PSO mapping and mapping of COs** with the **Direct Assessment tools**.

This helps in applying Outcome Based Education in the respective courses, for attaining enhanced student learning outcomes.

As of now, the mapping has been done only with the Direct Assessment Tools and the **Indirect Assessment tools** will be incorporated in the future.

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**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2036

**Course:** Financial Management

**Credits:** 3

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and Applications of Financial Management concepts	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	To analyse the components of the Financial Environment	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement the decision-making process.	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the applications of Financial Management in the Business World	Strong	Moderate	Weak	Weak	Moderate	Moderate	Strong	Strong	Moderate
CO5	To apply the concepts of Financial Management	Strong	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Project)	Assessment Component 3 (Presentation)	Assessment Component 4 (Class Test)	Assessment Component 5 (Quiz)	Examination
CO1	To understand the meaning and Applications of Financial Management concepts	Strong	Strong	x					x
CO2	To analyse the components of the Financial Environment	Strong	Strong	x	x		x		x
CO3	To implement the decision-making process.	Strong	Strong	x	x				x
CO4	To assess the applications of Financial Management in the Business World	Strong	Moderate		x	x			x
CO5	To apply the concepts of Financial Management	Strong	Moderate					x	x

**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2280

**Course:** Human Resource Management

**Credits:** 3

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and Applications of Human Resource Management concepts	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	To analyse the dimensions of the employee behaviour at work	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong
CO3	To implement decision-making process	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the applications of Human Resource Management in the Business World	Strong	Moderate	Moderate	Weak	Moderate	Moderate	Strong	Strong	Moderate
CO5	To apply the concepts of Human Resource Management	Strong	Moderate	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Podcast Analysis)	Assessment Component 2(Group Project)	Assessment Component 3 (Presentation)	Assessment Component 4 (Class Test)	Assessment Component 5 (Quiz)	Examination
CO1	To understand the meaning and Applications of Human Resource Management concepts	Moderate	Strong	x			x	x	x
CO2	To analyse the dimensions of the employee behaviour at work	Strong	Strong		x	x			x
CO3	To implement decision-making process	Strong	Strong	x		x			x
CO4	To assess the applications of Human Resource Management in the Business World	Moderate	Strong	x	x			x	x
CO5	To apply the concepts of Human Resource Management	Strong	Strong				x	x	x



**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2116

**Course:** Marketing Management

**Credits:** 3

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and Applications of Marketing Management concepts	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	To analyse the dimensions of consumer behaviour	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement decision-making process	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the Applications of marketing management in the Business World	Strong	Strong	Moderate	Weak	Moderate	Moderate	Moderate	Strong	Strong
CO5	To apply the concepts of Marketing Management	Strong	Moderate	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Group Project)	Assessment Component 3 (Presentation)	Assessment Component 4 (Class Test)	Assessment Component 5 (Quiz)	Examination
CO1	To understand the meaning and Applications of Marketing Management concepts	Strong	Strong				x	x	x
CO2	To analyse the dimensions of consumer behaviour	Strong	Strong		x	x			x
CO3	To implement decision-making process	Strong	Strong	x	x				x
CO4	To assess the Applications of marketing management in the Business World	Strong	Strong			x	x		x
CO5	To apply the concepts of Marketing Management	Strong	Strong	x			x	x	x

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**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2186

**Course:** Operations Management

**Credits:** 3

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and Applications of Operation Management concepts	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Moderate
CO2	To analyse the components of project evaluation and management	Strong	Strong	Strong	Strong	Strong	Moderate	Strong	Strong	Strong
CO3	To implement decision-making process	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the applications of Operations Management in the Business World	Strong	Moderate	Weak	Weak	Moderate	Moderate	Strong	Strong	Strong
CO5	To apply the concepts of Operation Management	Strong	Moderate	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Group Project)	Assessment Component 4 (Class Test)	Examination
CO1	To understand the meaning and Applications of Operation Management concepts	Strong	Strong			x	x
CO2	To analyse the components of project evaluation and management	Strong	Strong	x	x		x
CO3	To implement decision-making process	Strong	Strong		x	x	x
CO4	To assess the applications of Operations Management in the Business World	Moderate	Strong	x	x		x
CO5	To apply the concepts of Operation Management	Strong	Moderate		x	x	x



**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T6076

**Course:** Microeconomics

**Credits:** 3

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and Applications of microeconomics concepts	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Moderate
CO2	To analyse the elements of microeconomics	Strong	Strong	Strong	Strong	Strong	Moderate	Strong	Strong	Strong
CO3	To implement microeconomics concepts in the decision-making process	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the Applications of microeconomics concepts in the Business World	Strong	Moderate	Moderate	Weak	Moderate	Moderate	Strong	Strong	Strong
CO5	To apply the concepts of Microeconomics	Strong	Moderate	Strong	Moderate	Moderate	Moderate	Strong	Strong	Moderate

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Presentation)	Assessment Component 3 (Quiz)	Assessment Component 4 (Class Test)	Examination
CO1	To understand the meaning and Applications of microeconomics concepts	Strong	Moderate	x		x	x	x
CO2	To analyse the elements of microeconomics	Strong	Strong	x	x			x
CO3	To implement microeconomics concepts in the decision-making process	Strong	Strong	x	x			x
CO4	To assess the Applications of microeconomics concepts in the Business World	Strong	Strong			x	x	x
CO5	To apply the concepts of Microeconomics	Strong	Moderate	x	x		x	x

**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2216

**Course:** Business Statistics

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the Applications of business statistics concepts	Strong	Strong	Strong	Moderate	Strong	Strong	Moderate	Strong	Moderate
CO2	To analyse the components of statistical tools	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement statistical tools in the decision-making process	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the Applications of statistics in the Business World	Strong	Moderate	Weak	Weak	Moderate	Moderate	Strong	Strong	Moderate
CO5	To apply the concepts of probability and sampling in relation to business	Strong	Moderate	Strong	Moderate	Moderate	Moderate	Strong	Strong	Moderate

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Class Test)	Assessment Component 2(Project)	Assessment Component 3 (Quiz)	Examination
CO1	To understand the Applications of business statistics concepts	Strong	Moderate	x		x	x
CO2	To analyse the components of statistical tools	Strong	Strong	x	x		x
CO3	To implement statistical tools in the decision-making process	Strong	Strong	x	x		x
CO4	To assess the Applications of statistics in the Business World	Strong	Strong		x	x	x
CO5	To apply the concepts of probability and sampling in relation to business	Strong	Moderate	x		x	x



**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T3154

**Course:** Data Driven Decision Making

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and applications of data analysis	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	To analyse the data using various tools	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement data driven decision-making process	Strong	Strong	Strong	Moderate	Moderate	Strong	Moderate	Strong	Strong
CO4	To assess the applications of various tools of data analysis in the Business World	Strong	Moderate	Moderate	Weak	Moderate	Moderate	Strong	Strong	Moderate
CO5	To apply the concepts of data driven decision making	Strong	Strong	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Class Test)	Assessment Component 3 (Project Presentations)
CO1	To understand the meaning and applications of data analysis	Strong	Strong		x	x
CO2	To analyse the data using various tools	Strong	Strong	x		x
CO3	To implement data driven decision-making process	Strong	Strong	x		x
CO4	To assess the applications of various tools of data analysis in the Business World	Strong	Strong	x		x
CO5	To apply the concepts of data driven decision making	Strong	Moderate	x		x

**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2003

**Course:** Financial Accounting

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and applications of financial accounting concepts	Strong	Strong	Strong	Moderate	Strong	Strong	Moderate	Strong	Strong
CO2	To analyse the components of the financial statements	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong
CO3	To implement decision-making process	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the applications of financial accounting techniques for various companies	Strong	Moderate	Moderate	Weak	Moderate	Moderate	Moderate	Strong	Moderate
CO5	To apply the concepts of financial accounting	Strong	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Class Test)	Assessment Component 3 (Presentations)	Assessment Component 4(Quiz)
CO1	To understand the meaning and applications of financial accounting concepts	Strong	Strong	x		x	
CO2	To analyse the components of the financial statements	Strong	Strong	x	x		
CO3	To implement decision-making process	Strong	Strong	x		x	
CO4	To assess the applications of financial accounting techniques for various companies	Strong	Strong		x		x
CO5	To apply the concepts of financial accounting	Strong	Strong		x		x



**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2225

**Course:** Research Methodology

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and applications of research methodology methods	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	To analyse the components of data analysis and interpretation	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement the decision-making processes in organisations	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO4	To assess the applications of research methodologies in the Business World	Strong	Strong	Moderate	Weak	Moderate	Strong	Moderate	Strong	Strong
CO5	To apply the concepts of sampling and analysis	Strong	Moderate	Strong	Strong	Moderate	Strong	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1 (Case Study)	Assessment Component 2 (Assignment)	Assessment Component 3 (Class Test)	Examination
CO1	To understand the meaning and applications of research methodology methods	Strong	Strong	x		x	x
CO2	To analyse the components of data analysis and interpretation	Strong	Strong	x	x		x
CO3	Implementing decision-making process	Strong	Strong	x	x		x
CO4	Assessing the applications of research methodologies in the Business World	Strong	Strong	x	x		x
CO5	Applying the concepts of sampling and analysis	Strong	Strong		x	x	x

**Program:** MBA (2023-25)

**Semester:** 1

**Course Code:** T2827

**Course:** Supply Chain Management

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and applications of supply chain management concepts	Strong	Strong	Strong	Strong	Strong	Strong	Moderate	Moderate	Moderate
CO2	To analyse the components of the supply chain	Strong	Strong	Strong	Strong	Strong	Moderate	Strong	Strong	Strong
CO3	To implement decision-making process using supply chain management techniques	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the applications of supply chain management in the Business World	Strong	Moderate	Weak	Moderate	Moderate	Moderate	Strong	Strong	Strong
CO5	To apply the concepts of Financial Management	Strong	Moderate	Strong	Strong	Moderate	Moderate	Moderate	Strong	Moderate

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1 (Case Study)	Assessment Component 2 (Project)	Assessment Component 3 (Presentations)	Assessment Component 4 (Class Test)	Assessment Component 5 (Assignment)
CO1	To understand the meaning and applications of supply chain management concepts	Strong	Strong	x			x	
CO2	To analyse the components of the supply chain	Strong	Strong		x			x
CO3	To implement decision-making process using supply chain management techniques	Strong	Strong	x		x		
CO4	To assess the applications of supply chain management in the Business World	Moderate	Strong		x			x
CO5	To apply the concepts of Financial Management	Strong	Moderate	x			x	

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**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T3531

**Course:** R Programming

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the applications of R programming in data analysis	Strong	Strong	Moderate	Moderate	Strong	Weak	Moderate	Strong	Moderate
CO2	To analyse the components of the data using R programming	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement the decision-making process	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the applications of R programming techniques	Strong	Moderate	Moderate	Weak	Strong	Moderate	Strong	Strong	Weak
CO5	To apply the concepts of R programming	Strong	Moderate	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Moderate

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz)	Assessment Component 2(Project)	Assessment Component 3 (Assignment)	Assessment Component 4 (Lab Test)
CO1	To understand the applications of R programming in data analysis	Strong	Strong	x	x		x
CO2	To analyse the components of the data using R programming	Strong	Strong		x		x
CO3	To implement the decision-making process	Strong	Strong		x	x	
CO4	To assess the applications of R programming techniques	Strong	Strong		x	x	x
CO5	To apply the concepts of R programming	Strong	Strong		x	x	

**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2625

**Course:** Doing Business in India

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand economic, political, legal, and cultural factors affecting the Indian Business environment	Strong	Strong	Strong	Strong	Strong	Strong	Moderate	Strong	Strong
CO2	To analyse the dimensions of conducting business in India	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement the decision-making process keeping the Indian business environment in mind	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO4	To assess the applications of theories and concepts in the Business World	Strong	Strong	Strong	Weak	Moderate	Moderate	Strong	Strong	Strong
CO5	To apply the concepts of the Indian Business Environment	Strong	Moderate	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Project)	Assessment Component 3 (Assignment)	Assessment Component 4 (Class Test)
CO1	To understand economic, political, legal, and cultural factors affecting the Indian Business environment	Strong	Strong	x		x	
CO2	To analyse the dimensions of conducting business in India	Strong	Strong	x	x		x
CO3	To implement the decision-making process keeping the Indian business environment in mind	Strong	Strong	x	x		
CO4	To assess the applications of theories and concepts in the Business World	Strong	Strong		x	x	x
CO5	To apply the concepts of the Indian Business Environment	Strong	Strong	x	x		x

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**Program:** MBA (2023-25)

**Semester:** 1

**Course Code:** T2136

**Course:** Sales Force and Channel Management

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and applications of sales and channel management concepts	Strong	Strong	Strong	Strong	Strong	Strong	Moderate	Strong	Strong
CO2	To analyse the dimensions of sales personnel and sales territory management	Strong	Moderate	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement the decision-making process	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Moderate
CO4	To assess the applications of sales and channel management in the Business World	Strong	Strong	Strong	Weak	Moderate	Moderate	Strong	Strong	Strong
CO5	To apply the concepts of sales forecasting and budgeting	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Moderate

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Project)	Assessment Component 3 (Presentation)	Assessment Component 4 (Class Test)	Examination
CO1	To understand the meaning and applications of sales and channel management concepts	Strong	Strong	X		x	x	x
CO2	To analyse the dimensions of sales personnel and sales territory management	Strong	Strong		x	x		x
CO3	To implement the decision-making process	Strong	Strong	X	x		x	x
CO4	To assess the applications of sales and channel management in the Business World	Strong	Strong	X		x		x
CO5	To apply the concepts of sales forecasting and budgeting	Strong	Strong	X	x			x

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**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2888

**Course:** Consumer Behaviour and Insights

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand consumer behaviour and insight	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	To analyse the dimensions of consumer behaviour	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement the decision-making process pertaining to gaining consumer attention	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO4	To assess the applications of strategies to increase sales in the Business World	Strong	Strong	Strong	Weak	Strong	Strong	Strong	Strong	Strong
CO5	To apply the concepts of ethical considerations in marketing and consumer protection laws	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1 (Case Study)	Assessment Component 2 (Project)	Assessment Component 3 (Presentation)	Assessment Component 4 (Class Test)	Examination
CO1	To understand consumer behaviour and insight	Strong	Strong	x		x		x
CO2	To analyse the dimensions of consumer behaviour	Strong	Strong		x	x		x
CO3	To implement the decision-making process pertaining to gaining consumer attention	Strong	Strong		x	x	x	x
CO4	To assess the applications of strategies to increase sales in the Business World	Strong	Strong	x	x		x	x
CO5	To apply the concepts of ethical considerations in marketing and consumer protection laws	Strong	Strong	x	x			x



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**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2638

**Course:** Labour Laws

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and definitions terms related to labour laws	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO2	To analyse the components of labour law for Employee welfare at work	Strong	Moderate	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement a decision-making process related to labour at work	Strong	Moderate	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO4	To assess the applications of various laws related to labour laws at work place	Strong	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong
CO5	To apply the concepts of labour laws	Strong	Moderate	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Project)	Assessment Component 3 (Presentation)	Assessment Component 4 (Class Test)	Assessment Component 5 (Quiz)	Examination
CO1	To understand the meaning and definitions terms related to labour laws	Strong	Strong	x		x		x	x
CO2	To analyse the components of labour law for Employee welfare at work	Strong	Strong		x		x		x
CO3	To implement a decision-making process related to labour at work	Strong	Strong	x		x		x	x
CO4	To assess the applications of various laws related to labour laws at work place	Strong	Strong	x		x			x
CO5	To apply the concepts of labour laws	Strong	Strong				x	x	x

**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2284

**Course:** Learning and Development

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand and leverage learning technologies	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	To analyse the effectiveness of training programs and measure their impact on employee performance and organizational outcomes	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement the decision-making process for learning and development initiatives	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO4	To assess the impact of learning and development initiatives taken by the organisation	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong
CO5	To apply and promote learning culture within the organization, fostering continuous learning and development among employees	Strong	Moderate	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Assignment)	Assessment Component 2(Training Exercise)	Assessment Component 3 (Quiz)	Examination
CO1	To understand and leverage learning technologies	Strong	Strong	x		x	x
CO2	To analyse the effectiveness of training programs and measure their impact on employee performance and organizational outcomes	Strong	Strong		x		x
CO3	To implement the decision-making process for learning and development initiatives	Strong	Strong		x		x
CO4	To assess the impact of learning and development initiatives taken by the organisation	Strong	Strong	x	x	x	x
CO5	To apply and promote learning culture within the organization, fostering continuous learning and development among employees	Strong	Strong	x	x		x



**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2611

**Course:** Financial Econometrics

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and application of Financial econometric concepts	Strong	Strong	Moderate	Moderate	Strong	Weak	Moderate	Strong	Moderate
CO2	To analyse the financial components using econometric techniques	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement a decision-making process based on time series analysis	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the returns and risk from different financial avenues	Strong	Moderate	Moderate	Weak	Strong	Moderate	Strong	Strong	Weak
CO5	To apply the concepts of time series and econometrics	Strong	Moderate	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Moderate

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1 (Research Paper)	Assessment Component 2 (Class/Lab Test)	Assessment Component 3 (Quiz)	Examination
CO1	To understand the meaning and application of Financial econometric concepts	Strong	Strong	x	x		x
CO2	To analyse the financial components using econometric techniques	Strong	Strong		x	x	x
CO3	To implement a decision-making process based on time series analysis	Strong	Strong	x		x	x
CO4	To assess the returns and risk from different financial avenues	Strong	Strong	x	x		x
CO5	To apply the concepts of time series and econometrics	Strong	Strong	x		x	x

**Program:** MBA (2023-25)

**Semester:** I

**Course Code:** T2015

**Course:** Introduction to Financial Markets and Institutions

**Credits:** 2

**Level:** 3

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning terminologies of Financial Market and Institutions	Strong	Strong	Strong	Strong	Strong	Strong	Moderate	Strong	Strong
CO2	To analyse the dimensions of the international Financial Environment	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	To implement decision-making while dealing with various financial institutions	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO4	To assess the applications of theories of finance in the Business World	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong
CO5	To apply the concepts of risk management and financial instruments	Strong	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Class Test)	Assessment Component 2(Project Presentation)	Assessment Component 3 (Project)	Assessment Component 4 (Quiz)	Examination
CO1	To understand the meaning terminologies of Financial Market and Institutions	Strong	Strong	x				x
CO2	To analyse the dimensions of the international Financial Environment	Strong	Strong		x	x		x
CO3	To implement decision-making while dealing with various financial institutions	Strong	Strong		x	x		x
CO4	To assess the applications of theories of finance in the Business World	Strong	Strong		x		x	x
CO5	To apply the concepts of risk management and financial instruments	Strong	Strong	x		x	x	x

*Vandana*



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SIBM-NOIDA





## **Symbiosis Institute of Business Management**

**MBA 2023-25**

**SIBM Noida**

**CO PO Mapping**

**Sem II Subjects**

### **Programme Outcome:**

- PO1: Develop knowledge in core areas of business based on current research and best practice.
- PO2: Utilize qualitative and quantitative methods for effective decision making and to overcome critical business challenges.
- PO3: Develop a world view that understands and appreciates a global cross-cultural business context.
- PO4: Identify new business opportunities and innovate at the workplace.
- PO5: Apply management practices in the context of societal, health, safety, legal, and cultural issues with a concern for the environment.
- PO6: Communicate effectively as a manager under different situations with all stakeholders.
- PO7: Demonstrate Leadership and Team work capabilities in multidisciplinary settings.
- PO8: Engage in independent and life-long learning and take up challenging assignments for self-development.
- PO9: Integrate ethical considerations while taking business decisions.



### Program Specific Outcomes:

PSO1: Prepare the students for an excellent corporate career ahead with a strong value system and ethical conduct to bring positive change in organization, economy and society.

PSO2: Apply the knowledge of management concepts to solve complex corporate problems within available resources.

### Generic Core Courses: Organizational Behavior

Program: MBA (2023-25)

Semester: II

Course Code: T2279

Course: Organizational Behavior

Credits: 3

Level: 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Understanding and applying various leadership theories to real-world organizational contexts.	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong
CO2	Analyse and interpret individual and group behaviour patterns within organizations, using frameworks to predict and manage behaviours.	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong	Strong
CO3	Develop strategies to measure, influence, and foster positive attitudes and commitment within organizations.	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong	Strong
CO4	Evaluate organizational contexts and developing decision-making frameworks for responsible leadership.	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong	Strong
CO5	Demonstrating the ability to translate theory into actionable strategies for organizational improvement.	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong	Strong



CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz1)	Assessment Component 2(Quiz 2)	Assessment Component 3(Individual Assignment)	Assessment Component 4(Group Experiential Assignment)	Examination
CO1	Understanding and applying various leadership theories to real-world organizational contexts.	Strong	Strong	x		x		x
CO2	Analyse and interpret individual and group behaviour patterns within organizations, using frameworks to predict and manage behaviours.	Strong	Strong	x	x	x	x	x
CO3	Develop strategies to measure, influence, and foster positive attitudes and commitment within organizations.	Strong	Strong	x	x		x	x
CO4	Evaluate organizational contexts and developing decision-making frameworks for responsible leadership.	Strong	Strong		x		x	x
CO5	Demonstrating the ability to translate theory into actionable strategies for organizational improvement.	Strong	Strong			x		x

### Macro Economies

**Program: MBA (2023-25)**

**Semester: II**

**Course Code: T6073**

**Course: Macro Economics**

**Credits: 3**

**Level: 3**

#### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Apply macroeconomic policies and policy players, discerning their implications on the national economy.	Strong	Strong	Strong	Moderate	Strong	Moderate	Moderate	Strong	Strong
CO2	Identify measures of national income and trends, comparing real and nominal GDP, inflation indices, and growth-inflation trade-offs.	Strong	Strong	Strong	Moderate	Strong	Moderate	Moderate	Strong	Strong
CO3	Utilize Keynesian macroeconomic theories, tracing their historical context and analysing their implications.	Strong	Strong	Strong	Moderate	Strong	Moderate	Moderate	Strong	Strong
CO4	Choose fiscal and monetary policy tools in India to measure their impact on economic variables and policy objectives.	Strong	Strong	Strong	Moderate	Strong	Moderate	Moderate	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz1)	Assessment Component 2(Project)	Assessment Component 3(Assignment)	Assessment Component 4(Quiz 2)	Assessment Component 5(Internal Test)	Examination
CO1	Apply macroeconomic policies and policy players, discerning their implications on the national economy.	Strong	Strong	x			x	x	x
CO2	Identify measures of national income and trends, comparing real and nominal GDP, inflation indices, and growth-inflation trade-offs.	Strong	Strong	x	x	x	x	x	x
CO3	Utilize Keynesian macroeconomic theories, tracing their historical context and analysing their implications.	Strong	Strong		x	x	x		x
CO4	Choose fiscal and monetary policy tools in India to measure their impact on economic variables and policy objectives.	Strong	Strong		x	x			x

### Business Analytics for Marketing

**Program:** MBA (2023-25)

**Semester:** II

**Course Code:** T2612

**Course:** Business Analytics for Marketing

**Credits:** 2

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Demonstrate the use of analytical tools in marketing.	Strong	Strong	Moderate	Moderate	Moderate	Strong	Moderate	Strong	Strong
CO2	Apply appropriate analytical tools to a variety of data collected by marketers.	Strong	Strong	Moderate	Moderate	Moderate	Strong	Moderate	Strong	Strong
CO3	Translate the results of quantitative analyses into managerial insights for marketing decision-making.	Strong	Strong	Moderate	Moderate	Moderate	Strong	Moderate	Strong	Strong
CO4	Explain and illustrate how marketing analytics are used in an integrated manner to solve strategic marketing problems.	Strong	Strong	Moderate	Moderate	Moderate	Strong	Moderate	Strong	Strong



CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Lab Test)	Assessment Component 2(Assignment)	Assessment Component 3(Project)
CO1	Demonstrate the use of analytical tools in marketing.	Strong	Strong	x	X	
CO2	Apply appropriate analytical tools to a variety of data collected by marketers.	Strong	Strong	X	X	
CO3	Translate the results of quantitative analyses into managerial insights for marketing decision-making.	Strong	Strong	X	x	x
CO4	Explain and illustrate how marketing analytics are used in an integrated manner to solve strategic marketing problems.	Strong	Strong			X

### Legal Aspects of Business

**Program: MBA (2023-25)**

**Semester: II**

**Course Code: T1140**

**Course: Legal Aspects of Business**

**Credits: 2**

**Level: 3**

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Demonstrate a comprehensive understanding of the fundamental legal principles that govern business operations	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	Apply legal reasoning and critical thinking skills to assess and resolve business-related legal issues.	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	Develop a heightened awareness of ethical considerations in business decision-making and the importance of compliance with legal and regulatory requirements.	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong

CO4	Effectively communicate legal concepts and arguments in a clear, concise, and persuasive manner.	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO5	Utilize legal knowledge to mitigate risks, protect business interests, and promote ethical and sustainable business practices.	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Presentation)	Assessment Component 2(Class Test)	Assessment Component 3(Project)	Examination
CO1	Demonstrate a comprehensive understanding of the fundamental legal principles that govern business operations	Strong	Strong	x	x	x	x
CO2	Apply legal reasoning and critical thinking skills to assess and resolve business-related legal issues.	Strong	Strong		x		x
CO3	Develop a heightened awareness of ethical considerations in business decision-making and the importance of compliance with legal and regulatory requirements.	Strong	Strong	x	x	x	x
CO4	Effectively communicate legal concepts and arguments in a clear, concise, and persuasive manner.	Strong	Strong	x		x	x
CO5	Utilize legal knowledge to mitigate risks, protect business interests, and promote ethical and sustainable business practices.			x		x	x



## Management Accounting

**Program:** MBA (2023-25)

**Semester:** II

**Course Code:** T2777

**Course:** Management Accounting

**Credits:** 2

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand fundamental concepts, objectives, and scope of management accounting in decision-making and performance evaluation	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong	Strong
CO2	To analyse various cost classifications and their behavior in different scenarios	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO3	To implement decision-making process	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong	Strong
CO4	To assess the application of management accounting principles and tools, recognizing industry-specific challenges	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Strong	Strong
CO5	To apply management accounting methods to accurately allocate costs	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Moderate	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz)	Assessment Component 2(Class Test)	Assessment Component 3(Project)	Examination
CO1	To understand fundamental concepts, objectives, and scope of management accounting in decision-making and performance evaluation	Strong	Strong	x	x		x
CO2	To analyse various cost classifications and their behavior in different scenarios	Strong	Strong	x	x	x	x
CO3	To implement decision-making process	Strong	Strong	x	x	x	x
CO4	To assess the application of management accounting principles and tools, recognizing industry-specific challenges	Strong	Moderate		x	x	x
CO5	To apply management accounting methods to accurately allocate costs	Strong	Moderate			x	x

## Management Information System

**Program:** MBA (2023-25)

**Semester:** II

**Course Code:** T3088

**Course:** Management Information System

**Credits:** 2

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Classify different types of information systems and their functions within organizations.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO2	Analyse the design and implementation of Management Information Systems (MIS) to understand factors influencing their success.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO3	Examine the potential impact of emerging technologies on organizational information systems and strategic decision-making.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO4	Compare and contrast decision-making frameworks proposed by management theorists, evaluating their effectiveness in different organizational scenarios	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Assignment)	Assessment Component 2(Presentation)	Assessment Component 3(Casestudy)	Assessment Component 4(Test)
CO1	Classify different types of information systems and their functions within organizations.	Strong	Strong	x		x	x
CO2	Analyse the design and implementation of Management Information Systems (MIS) to understand factors influencing their success.	Strong	Strong	x	x	x	x
CO3	Examine the potential impact of emerging technologies on organizational information systems and strategic decision-making.	Strong	Strong		x	x	x
CO4	Compare and contrast decision-making frameworks proposed by management theorists, evaluating their effectiveness in different organizational scenarios.	Strong	Strong		x		x

## Operations Research

**Program:** MBA (2023-25)

**Semester:** II

**Course Code:** T2220

**Course:** Operations Research

**Credits:** 2

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Analyse the historical development and foundational concepts of Operations Research.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO2	Categorize mathematical formulations and solutions in Linear Programming models.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO3	Inspect the formulation and solutions of Transportation and Assignment Problems, identifying optimal solutions and analysing their practical implications.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO4	Examine decision-making under risk and uncertainty using Decision Theory tools.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO5	Compare and contrast Queuing Theory models and optimization techniques for managing waiting lines and service capacities.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz)	Assessment Component 2(Lab Test)	Assessment Component 3(Mini Project)	Examination
CO1	Analyse the historical development and foundational concepts of Operations Research.	Strong	Strong	x	x	x	x
CO2	Categorize mathematical formulations and solutions in Linear Programming models.	Strong	Strong	x	x		x
CO3	Inspect the formulation and solutions of Transportation and Assignment Problems, identifying optimal solutions and analysing their practical implications.	Strong	Strong			x	x
CO4	Examine decision-making under risk and uncertainty using Decision Theory tools.	Strong	Strong		x	x	x
CO5	Compare and contrast Queuing Theory models and optimization techniques for managing waiting lines and service capacities.	Strong	Strong			x	x



## Project Management

**Program:** MBA (2023-25)

**Course Code:** T2193

**Credits:** 2

**Semester:** II

**Course:** Project Management

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Analyze project management methodologies to select appropriate strategies for project execution.	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO2	Examine project feasibility through comprehensive analysis of market, technical, and financial factors.	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO3	Inspect advanced project management tools and techniques, such as PERT, CPM, and resource allocation methods, to optimize project performance.	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	Take part to manage project teams, resolve conflicts, and foster collaboration to achieve project success.	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Group Project& Presentation)	Assessment Component 2(Assignment)	Assessment Component 3(Quiz)
CO1	Analyze project management methodologies to select appropriate strategies for project execution.	Strong	Strong	x		x
CO2	Examine project feasibility through comprehensive analysis of market, technical, and financial factors.	Strong	Strong	x	x	x
CO3	Inspect advanced project management tools and techniques, such as PERT, CPM, and resource allocation methods, to optimize project performance.	Strong	Strong	x	x	x
CO4	Take part to manage project teams, resolve conflicts, and foster collaboration to achieve project success.	Strong	Strong		x	x

## Cloud and Big Data

**Program:** MBA (2023-25)

**Course Code:** T3564

**Credits:** 2

**Semester:** II

**Course:** Cloud and Big Data

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Analyse the significance and impact of big data in various industries, discerning its potential for innovation and competitive advantage.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO2	Take Part in the business applications of big data, identifying opportunities for value creation, process optimization, and customer insights.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO3	Examine critique big data handling technologies such as data mining and text mining, analysing their methodologies, algorithms, and applications.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong
CO4	Test for core concepts of cloud computing and its enabling technologies, discerning their roles and implications in supporting big data initiatives.	Strong	Strong	Moderate	Moderate	Strong	Strong	Moderate	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz1)	Assessment Component 2(Quiz 2)	Assessment Component 3(Mini Project)	Assessment Component 3(Presentation Test)
CO1	Analyse the significance and impact of big data in various industries, discerning its potential for innovation and competitive advantage.	Strong	Strong	x	x		
CO2	Take Part in the business applications of big data, identifying opportunities for value creation, process optimization, and customer insights.	Strong	Strong	x	x	x	x
CO3	Take Part in the business applications of big data, identifying opportunities for value creation, process optimization, and customer insights.	Strong	Strong		x	x	x
CO4	Test for core concepts of cloud computing and its enabling technologies, discerning their roles and implications in supporting big data initiatives.	Strong	Strong			x	x

## Integrated Disaster Management

### Specialization Core Courses: Marketing

#### Integrated Marketing Communication

Program: MBA (2023-25)

Semester: II

Course Code: T2127

Course: Integrated Marketing Communication

Credits: 2

Level: 5

#### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Create engaging and effective IMC materials, including advertisements, social media content, and public relations campaigns.	Strong	Moderate	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	Develop comprehensive IMC plans for specific products or services, considering target audiences and marketing goals.	Strong	Moderate	Strong	Strong	Strong	Moderate	Strong	Strong	Strong
CO3	Assess the overall effectiveness of IMC campaigns in achieving marketing objectives and contributing to brand success.	Strong	Moderate	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	Provide strategic recommendations for improving IMC effectiveness and staying ahead of industry trends.	Strong	Moderate	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong
CO5	Solve complex marketing problems by applying IMC principles and leveraging diverse communication channels.	Strong	Moderate	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong



CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Presentation)	Assessment Component 2(Class Test)	Assessment Component 3(Project)	Examination
CO1	Create engaging and effective IMC materials, including advertisements, social media content, and public relations campaigns.	Strong	Strong				
CO2	Develop comprehensive IMC plans for specific products or services, considering target audiences and marketing goals.	Strong	Strong				
CO3	Assess the overall effectiveness of IMC campaigns in achieving marketing objectives and contributing to brand success.	Strong	Strong				
CO4	Provide strategic recommendations for improving IMC effectiveness and staying ahead of industry trends.	Strong	Strong				
CO5	Solve complex marketing problems by applying IMC principles and leveraging diverse communication channels.	Strong	Strong				

## Rural Marketing

**Program:** MBA (2023-25)

**Semester:** II

**Course Code:** T2141

**Course :Rural Marketing**

**Credits:** 2

**Level: 4**

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Analyze the distinctive characteristics of rural markets, including their socioeconomic, cultural, and technological landscape, and contrast them with urban markets.	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong
CO2	critically evaluate the factors influencing rural consumer behaviour, considering social, economic, psychological, and technological influences.	Strong	Strong	Strong	Moderate	Strong	Moderate	Strong	Strong	Strong
CO3	Design comprehensive rural marketing strategies that effectively address the unique needs, preferences, and purchasing patterns of rural consumers.	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	Develop innovative product and service offerings tailored to the specific requirements and consumption patterns of rural communities.	Strong	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong
CO5	Craft effective communication campaigns that resonate with rural audiences, considering their cultural sensitivities, language preferences, and media consumption habits.	Strong	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Analysis)	Assessment Component 2(Class Test)	Assessment Component 3(Project)	Examination
CO1	Analyze the distinctive characteristics of rural markets, including their socioeconomic, cultural, and technological landscape, and contrast them with urban markets.	Strong	Strong	x	x		x
CO2	critically evaluate the factors influencing rural consumer behaviour, considering social, economic, psychological, and technological influences.	Strong	Strong	x	x	x	x
CO3	Design comprehensive rural marketing strategies that effectively address the unique needs, preferences, and purchasing patterns of rural consumers.	Strong	Strong	x	x	x	x
CO4	Develop innovative product and service offerings tailored to the specific requirements and consumption patterns of rural communities.	Strong	Strong	x		x	x
CO5	Craft effective communication campaigns that resonate with rural audiences, considering their cultural sensitivities, language preferences, and media consumption habits.	Strong	Strong			x	x



## Marketing Research

**Program:** MBA (2023-25)

**Semester:** II

**Course Code:** T2513

**Course:** Marketing Research

**Credits:** 2

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Apply marketing research findings to solve business problems	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO2	To analyze and interpret marketing research data using statistical techniques.	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO3	Develop new marketing strategies and tactics based on marketing research findings.	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO4	Critically assess the validity and reliability of marketing research findings.	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong
CO5	Make recommendations for improving the effectiveness of marketing research efforts.	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Case Study)	Assessment Component 2(Project)	Assessment Component 3(Class Test)	Examination
CO1	Apply marketing research findings to solve business problems	Strong	Strong	x		x	x
CO2	To analyze and interpret marketing research data using statistical techniques.	Strong	Strong	x		x	x
CO3	Develop new marketing strategies and tactics based on marketing research findings.	Strong	Strong	x	x		x
CO4	Critically assess the validity and reliability of marketing research findings.	Strong	Strong		x	x	x
CO5	Make recommendations for improving the effectiveness of marketing research efforts.	Strong	Strong		x	x	x

## Human Resources

## Industrial Relations

**Program:** MBA (2023-25)

**Course Code:** T2286

**Credits:** 2

**Semester:** II

**Course:** Industrial Relations

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Develop a holistic understanding of the concept, models, historical perspectives, and key actors in industrial relations.	Strong	Strong	Moderate	Strong	Strong	Strong	Moderate	Strong	Strong
CO2	Evaluate and apply different models and approaches to real-world industrial relations scenarios.	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong	Strong
CO3	Apply in-depth knowledge of labour laws, trade union movements, and employer-employee relationships in the context of India's industrial landscape.	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong	Strong
CO4	Develop negotiation skills and strategies for effective conflict resolution within workplace settings, understanding the nuances of collective bargaining.	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong	Strong
CO5	Demonstrating the ability to translate IR theory into actionable strategies for organizational improvement.	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz)	Assessment Component 2(Individual Assignment)	Assessment Component 3(Group Experiential Assignment)	Examination
CO1	Develop a holistic understanding of the concept, models, historical perspectives, and key actors in industrial relations.	Strong	Strong	x			x
CO2	Evaluate and apply different models and approaches to real-world industrial relations scenarios.	Strong	Strong	x	x		x
CO3	Apply in-depth knowledge of labour laws, trade union movements, and employer-employee relationships in the context of India's industrial landscape.	Strong	Strong	x	x	x	x
CO4	Develop negotiation skills and strategies for effective conflict resolution within workplace settings, understanding the nuances of collective bargaining.	Strong	Strong		x	x	x
CO5	Demonstrating the ability to translate IR theory into actionable strategies for organizational improvement.	Strong	Strong		x	x	x

## Compensation and Reward Management

**Program:** MBA (2023-25)

**Semester:** II

**Course Code:** T2296

**Course:** Compensation and Reward Management

**Credits:** 2

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Analyse the steps involved in developing a comprehensive compensation strategy integrating internal alignment, job analysis, and performance-based pay structures.	Strong	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Strong
CO2	Apply learned concepts to real-world scenarios in determining compensation structures, benefits, and executive compensation models, considering international contexts and taxation implications.	Strong	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Strong
CO3	Demonstrate analytical skills in determining pay parity, external competitiveness, and	Strong	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Strong



	organizational factors influencing compensation decisions, employing salary surveys, and interpreting data for effective compensation strategies.									
<b>C04</b>	Develop a strategic mindset in aligning compensation models with organizational objectives, considering individual performance, and skill-based structures to ensure a competitive edge in the talent market.	Strong	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Strong
<b>C05</b>	Demonstrating the ability to translate compensation theory into actionable strategies for organizational improvement.	Strong	Moderate	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Strong

<b>CO</b>	<b>Course Outcomes</b>	<b>PSO1</b>	<b>PSO2</b>	<b>Assessment Component 1(Quiz)</b>	<b>Assessment Component 2(Individual Assignment)</b>	<b>Assessment Component 3(Group Experiential Assignment)</b>	<b>Examination</b>
<b>C01</b>	Analyse the steps involved in developing a comprehensive compensation strategy integrating internal alignment, job analysis, and performance-based pay structures.	Strong	Strong	x		x	x
<b>C02</b>	Apply learned concepts to real-world scenarios in determining compensation structures, benefits, and executive compensation models, considering international contexts and taxation implications.	Strong	Strong	x	x		x
<b>C03</b>	Demonstrate analytical skills in determining pay parity, external competitiveness, and organizational factors influencing compensation decisions, employing salary surveys, and interpreting data for effective compensation strategies.	Strong	Strong	x		x	x
<b>C04</b>	Develop a strategic mindset in aligning compensation models with organizational objectives, considering individual performance, and skill-based structures to ensure a competitive edge in the talent market.	Strong	Strong		x	x	x
<b>C05</b>	Demonstrating the ability to translate compensation theory into actionable strategies for organizational improvement.	Strong	Strong		x	x	x

## Talent Management

Program: MBA (2023-25)

Course Code: T2283

Credits: 2

Semester: II

Course: Talent Management

Level: 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	Define and comprehend the principles and types of talent crucial in Talent Management.	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong
CO2	Understand the talent value chain and assess its importance, benefits, and associated challenges.	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong
CO3	Evaluate competencies, conduct competency mapping, and discern between functional and behavioural competencies.	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	Analyse various techniques like assessment centres, coaching, mentoring, and training to manage and motivate talent effectively.	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong
CO5	Demonstrating the ability to translate Talent Management theory into actionable strategies for organizational improvement.	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong



CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz)	Assessment Component 2(Individual Assignment)	Assessment Component 3(Group Experiential Assignment)	Examination
CO1	Define and comprehend the principles and types of talent crucial in Talent Management.	Strong	Strong	x		x	x
CO2	Understand the talent value chain and assess its importance, benefits, and associated challenges.	Strong	Strong	x	x	x	x
CO3	Evaluate competencies, conduct competency mapping, and discern between functional and behavioural competencies.	Strong	Strong	x	x	x	x
CO4	Analyse various techniques like assessment centres, coaching, mentoring, and training to manage and motivate talent effectively.	Strong	Strong		x		x
CO5	Demonstrating the ability to translate Talent Management theory into actionable strategies for organizational improvement.	Strong	Strong		x	x	x



## Finance

### Corporate Valuation

**Program:** MBA (2023-25)

**Course Code:** T2045

**Credits:** 2

**Semester:** II

**Course:** Corporate Valuation

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand various corporate valuation methodologies	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong
CO2	To analyse and interpret financial statements effectively to extract relevant data for valuation purposes	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong	Strong
CO3	To implement decision-making process	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the application of different valuation methods for corporate valuation	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Moderate	Strong	Strong
CO5	To apply various valuation methods to compare companies within the same industry or sector	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz)	Assessment Component 2(Class Test)	Assessment Component 3(Project)	Examination
CO1	To understand various corporate valuation methodologies	Strong	Strong		x		x
CO2	To analyse and interpret financial statements effectively to extract relevant data for valuation purposes	Strong	Strong	x	x	x	x
CO3	To implement decision-making process	Strong	Strong	x	x	x	x
CO4	To assess the application of different valuation methods for corporate valuation	Strong	Strong	x	x	x	x
CO5	To apply various valuation methods to compare companies within the same industry or sector	Strong	Strong			x	x

## Security Analysis and Portfolio Management

**Program:** MBA (2023-25)

**Semester:** II

**Course Code:** T2043

**Course:** Security Analysis and Portfolio Management

**Credits:** 2

**Level:** 5

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the meaning and applications of security analysis and portfolio management concepts	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong
CO2	To analyse the components of the financial markets	Strong	Strong	Strong	Moderate	Strong	Strong	Strong	Strong	Strong
CO3	To implement decision-making process	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
CO4	To assess the application of Security Analysis and Portfolio Management in the Business World	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Strong	Strong	Moderate
CO5	To apply the concepts of market efficiency in financial market investment options	Strong	Strong	Strong	Moderate	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz)	Assessment Component 2(Class Test)	Assessment Component 3(Project)	Examination
CO1	To understand the meaning and applications of security analysis and portfolio management concepts	Strong	Strong	x			x
CO2	To analyse the components of the financial markets	Strong	Strong	x	x	x	x
CO3	To implement decision-making process	Strong	Strong	x	x	x	x
CO4	To assess the application of Security Analysis and Portfolio Management in the Business World	Strong	Strong		x	x	x
CO5	To apply the concepts of market efficiency in financial market investment options	Strong	Strong			x	x

## Financial Modelling

**Program:** MBA (2023-25)

**Semester:** II

**Course Code:** T2051

**Course:** Financial Modelling

**Credits:** 2

**Level:** 4

### Mapping

CO	Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	To understand the concept of financial modelling for project finance	Strong	Strong	Strong	Strong	Strong	Moderate	Strong	Strong	Strong
CO2	To analyse financial model outputs	Strong	Strong	Strong	Strong	Strong	Moderate	Strong	Strong	Strong
CO3	To implement decision-making process	Strong	Strong	Moderate	Moderate	Strong	Moderate	Moderate	Strong	Strong
CO4	To assess the value of companies for investment purposes using different valuation methods	Strong	Strong	Moderate	Moderate	Moderate	Moderate	Moderate	Strong	Strong
CO5	To apply the advanced modelling techniques to simulate complex real-world scenarios	Strong	Strong	Strong	Strong	Moderate	Moderate	Strong	Strong	Strong

CO	Course Outcomes	PSO1	PSO2	Assessment Component 1(Quiz)	Assessment Component 2(Class Test)	Assessment Component 3(Project)	Examination
CO1	To understand the concept of financial modelling for project finance	Strong	Strong	x	x		x
CO2	To analyse financial model outputs	Strong	Strong	x	x		x
CO3	To implement decision-making process	Strong	Strong	x	x	x	x
CO4	To assess the value of companies for investment purposes using different valuation methods	Strong	Strong			x	x
CO5	To apply the advanced modelling techniques to simulate complex real-world scenarios	Strong	Strong		x	x	x