



Programme Outcomes (PO) of MBA with effect from Academic year 2020-2021

PO1: Management Knowledge: To develop students' Comprehensive management knowledge that can help them to be a business leader and manager

PO2: Analytical Skills: To demonstrate conceptual, analytical, technical, entrepreneurial and human relation skills to be an effective management professional and that help to diagnose problem-solving skills in order to support management decision-making.

PO3: Research Aptitude: An ability to demonstrate a critical awareness of current issues (diversity, social responsibility, sustainability, innovation, knowledge management, etc.) in business and management which is informed by leading edge research and practice in the field.

PO4: Culture, Values and Ethics: Gain insights into how cultural values can impact ethical decision making. Understand that ethical standard can vary across cultures, and develop the ability to navigate these differences to become successful managers

PO5: Strategic marketing Knowledge: To possess a deep understanding of marketing principles, including competitive analysis. Students would be able to formulate effective marketing strategies to address business challenges and opportunities.

PO6: Financial knowledge: Develop a strong foundation in financial principles, including understanding financial markets, risk management, financial instruments and valuation techniques.

PO7: **Entrepreneurship Skills:** Apply the entrepreneurial, analytical, managerial skills for effective business management and for effective startups.

PO8: **Individual and Leadership skills:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9: **Strategic HR Knowledge:** Able to develop and implement strategic human resource management plans that align with overall business goals. This involves understanding how HR strategies can contribute to the success of an organization.

PO10: **Life Long Learning:** Ability to integrate business knowledge and management techniques in a changing business environment to achieve long term objectives of organization.


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BUSINESS

MBA

SEMESTER

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Course Title: Soft Skills

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040101	2	30	20%	30%	-	50%	-

Course Outcomes (COs)

- 1 Developing personal goals and understanding career aspirations.
- 2 Understanding the importance of listening in communication.
- 3 Developing skills to meet organizational needs and requirements.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	Medium	Low	Medium	Low	Low	Medium	High	Medium	High
CO2	Medium	Medium	Low	High	Low	Low	Low	High	Medium	Medium
CO3	High	High	Medium	Medium	Medium	Medium	High	High	High	High



Course Title: Computing Skills

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040102	3	45	50%	-	-	50%	-

Course Outcomes (COs)

1. The learners from diverse backgrounds can have a deeper penetration on the computer.
2. Learner should be able to perform editing, formatting functions on text, pictures and table, and producing a mail merge
3. Learners should be able to demonstrate the use and utility of functions, formulas, organizing and displaying large amounts and complex data.
4. Learners should be able to get a basic understanding on the important concepts of networking.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	high	Medium	Medium	low	low	Medium	Medium	low	Medium
CO2	Medium	high	low	low	Medium	Medium	low	low	Medium	Medium
CO3	Medium	high	Medium	low	Medium	Medium	Medium	Medium	Medium	Medium
CO4	Medium	high	Medium	low	low	low	Medium	Medium	low	Medium



Course Title: Principles of Management


Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040104	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Understand different management approaches
2. Demonstrate planning techniques
3. Able to work in dynamic teams within organizations
4. Analyze different processes in staffing and controlling

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	Medium	Medium	High	High	Low	High
CO2	High	Medium	Medium	Medium	Low	-	Medium	High	Low	High
CO3	High	Medium	Medium	Medium	Low	Low	Medium	High	Medium	High
CO4	High	Medium	Medium	Medium	Low	Low	Medium	High	High	High


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Course Title: Managerial Economics

Course Code	Credit	Contact Hours	Internal			External	
16040105	3	45	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

Course Outcomes (COs)

1. To encourage the students of management with techniques of managerial economics to enable them its relevance decision making.
2. Analyzing the demand and supply conditions and assess the position of a company
3. Understanding the production and cost function using curves and theories.
4. Design competition strategies, including costing, pricing, product differentiation, according to the natures of products and the structures of the markets
5. To understand the Concept of National Income, Fiscal and Monetary Policies and Macro Environment in business decisions

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Low	Medium	Medium	High	Low	Low	High
CO2	Medium	High	High	Low	Low	High	Medium	Low	Low	High
CO3	Medium	High	High	Low	Medium	High	Medium	Low	Medium	High
CO4	High	High	Medium	Low	High	High	Medium	Low	High	High
CO5	High	High	High	Low	High	High	High	Low	Medium	High

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Course Title: Organization Behaviour

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040106	3	45	50%	-	-	50%	-

Course Outcomes (COs)

1. To familiarize with the concept of individual, group and organization behavior at work.
2. To understand individual behavior in organizations due to motivation and morale that influences the decision making and work.
3. To learn the ability to adapt organizational change.
4. To understand the concept of stress and methods of managing the stress to improve the organizational performance.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	high	high	high	high	-	-	medium	high	medium	high
CO2	high	high	high	high	-	-	medium	high	medium	high
CO3	high	high	high	high	-	-	medium	high	medium	high
CO4	high	high	high	high	-	-	medium	low	medium	high

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Course Title: Financial Statement Analysis

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040107	2	30					
			20%	30%	-	50%	-

Course Outcomes (COs)

- 1. Learn the components of financial statements, including the balance sheet, income statement, and cash flow statement.
- 2. Understand the importance of cash flow in evaluating a company’s financial health.
- 3. Develop comprehensive financial reports and presentations.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	High	High	High	Medium	-	High
CO2	High	High	Medium	High	Medium	Medium	High	High	-	Medium
CO3	Medium	High	Medium	Medium	High	High	High	Medium	-	High

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Course Title: Marketing Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040108	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Understanding the basic concept of marketing management.
2. Ability to identify what drives customer value and importance of buying behavior.
3. Identifying and targeting specific groups within a market and Selecting the most attractive segments to focus on.
4. Understanding of Product Management Concepts.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	High	Low	Low	Medium	High	Medium	High
CO2	High	High	High	High	Low	Medium	Medium	High	Medium	High
CO3	High	High	High	High	Low	Low	Medium	High	High	High
CO4	High	High	High	High	High	Low	Medium	Low	Medium	High

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Course Title: Business Research Methods

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040110	3	45					
			20%	30%	-	50%	-

Course Outcomes (COs)

1. Understanding the framework and purpose of Research and its benefits to business.
2. Ability to know & classify between various types, nature and sources of data.
3. Knowledge of Sampling Techniques used to collect the data for research.
4. Ability to design questionnaires in a structured way to collect data which is helpful in business research.
5. Learn how to write reviews of articles/ research papers to employ the standard and significant analysis.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Medium	High	High	High	Medium	High	High
CO2	Medium	High	Medium	Medium	High	Medium	Medium	High	Medium	Medium
CO3	High	Medium	High	High	High	Medium	Medium	Medium	Medium	Medium
CO4	High	Medium	High	Medium	High	High	High	Medium	High	High
CO5	Medium	Medium	High	High	Medium	High	High	Medium	Medium	Medium


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Semester II



Course Title: Business Communication

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040201	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Learn the basic concepts and principles of cost accounting
2. Study various costing methods, including job order costing, process costing, and activity-based costing.
3. Understand standard costing and its use in performance evaluation.
4. Understand the ethical issues related to cost accounting and financial reporting.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	Low	Low	High	Medium	Medium	Medium	High
CO2	High	High	Medium	Low	Medium	High	High	Medium	Medium	Medium
CO3	High	High	Medium	Low	Low	High	Medium	Medium	Medium	Medium
CO4	Medium	Medium	Medium	High	Low	Medium	Medium	Medium	Medium	High

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Course Title: Cost Accounting

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040202	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Learn the fundamental concepts of cost, including types of costs (fixed, variable, direct, indirect) and how they behave.
2. Gain knowledge of different costing methods such as job costing, process costing, activity-based costing, and standard costing.
3. Learn techniques for controlling and reducing costs, including variance analysis and cost allocation methods.
4. Develop skills to use cost information for decision-making purposes, such as pricing, make or buy decisions, and profitability analysis.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	-	-	-	High	Medium	Low	Medium	Low
CO2	High	High	Medium	Medium	Medium	High	High	Low	Low	Medium
CO3	Medium	High	Medium	Medium	Medium	High	Medium	Low	Low	High
CO4	Medium	High	-	Medium	Medium	High	High	Medium	Medium	Medium

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Course Title: Entrepreneur innovation and motivation

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040203	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Apply the basic principles of entrepreneurship
2. Distinguish the concepts of the entrepreneurship ecosystem, entrepreneurship education, and various entrepreneurial opportunities.
3. Understanding various individual attributes of entrepreneurial personality traits, entrepreneurial characteristics, behavioral attributes and importance of creativity and innovation.
4. Develop an understanding of best techniques for idea generation and opportunities exploration.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	High	Medium	Medium	High	High	Medium	Medium	Medium	High
CO2	High	Medium	High	Medium	Low	Medium	High	High	High	Medium
CO3	High	Medium	High	Medium	Low	Medium	High	High	High	Medium
CO4	Medium	High	Medium	Low	Medium	High	High	High	Medium	High



Course Title: Macro Economics

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040204	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. To equip the students with techniques of Macroeconomics to enable them to know the basic nature.
2. Analyze the theories and its regards with the national planning and policies.
3. To understand the GDP and the methods of measuring its worth to the students.
4. Evaluating the various economic thoughts will enrich students to achieve the next level.
5. To understand the Concept of National Income, Fiscal and Monetary Policies and Macro decisions of a nation.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	Medium	Medium	Medium	High	Low	Medium	Medium
CO2	High	Medium	Medium	Medium	Medium	Low	High	Medium	High	High
CO3	High	Medium	Medium	Medium	Medium	Medium	Medium	Low	Medium	Medium
CO4	High	High	Medium	Low	Medium	Medium	High	Medium	Medium	Low
CO5	High	Medium	Medium	High	High	High	Medium	High	High	Medium



Course Title: Human Resource Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040205	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. To understand basic of Human Resource Management
2. To understand importance of Human Resource Planning & Recruitment and Selection
3. To understand induction and Training and Development
4. To have glance to Performance Appraisal, Job analysis and Job
5. To understand basic of Compensation, Grievance and Employee Welfare Management

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	High	Low	Low	Medium	High	High	High
CO2	High	Medium	Low	High	Medium	Medium	High	High	High	High
CO3	High	Medium	-	High	Low	Low	Medium	High	High	High
CO4	High	High	Medium	High	Low	Low	Medium	High	High	High
CO5	High	Medium	-	High	Low	Low	High	High	High	High



Course Title: Financial Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040206	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. To demonstrate the sound understanding of the concept, functions and importance of financial management for a business firm.
2. Student will be able to calculate, working capital and its finance and demonstrate the working capital decisions and inventory management
3. Students will be able to analyze the convolutions associated with leverage and risk mitigation
4. To demonstrate the ability to assess and manage financial risks and recommend an optimum capital budgeting for a firm.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	—	—	Low	High	Low	Low	Low	Medium
CO2	High	High	Medium	Low	Low	High	Medium	Medium	-	Medium
CO3	Medium	High	High	Low	Low	High	High	Medium	-	Medium
CO4	High	Medium	Low	Low	Low	High	High	Medium	Low	Medium



Course Title: Production and Operations Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040207	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Introducing project management principles and tools for planning, scheduling, executing, and controlling projects within the operations context.
2. Providing students with a comprehensive understanding of the principles, concepts, and theories related to operations management within manufacturing and service organizations.
3. Teaching methods for determining optimal production capacity, facility layout design, and resource allocation to maximize efficiency and minimize costs.
4. Educating students on quality control methods, total quality management (TQM), quality assurance, and their application in enhancing product and service quality.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	High	-	Medium	-	Medium	High	Medium	High
CO2	High	High	High	-	Medium	-	Medium	High	Medium	High
CO3	High	Medium	Medium	-	Medium	High	Medium	High	Medium	High
CO4	High	High	Medium	-	Medium	High	Medium	High	Medium	High

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Course Title: Project Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040208	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. To develop an awareness of the need for project planning and management
2. To apply professional attitudes and techniques to managing a project
3. Provide students with a basic understanding of project management principles and practices.
4. Increase the student's ability to function effectively on a project team.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	Low	Low	High	Low	Low	-	Medium
CO2	High	High	Medium	Low	Low	High	Medium	Medium	-	Medium
CO3	Medium	High	High	Low	High	High	High	Medium	-	Medium
CO4	High	Medium	Low	Medium	Low	High	High	Medium	-	Medium

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Course Title: Project Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040208	3	45					
			20%	30%	-	50%	-

Course Outcomes (COs)

1. To develop an awareness of the need for project planning and management
2. To apply professional attitudes and techniques to managing a project
3. Provide students with a basic understanding of project management principles and practices.
4. Increase the student's ability to function effectively on a project team.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Low	Low	Low	High	Low	Low	—	Medium
CO2	High	High	Medium	Low	Low	High	Medium	Medium	—	Medium
CO3	Medium	High	High	Low	High	High	High	Medium	—	Medium
CO4	High	Medium	Low	Medium	Low	High	High	Medium	—	Medium

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BUSINESS

MBA

SEM

III



Course Title: Business Law

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040302	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. To make students understand the concept, theories and application of business Law for the Development of the Society.
2. Develop the ability to analyze, draft, and interpret contracts, including understanding contract formation, terms, performance, breach, and remedies.
3. Familiarize students with different types of negotiable instruments governed by the Act, such as promissory notes, bills of exchange, and cheques, including their definitions, characteristics, and legal implications.
4. Educate students on the essentials of a valid contract of sale, including the definition of goods, conditions and warranties, transfer of property, and the distinction between sale and agreement to sell.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	Low	-	High	Low	Low	-	Medium
CO2	High	High	Medium	Medium	-	High	Medium	Medium	-	Medium
CO3	Medium	High	High	Low	High	High	High	Medium	-	Medium
CO4	Medium	Medium	Low	High	Low	High	High	Medium	-	High

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Course Title: Business Strategy

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040303	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. To know core concepts of Strategy and Strategic Management and its scope.
2. To know various external factors and its effect business policy or business strategy
3. To know and execute the process of internal analysis of any business unit of Industry.
4. To understand various steps of formulation and implementation of various business

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	Medium	-	-	-	-	High	-	-	-	Medium
CO2	High	High	Medium	-	-	Medium	-	Medium	-	Medium
CO3	Medium	High	High	-	High	Medium	High	-	-	Medium
CO4	Medium	Medium	Low	High	-	Medium	High	-	-	High


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Course Title: Management of financial services

Course Code	Credit	Contact Hours	Internal		External	
			Theory	Continuous Assessment	Practical	Theory
16060301	3	45	20%	30%	-	50%
						-

Course Outcomes (COs)

1. The learners will understand the Indian Financial system, Financial instruments and regulatory system
2. The learners will be able to learn factoring and forfaiting, stock broking, credit rating, custodial and depository services
3. Learners will be able to understand basics of insurance services and other financial services
4. Learner will be able to understand thorough knowledge of mutual funds and crowd funding

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	-	Low	High	High	-	-	Medium
CO2	High	Medium	High	-	Medium	High	High	Medium	-	Medium
CO3	High	Medium	High	-	Low	High	Medium	Medium	-	Medium
CO4	High	Medium	High	-	Low	High	High	-	-	Medium



Course Title: Management of financial services

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16060301	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. The learners will understand the Indian Financial system, Financial instruments and regulatory system
2. The learners will be able to learn factoring and forfaiting, stock broking, credit rating, custodial and depository services
3. Learners will be able to understand basics of insurance services and other financial services
4. Learner will be able to understand thorough knowledge of mutual funds and crowd funding

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	-	Low	High	High	-	-	Medium
CO2	High	Medium	High	-	Medium	High	High	Medium	-	Medium
CO3	High	Medium	High	-	Low	High	Medium	Medium	-	Medium
CO4	High	Medium	High	-	Low	High	High	-	-	Medium



Course Title: Compensation Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16070302	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Providing insights into strategic choices in managing compensation
2. In-depth analysis of major Compensation issues in the context of current theory, research and practice.
3. Illustrating new development as well as established approaches to compensation decisions.
4. To Learn Employee Benefits, Pension Schemes
5. To Learn Various Labor Laws Related to Compensation Management.

CO PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	Medium	Low	Low	Medium	High	High	High
CO2	High	Medium	Medium	High	-	Medium	High	High	High	High
CO3	High	Medium	Medium	Medium	-	Low	High	High	High	High
CO4	Medium	Medium	Medium	Medium	-	Low	Medium	High	High	High
CO5	High	Medium	Medium	Medium	Low	Low	High	High	High	High

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Course Title: Security Analysis and Portfolio Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16060302	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. The learners will understand the investment risk and investment environment with reference to Indian security market
2. The learners will be able to learn security analysis practical and theory aspects
3. Learners will be able to understand basics and advance of portfolio management
4. Learner will able to understand thorough knowledge of evaluating shares of investment in stock market

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	-	High	Medium	Medium	Medium	-	High
CO2	Medium	High	Medium	-	High	High	Medium	Medium	-	High
CO3	High	High	High	-	High	Medium	Medium	High	-	High
CO4	Medium	High	Medium	-	High	High	High	High	-	High

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Course Title: Strategic Human Resource Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16070301	3	45					
			20%	30%	-	50%	-

Course Outcomes (COs)

1. The learners will understand the strategic Role of HRM,
2. The learners will be able to learn the a clear distinction between Performance Appraisal and Performance Management
3. Learners will be able to plan how strategic pay plans and employee benefits are determined.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	-	-	Medium	High	High	High
CO2	High	Medium	Medium	High	-	-	Medium	High	High	High
CO3	High	Medium	Medium	High	-	-	Medium	High	High	High

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Course Title: Digital Marketing

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16050301	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Understand the concepts and applications of digital marketing and its real-world iterations.
2. Articulate innovative insights of digital marketing enabling a competitive edge.
3. Understand how to create and run digital media based campaigns
4. Identify and utilize various tools such as social media etc.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Low	High	Low	High	High	Medium	High
CO2	High	Medium	High	Low	High	Low	High	High	Medium	High
CO3	High	Medium	High	Low	High	High	High	High	Medium	High
CO4	High	Medium	High	Low	High	High	High	High	Medium	High

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Course Title: Integrated Marketing Communication

Course Code	Credit	Contact Hours	Internal			External	
16050302	3	45	Theory	Continuous Assessment	Practical	Theory	Practical
			20%	30%	-	50%	-

Course Outcomes (COs)

1. Apply the key terms, definitions, and concepts used in integrated marketing communications.
2. Examine how integrated marketing communications help to build brand identity and brand relationship and create brand equity through brand synergy.
3. Choose a marketing communication mix to achieve the communications and behavioural objectives of the IMC campaign plan.
4. Structure an integrated marketing communications IMC campaign plan based on the application of marketing concepts, principles, IMC tools and practices within an organization.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	Low	High	High	Medium	High	Medium	High
CO2	High	Medium	High	Low	High	High	Medium	High	Medium	High
CO3	High	Medium	High	Low	High	High	Medium	High	Medium	High
CO4	High	Medium	High	Low	High	High	Medium	High	Medium	High

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IV



Course Title: Legal Aspects of Business

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040401	3	45	20%	30%	-	50%	-

COURSE OUTCOMES

1. Equipped with fundamental and contemporary knowledge of the most prevalent form of business organization at global level.
2. Familiarized with legal aspects of starting a new business in the form of a company
3. Prepared with fundamental and contemporary knowledge about the main source of business finance- Share Capital
4. Aware about their rights as an investor in share market

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	High	-	High	-	Medium	High	Medium	High
CO2	High	Medium	High	-	High	-	Medium	High	Medium	High
CO3	High	Medium	High	-	High	-	Medium	High	Medium	High

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Course Title: Change Management and Organization Development

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16070402	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. The learners will understand the concept of Organization Change and Development.
2. The learners will be able to learn to prepare strategies to deal with various types of change.
3. Learners will be able to plan for various development activities.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	Low	Low	Medium	Medium	High	High
CO2	High	Medium	Medium	Medium	Medium	-	Medium	High	High	High
CO3	High	High	Medium	Medium	Medium	Low	High	Medium	High	High

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Course Title: International Human Resource Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16070401	3	45					
			20%	30%	-	50%	-

Course Outcomes (COs)

1. Understand issues, opportunities and challenges pertaining to international HRM
2. Develop Competency in dealing with cross cultural situation
3. Understand the strategic and functional roles of HRM in various international Context
4. Understand external forces (eg. Globalization, socio cultural changes, political and economic changes) that have the potential to shape international HRM

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	High	-	-	Medium	High	High	High
CO2	High	Medium	Medium	High	-	-	Medium	High	High	High
CO3	High	Medium	Medium	High	-	-	Medium	High	High	High
CO4	High	Medium	Medium	High	-	-	Medium	High	High	High

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Course Title: Global Marketing Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16040402	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Understand the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets.
2. Learn to gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world. To assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries and how to adjust a company's marketing practices based on these factors.
3. Learn how to develop product/service/branding policies, pricing practices, and distribution approaches internationally and globally.
4. Develop the ability to think critically about different perspectives on global marketing.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	High	Medium	High	High	Medium	Low	Medium	Low	High
CO2	Medium	High	Low	High	High	High	Medium	Medium	Low	High
CO3	High	High	High	High	High	Medium	Medium	High	Low	High
CO4	Medium	High	Medium	High	High	High	High	High	Low	High

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Course Title: Product and Brand Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16050401	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Understand the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets.
2. Learn to gather, categorize, analyze, interpret, and evaluate relevant information about markets in different countries around the world. To assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries and how to adjust a company's marketing practices
3. Learn how to develop product/service/branding policies, pricing practices, and distribution approaches internationally and globally.
4. Develop the ability to think critically about different perspectives on global marketing.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Medium	Low	High	Low	Low	Medium	Low	High
CO2	Medium	High	Low	Medium	High	Low	Medium	Medium	Low	High
CO3	High	High	High	High	High	Low	Medium	High	Low	High
CO4	Medium	Medium	Medium	High	High	Low	High	High	Low	High



Course Title: Service and Relationship Marketing

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16050402	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Analyze the unique challenges involved in the provision of service.
2. Apply the relevant service marketing theories, concepts and frameworks to solve service related problems and evaluate current business practices.
3. Evaluate the process of value co-creation for enhanced customer experiences
4. Critique commonly used service metrics such as perceived service quality, customer satisfaction and net promoter score.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Low	Medium	Low	High	-	Low	Medium	Low	High
CO2	Medium	High	Low	Medium	High	low	Medium	Medium	-	High
CO3	High	Medium	Medium	Medium	Medium	-	Medium	Medium	-	High
CO4	Medium	Medium	Medium	High	High	low	High	High	-	High

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Course Title: Risk Management

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16060401	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Learn the basic concepts, principles, and terminology of risk management.
2. Identify different types of risks, including strategic, operational, financial, and compliance risks.
3. Evaluate the likelihood and impact of identified risks
4. Develop strategies to mitigate identified risks.

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Low	Low	Low	High	Medium	Low	Medium	Medium
CO2	High	High	Medium	Low	Medium	High	Medium	Low	Medium	Medium
CO3	Medium	High	Medium	Low	Medium	High	Medium	High	Medium	Medium
CO4	High	High	Medium	Low	High	High	High	Medium	High	High

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Course Title: Merger Acquisition

Course Code	Credit	Contact Hours	Internal			External	
			Theory	Continuous Assessment	Practical	Theory	Practical
16060402	3	45	20%	30%	-	50%	-

Course Outcomes (COs)

1. Learner will be able to understand the basics of mergers and acquisition with types. Will impart the knowledge of strategic evaluation of merger and acquisitions and synergy and value creation in mergers.
2. Learner will be acquainted with knowledge of corporate restructuring with various regulations. Will be able to understand various types of joint venture
3. Learner will be able to understand the descriptive meaning of international mergers and acquisitions and various types of takeover defense strategies
4. Learner will be able to enhance the expertise knowledge of legal framework of mergers and acquisitions with Prominent Cases of Mergers and Acquisitions, examples of M & A in the Indian and international contexts

CO PO MAPPING

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	High	Medium	Medium	-	Medium	High	High	Medium	-	High
CO2	Medium	High	Medium	-	Medium	High	High	Medium	-	High
CO3	High	High	High	-	Medium	High	High	High	-	High
CO4	Medium	Medium	Medium	-	Medium	High	High	High	-	High

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PROGRAM NAME: MBA

ACADEMIC YEAR/BATCH 2022-23

CO-PO MAPPING OF MBA 1ST TO 2ND YEAR

Course Name :	Soft Skills (16040101) Semester-1										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	1	2	2	1	3	3	1	2	2
CO2	2	1	1	2	3	2	3	3	1	2	2
CO3	3	2	3	2	2	1	2	3	1	2	2
Average	2.7	1.3	1.7	2.0	2.3	1.3	2.7	3.0	1.0	2.0	2.0


Course Name :	Computing Skills (16040102) Semester-1										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	2	3	1	1	1	1	1	1	1	2	1
CO2	2	3	1	1	2	2	1	1	2	2	2
CO3	2	3	1	1	2	2	1	1	2	2	2
CO4	2	3	1	1	1	1	1	1	1	2	1
Average	2.0	3.0	1.0	1.0	1.5	1.5	1.0	1.0	1.5	2.0	1.6

Course Name :	General Business Awareness 1 (16040103) Semester-1										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	2	3	3	1	3	1	2	3	2
CO2	3	3	3	3	3	2	3	2	2	3	3
CO3	2	3	3	2	2	3	3	1	2	2	2
CO4	3	2	2	3	3	2	3	1	2	3	2
Average	2.7	2.7	2.7	2.7	2.7	2.0	3.0	1.3	2.0	2.7	

Course Name :	Principles of Management (16040104) Semester-1										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	2	2	2	2	3	1	1	3	2
CO2	2	3	3	1	1	3	2	1	1	3	2
CO3	2	3	3	1	1	3	2	1	2	3	2
CO4	3	3	2	1	3	3	2	1	3	3	2
Average	2.5	2.8	2.5	1.3	1.8	2.8	2.3	1.0	1.8	3.0	

Course Name :	Managerial Economics (16040105) Semester-1										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	2	2	2	2	3	1	1	3	2
CO2	2	3	3	1	1	3	2	1	1	3	2
CO3	2	3	3	1	1	3	2	1	2	3	2
CO4	3	3	2	1	3	3	2	1	3	3	2
CO5	3	3	3	2	3	3	3	1	2	3	3
Average	2.6	2.8	2.6	1.4	2.0	2.8	2.4	1.0	1.8	3.0	2.2

Course Name :	Organisation Behaviour (16040106) Semester-1										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	3	3	3	1	1	2	3	2	3	2
CO2	3	3	3	3	1	1	2	3	2	3	2
CO3	3	3	3	3	1	1	2	3	2	3	2
CO4	3	3	3	3	1	1	2	1	2	3	2
Average	3.0	3.0	3.0	3.0	1.0	1.0	2.0	2.5	2.0	3.0	


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Course Name : Financial Statement Analysis (16040107) Semester-1											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	1	2	3	3	3	2	1	3	2
CO2	3	3	2	3	2	2	1	3	1	2	2
CO3	2	3	2	2	3	3	3	2	1	3	2
Average	2.7	2.7	1.7	2.3	2.7	2.7	2.3	2.3	1.0	2.7	

Course Name : Marketing Management (16040108) Semester-1											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	3	3	3	1	1	2	3	2	3	2
CO2	3	3	3	3	1	2	2	3	2	3	3
CO3	3	3	3	3	1	1	2	3	3	3	3
CO4	3	3	3	3	3	1	2	1	2	3	2
Average	3.0	3.0	3.0	3.0	1.5	1.3	2.0	2.5	2.3	3.0	2.5

Course Name : Business Research Methods (16040110) Semester-1											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	3	2	3	3	3	2	3	3	3
CO2	2	3	2	2	3	2	2	3	2	2	2
CO3	3	2	3	3	3	2	2	2	2	2	2
CO4	3	2	3	2	3	3	3	2	3	3	3
CO5	2	2	3	3	2	3	3	2	2	2	2
Average	2.8	2.3	2.8	2.3	3.0	2.5	2.5	2.3	2.5	2.5	2.5

Course Name : Business Communication (16040201) Semester-2											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	1	2	1	3	1	2	1	3	2
CO2	2	3	1	3	3	2	1	2	1	3	2
CO3	2	3	1	3	2	3	2	3	1	3	2
CO4	3	3	1	2	3	2	2	3	1	3	2
Average	2.5	2.8	1.0	2.5	2.3	2.5	1.5	2.5	1.0	3.0	2.2

Course Name : Cost Accounting (16040202) Semester-2											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	3	1	2	3	3	2	2	1	3	2
CO2	3	3	2	2	2	3	3	1	1	2	2
CO3	2	3	2	2	3	3	2	1	1	3	2
CO4	2	3	1	2	2	3	3	2	1	2	2
Average	2.5	3.0	1.5	2.0	2.5	3.0	2.5	1.5	1.0	2.5	2.2

Course Name : Entrepreneur innovation and motivation (16040203) Semester-2											
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	2	3	2	2	3	3	2	2	2	3	2
CO2	3	2	3	2	1	2	3	3	3	2	2
CO3	3	2	3	2	1	2	3	3	3	2	2
CO4	2	3	2	1	2	3	3	3	2	3	2
Average	2.5	2.5	2.5	1.8	1.8	2.5	2.8	2.8	2.5	2.5	2.4

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Course Name :	Macro Economics (16040204) Semester-2										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	2	2	2	2	3	1	2	2	2
CO2	3	2	2	2	2	1	3	2	3	3	2
CO3	3	2	2	2	2	2	2	1	2	2	2
CO4	3	3	2	2	2	2	3	2	2	1	2
CO5	3	2	2	3	3	3	2	3	3	2	3
Average	3.0	2.2	2.0	2.2	2.2	2.0	2.6	1.8	2.4	2.0	2.2

Course Name :	Human Resource Management (16040205) Semester-2										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	1	3	1	1	2	3	3	3	2
CO2	3	2	1	3	2	2	3	3	3	3	3
CO3	3	2	1	3	1	1	2	3	3	3	2
CO4	3	3	2	3	1	1	2	3	3	3	2
CO5	3	2	1	3	1	1	3	3	3	3	2
Average	3.0	2.3	1.3	3.0	1.3	1.3	2.3	3.0	3.0	3.0	2.3

Course Name :	Financial Management (16040206) Semester-2										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	1	1	1	3	1	1	1	2	2
CO2	3	3	2	1	1	3	2	2	1	2	2
CO3	2	3	3	1	1	3	3	2	1	2	2
CO4	3	2	1	1	1	3	3	2	1	2	2
Average	2.8	2.3	1.8	1.0	1.0	3.0	2.3	1.8	1.0	2.0	1.9

Course Name :	Production and Operations Management (16040207) Semester-2										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	1	1	1	3	1	1	1	2	2
CO2	3	3	2	1	1	3	2	2	1	2	2
CO3	2	3	3	1	1	3	3	2	1	2	2
CO4	3	2	1	1	1	3	3	2	1	2	2
Average	2.8	2.3	1.8	1.0	1.0	3.0	2.3	1.8	1.0	2.0	1.9

Course Name :	Project Management (16040208) Semester-2										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO 1	3	1	1	1	1	3	1	1	1	2	2
CO 2	3	3	2	1	1	3	2	2	1	2	2
CO 3	2	3	3	1	3	3	3	2	1	2	2
CO 4	3	2	1	2	1	3	3	2	1	2	2
Average	2.8	2.3	1.8	1.3	1.5	3.0	2.3	1.8	1.0	2.0	2.0

Course Name :	New Enterprise and Innovation Management (16040301) Semester-3										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	3	2	1	1	3	2	1	3	2
CO2	3	3	3	2	2	1	3	2	2	3	2
CO3	3	3	2	2	2	1	3	2	1	3	2
CO4	3	3	3	3	3	3	3	3	3	3	3
Average	3.0	2.8	2.8	2.3	2.0	1.5	3.0	2.3	1.8	3.0	2.4


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Course Name :	Business Law (16040302) Semester-3										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	1	1	1	3	1	1	1	2	2
CO2	3	3	2	1	1	3	2	2	1	2	2
CO3	2	3	3	1	3	3	3	2	1	2	2
CO4	2	2	1	3	1	3	3	2	1	3	2
Average	2.5	2.3	1.8	1.5	1.5	3.0	2.3	1.8	1.0	2.3	2.0

Course Name :	Business Strategy (16040303) Semester-3										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO 1	3	1	1	1	1	3	1	1	1	2	2
CO 2	3	3	2	1	1	3	2	2	1	2	2
CO 3	3	3	3	1	3	3	3	2	1	2	2
CO 4	3	2	1	3	1	3	3	2	1	3	2
Average	3.0	2.3	1.8	1.5	1.5	3.0	2.3	1.8	1.0	2.3	2.0

Course Name :	Management of financial services(16060301) Semester-3										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	1	1	1	3	3	1	1	2	2
CO2	3	1	1	1	1	3	3	1	1	2	2
CO3	3	1	1	1	1	3	2	1	1	2	2
CO4	3	1	1	1	1	3	3	1	1	2	2
Average	3.0	1.3	1.0	1.0	1.0	3.0	2.8	1.0	1.0	2.0	1.7

Course Name :	Compensation Management (16070302) Semester-3										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	3	2	2	1	1	2	3	3	3	2
CO2	3	2	3	3	1	2	3	3	3	3	3
CO3	3	2	2	2	1	1	3	3	3	3	2
CO4	2	2	2	3	1	1	2	3	3	3	2
CO5	3	2	2	3	1	1	3	3	3	3	2
Average	2.8	2.2	2.2	2.6	1.0	1.2	2.6	3.0	3.0	3.0	2.4

Course Name :	Security Analysis and Portfolio Management (16060302) Semester-3										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	2	1	3	2	1	2	1	3	2
CO2	2	3	1	2	3	3	2	2	1	3	2
CO3	3	3	3	3	3	2	2	3	1	3	3
CO4	2	2	2	3	3	3	3	3	1	3	3
Average	2.5	2.3	2.0	2.3	3.0	2.5	2.0	2.5	1.0	3.0	2.3

Course Name :	Strategic Human Resource Management (16070301) Semester-3										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	2	3	1	1	2	3	3	3	2
CO2	3	2	2	3	1	1	2	3	3	3	2
CO3	3	2	2	3	1	1	2	3	3	3	2
Average	3.0	2.0	2.0	3.0	1.0	1.0	2.0	3.0	3.0	3.0	2.3

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Course Name :	Digital Marketing (16050301) Semester-3										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	3	1	3	1	2	3	2	3	2
CO2	3	2	3	1	3	1	2	3	2	3	2
CO3	3	2	3	1	3	1	2	3	2	3	2
CO4	3	2	3	1	3	1	2	3	2	3	2
Average	3.0	2.0	3.0	1.0	3.0	1.0	2.0	3.0	2.0	3.0	2.3

Course Name :	Integrated Marketing Communication (16050302) Semester-3										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	3	1	3	1	2	3	2	3	2
CO2	3	2	3	1	3	1	2	3	2	3	2
CO3	3	2	3	1	3	1	2	3	2	3	2
CO4	3	2	3	1	3	1	2	3	2	3	2
Average	3.0	2.0	3.0	1.0	3.0	1.0	2.0	3.0	2.0	3.0	2.3

Course Name :	Legal Aspects of Business (16040401) Semester-4										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	3	1	3	1	2	3	2	3	2
CO2	3	2	3	1	3	1	2	3	2	3	2
CO3	3	2	3	1	3	1	2	3	2	3	2
Average	3.0	2.0	3.0	1.0	3.0	1.0	2.0	3.0	2.0	3.0	2.3

Course Name :	Change Management and Organization Development (16070402) Semester-4										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	2	3	1	1	2	3	3	3	2
CO2	3	2	2	3	1	1	2	3	3	3	2
CO3	3	2	2	3	1	1	2	3	3	3	2
Average	3.0	2.0	2.0	3.0	1.0	1.0	2.0	3.0	3.0	3.0	2.3

Course Name :	International Human Resource Management (16070401) Semester-4										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	2	2	3	1	1	2	3	3	3	2
CO2	3	2	2	3	1	1	2	3	3	3	2
CO3	3	2	2	3	1	1	2	3	3	3	2
CO4	3	2	2	3	1	1	2	3	3	3	2
Average	3.0	2.0	2.0	3.0	1.0	1.0	2.0	3.0	3.0	3.0	2.3

Course Name :	Global Marketing Management (16040402) Semester-4										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	2	1	3	2	1	2	1	3	2
CO2	2	3	1	2	3	3	2	2	1	3	2
CO3	3	3	3	3	3	2	2	3	1	3	3
CO4	2	2	2	3	3	3	3	3	1	3	3
Average	2.5	2.3	2.0	2.3	3.0	2.5	2.0	2.5	1.0	3.0	2.3

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Course Name :	Product and Brand Management (16050401) Semester-4										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	2	1	3	2	1	2	1	3	2
CO2	2	3	1	2	3	3	2	2	1	3	2
CO3	3	3	3	3	3	2	2	3	1	3	3
CO4	2	2	2	3	3	3	3	3	1	3	3
Average	2.5	2.3	2.0	2.3	3.0	2.5	2.0	2.5	1.0	3.0	

Course Name :	Service and Relationship Marketing (16050402) Semester-4										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	2	1	3	2	1	2	1	3	2
CO2	2	3	1	2	3	3	2	2	1	3	2
CO3	3	3	3	3	3	2	2	3	1	3	3
CO4	2	2	2	3	3	3	3	3	1	3	3
Average	2.5	2.3	2.0	2.3	3.0	2.5	2.0	2.5	1.0	3.0	2.3

Course Name :	Risk Management (16060401) Semester-4										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	2	1	3	2	1	2	1	3	2
CO2	2	3	1	2	3	3	2	2	1	3	2
CO3	3	3	3	3	3	2	2	3	1	3	3
CO4	2	2	2	3	3	3	3	3	1	3	3
Average	2.5	2.3	2.0	2.3	3.0	2.5	2.0	2.5	1.0	3.0	2.3

Course Name :	Merger Acquisition (16060402) Semester-4										
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	Overall
CO1	3	1	2	1	3	2	1	2	1	3	2
CO2	2	3	1	2	3	3	2	2	1	3	2
CO3	3	3	3	3	3	2	2	3	1	3	3
CO4	2	2	2	3	3	3	3	3	1	3	3
Average	2.5	2.3	2.0	2.3	3.0	2.5	2.0	2.5	1.0	3.0	2.3

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SWARNIM SCHOOL OF BUSINESS											
YEAR:- 1ST AND 2ND YEAR BATCH 2022-23											
CO-PO MATRIX ALL COURSE											
MBA											
SUBJECT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	OVERALL CO AVG
16040101	2.7	1.3	1.7	2.0	2.3	1.3	2.7	3.0	1.0	2.0	2.0
16040102	2.0	3.0	1.0	1.0	1.5	1.5	1.0	1.0	1.5	2.0	1.6
16040103	2.7	2.7	2.7	2.7	2.7	2.0	3.0	1.3	2.0	2.7	2.4
16040104	2.5	2.8	2.5	1.3	1.8	2.8	2.3	1.0	1.8	3.0	2.2
16040105	2.6	2.8	2.6	1.4	2.0	2.8	2.4	1.0	1.8	3.0	2.2
16040106	3.0	3.0	3.0	3.0	1.0	1.0	2.0	2.5	2.0	3.0	2.4
16040107	2.7	2.7	1.7	2.3	2.7	2.7	2.3	2.3	1.0	2.7	2.3
16040108	3.0	3.0	3.0	3.0	1.5	1.3	2.0	2.5	2.3	3.0	2.5
16040110	2.8	2.3	2.8	2.3	3.0	2.5	2.5	2.3	2.5	2.5	2.5
16040201	2.5	2.8	1.0	2.5	2.3	2.5	1.5	2.5	1.0	3.0	2.2
16040202	2.5	3.0	1.5	2.0	2.5	3.0	2.5	1.5	1.0	2.5	2.2
16040203	2.5	2.5	2.5	1.8	1.8	2.5	2.8	2.8	2.5	2.5	2.4
16040204	3.0	2.2	2.0	2.2	2.2	2.0	2.6	1.8	2.4	2.0	2.2
16040205	3.0	2.3	1.3	3.0	1.3	1.3	2.3	3.0	3.0	3.0	2.3
16040206	2.8	2.3	1.8	1.0	1.0	3.0	2.3	1.8	1.0	2.0	1.9
16040207	2.8	2.3	1.8	1.0	1.0	3.0	2.3	1.8	1.0	2.0	1.9
16040208	2.8	2.3	1.8	1.3	1.5	3.0	2.3	1.8	1.0	2.0	2.0
16040301	3.0	3.0	2.0	1.0	1.0	3.0	2.0	2.0	1.0	2.0	2.0
16040302	3.0	3.0	2.0	1.0	1.0	3.0	2.0	2.0	1.0	2.0	2.0
16040303	3.0	3.0	3.0	2.0	2.0	1.0	3.0	2.0	2.0	3.0	2.4
16050301	3.0	1.0	2.0	1.0	3.0	2.0	1.0	2.0	1.0	3.0	1.9
16050302	3.0	2.0	2.0	3.0	1.0	1.0	2.0	3.0	3.0	3.0	2.3
16070301	3.0	2.0	3.0	3.0	1.0	2.0	3.0	3.0	3.0	3.0	2.6
16070302	3.0	3.0	3.0	1.0	3.0	3.0	3.0	2.0	1.0	2.0	2.4
16060301	3.0	3.0	2.0	1.0	1.0	3.0	2.0	2.0	1.0	2.0	2.0
16060302	3.0	1.0	1.0	1.0	1.0	3.0	2.0	1.0	1.0	2.0	1.6
16040401	3.0	2.0	3.0	1.0	3.0	1.0	2.0	3.0	2.0	3.0	2.3
16040402	3.0	2.0	2.0	3.0	1.0	1.0	2.0	3.0	3.0	3.0	2.3
16050401	3.0	2.0	2.0	3.0	1.0	1.0	2.0	3.0	3.0	3.0	2.3
16050402	2.0	3.0	1.0	2.0	3.0	3.0	2.0	2.0	1.0	3.0	2.2
16070401	3.0	2.0	2.0	3.0	1.0	1.0	2.0	3.0	3.0	3.0	2.6
16070402	3.0	2.0	2.0	3.0	1.0	1.0	2.0	3.0	3.0	3.0	2.5
16060401	2.0	3.0	1.0	2.0	3.0	3.0	2.0	2.0	1.0	3.0	2.3
16060402	2.0	3.0	1.0	2.0	3.0	3.0	2.0	2.0	1.0	3.0	2.2
AVERAGE	2.8	2.4	2.0	2.0	1.8	2.1	2.2	2.2	1.8	2.6	2.2


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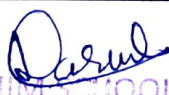
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SWARNIM SCHOOL OF BUSINESS								
YEAR:- 1ST AND 2ND YEAR BATCH 2022-23								
TARGET MARKS AND LEVEL FOR ACADEMIC YEAR 2022-23								
MBA								
target level			Percentage					
1			<=50					
2			>51 to 60<					
3			>=61					
1ST YEAR MBA								
Course Name	Course Code	Semester	Percenta		Level		Target	
			INT	EXT	INT	EXT		
Soft Skills	16040101	I	50	50	0.5	0.5	1 ✓	
Computing Skills	16040102	I	50	50	0.5	0.5	1	
General Business Awareness I	16040103	I	50	50	0.5	0.5	1	
Principles of Management	16040104	I	50	50	0.5	0.5	1	
Managerial Economics	16040105	I	50	50	0.5	0.5	1	
Organisation Behaviour	16040106	I	50	50	0.5	0.5	1	
Financial Statement Analysis	16040107	I	50	50	0.5	0.5	1	
Marketing Management	16040108	I	50	50	0.5	0.5	1	
Business Research Methods	16040110	I	50	50	0.5	0.5	1	
Business Communication	16040201	II	50	50	0.5	0.5	1	
Cost Accounting	16040202	II	50	50	0.5	0.5	1	
Entrepreneur innovation and motivation	16040203	II	50	50	0.5	0.5	1	
Macro Economics	16040204	II	50	50	0.5	0.5	1	
Human Resource Management	16040205	II	50	50	0.5	0.5	1	
Financial Management	16040206	II	50	50	0.5	0.5	1	
Production and Operations Management	16040207	II	50	50	0.5	0.5	1	
Project Management	16040208	II	50	50	0.5	0.5	1	
1ST YEAR MBA								
New Enterprise and Innovation Management (NE&IM)	16040301	III	50	50	0.5	0.5	1	
Business Law	16040302	III	50	50	0.5	0.5	1	
Business Strategy	16040303	III	50	50	0.5	0.5	1	
Digital Marketing	16050301	III	50	50	0.5	0.5	1	
Intergrated Marketing Communication	16050302	III	50	50	0.5	0.5	1	
Stategic Human Resource Management	16070301	III	50	50	0.5	0.5	1	
Compensation Management (CM)	16070302	III	50	50	0.5	0.5	1	
Management of Financial Services	16060301	III	50	50	0.5	0.5	1	
Security Analysis & Portfolio Management	16060302	III	50	50	0.5	0.5	1	
Legal Aspects of Business	16040401	IV	50	50	0.5	0.5	1	
Global Marketing Management	16040402	IV	50	50	0.5	0.5	1	
Product and Brand Management (PBM)	16050401	IV	50	50	0.5	0.5	1	
Services and Relationship Marketing (SRM)	16050402	IV	50	50	0.5	0.5	1	
International Human Resource Mgmt. (IHRM)	16070401	IV	50	50	0.5	0.5	1	
Change Management and Organizational Development (CM&OD)	16070402	IV	50	50	0.5	0.5	1	
Risk Management	16060401	IV	50	50	0.5	0.5	1	
Merger Acquisition	16060402	IV	50	50	0.5	0.5	1	


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SWARNIM SCHOOL OF MANAGEMENT, COMMERCE AND LIBERAL ARTS									
YEAR:- 1ST AND 2ND YEAR BATCH 2022-23 MBA									
target level									
1									
2									
3									
Percentage									
<=50									
>51 to 60<									
>=61									
Course	Course Code	Semester	No. of Students appeared	No. of Students scoring more than 50% & 25/100 & 50 marks (in internal & external)	% students scoring defined marks	Attainment level	Weighted Score	Course Outcome attainment	
1ST SEMESTER OF ACADEMIC YEAR 2023-24									
Soft Skills	16040101	1	INT 39	39	100.00	3	1.5	3	
			EXT 39	39	100.00	3	1.5		
Computing Skills	16040102	1	INT 39	39	100.00	3	1.5	3	
			EXT 39	39	100.00	3	1.5		
General Business Awareness 1	16040103	1	INT 39	39	100.00	3	1.5	3	
			EXT 39	39	100.00	3	1.5		
Principles of Management	16040104	1	INT 39	39	100.00	3	1.5	3	
			EXT 39	39	100.00	3	1.5		
Managerial Economics	16040105	1	INT 39	39	100.00	3	1.5	3	
			EXT 39	39	100.00	3	1.5		
Organisation Behaviour	16040106	1	INT 39	39	100.00	3	1.5	3	
			EXT 39	39	100.00	3	1.5		
Financial Statement Analysis	16040107	1	INT 39	39	100.00	3	1.5	3	
			EXT 39	35	89.74	3	1.5		
Marketing Management	16040108	1	INT 39	39	100.00	3	1.5	3	
			EXT 39	35	89.74	3	1.5		
Business Research Methods	16040110	1	INT 39	39	100.00	3	1.5	3	
			EXT 39	34	87.18	3	1.5		
2ND SEMESTER OF ACADEMIC YEAR 2023-24									
Cost Accounting	16040201	2	INT 61	21	34.43	1	0.5	1	
			EXT 61	18	29.51	1	0.5		
Entrepreneur innovation and motivation	16040202	2	INT 61	31	50.82	2	1	3	
			EXT 61	54	88.52	3	1.5		
Macro Economics	16040203	2	INT 61	11	18.03	1	0.5	1	
			EXT 61	7	11.48	1	0.5		
Human Resource Management	16040204	2	INT 61	15	24.59	1	0.5	2	
			EXT 61	31	50.82	2	1		
Financial Management	16040205	2	INT 61	20	32.79	1	0.5	1	
			EXT 61	20	32.79	1	0.5		
Production and Operations Management	16040206	2	INT 61	20	32.79	1	0.5	1	
			EXT 61	13	21.31	1	0.5		
Project Management	16040207	2	INT 61	20	32.79	1	0.5	2	
			EXT 61	36	59.02	2	1		
3RD SEMESTER OF ACADEMIC YEAR 2023-24									
New Enterprise and Innovation Management (NE&IM)	16040301	3	INT 41	18	43.90	1	0.5	2	
			EXT 41	38	92.68	3	1.5		
Business Law	16040302	3	INT 41	10	24.39	1	0.5	1	
			EXT 41	6	14.63	1	0.5		
Business Strategy	16040303	3	INT 41	19	46.34	1	0.5	1	
			EXT 41	20	48.78	1	0.5		
Digital Marketing	16050301	3	INT 19	18	94.74	3	1.5	3	
			EXT 19	16	84.21	3	1.5		
Integrated Marketing Communication	16050302	3	INT 19	11	57.89	2	1	2	
			EXT 19	10	52.63	2	1		
Strategic Human Resource Management	16070301	3	INT 34	4	11.76	1	0.5	1	
			EXT 34	5	14.71	1	0.5		
Compensation Management (CM)	16070302	3	INT 34	18	52.94	2	1	3	
			EXT 34	26	76.47	3	1.5		
Management of Financial Services	16060301	3	INT 26	18	69.23	3	1.5	3	
			EXT 26	18	69.23	3	1.5		
Security Analysis & Portfolio Management	16060302	3	INT 26	11	42.31	1	0.5	2	
			EXT 26	15	57.69	2	1		
4TH SEMESTER OF ACADEMIC YEAR 2023-24									
Legal Aspects of Business	16040401	4	INT 38	21	55.26	2	1	2	
			EXT 38	17	44.74	1	0.5		
Global Marketing Management	16040402	4	INT 38	34	89.47	3	1.5	3	
			EXT 38	33	86.84	3	1.5		
Product and Brand Management (PBM)	16050401	4	INT 21	19	90.48	3	1.5	3	
			EXT 21	18	85.71	3	1.5		
Services and Relationship Marketing (SRM)	16050402	4	INT 21	5	23.81	1	0.5	1	
			EXT 21	8	38.10	1	0.5		
International Human Resource Mgmt. (IHRM)	16070401	4	INT 25	21	84.00	3	1.5	3	
			EXT 25	22	88.00	3	1.5		
Age Management and Organizational Development (CM&A)	16070402	4	INT 25	15	60.00	2	1	2	
			EXT 25	15	60.00	2	1		
Risk Management	16060401	4	INT 25	12	48.00	2	1	3	
			EXT 25	18	72.00	3	1.5		
Merger Acquisition	16060402	4	INT 25	18	72.00	3	1.5	3	
			EXT 25	23	92.00	3	1.5		

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SWARNIM SCHOOL OF MANAGEMENT, COMMERCE AND LIBERAL ARTS										
YEAR:- 1ST AND 2ND YEAR BATCH 2022-23										
MBA										
FINAL DIRECT ATTAINMENT LEVEL PO'S FOR ALL COURSE										
SUBJECT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
16040101	0.89	0.44	0.56	0.67	0.78	0.44	0.89	1.00	0.33	0.67
16040102	0.67	1.00	0.33	0.33	0.50	0.50	0.33	0.33	0.50	0.67
16040103	0.89	0.89	0.89	0.89	0.89	0.67	1.00	0.44	0.67	0.89
16040104	0.83	0.92	0.83	0.42	0.58	0.92	0.75	0.33	0.58	1.00
16040105	0.87	0.93	0.87	0.47	0.67	0.93	0.80	0.33	0.60	1.00
16040106	1.00	1.00	1.00	1.00	0.33	0.33	0.67	0.83	0.67	1.00
16040107	0.89	0.89	0.56	0.78	0.89	0.89	0.78	0.78	0.33	0.89
16040108	1.00	1.00	1.00	1.00	0.50	0.42	0.67	0.83	0.75	1.00
16040110	0.92	0.75	0.92	0.75	1.00	0.83	0.83	0.75	0.83	0.83
16040201	0.28	0.31	0.11	0.28	0.25	0.28	0.17	0.28	0.11	0.33
16040202	0.56	0.67	0.33	0.44	0.56	0.67	0.56	0.33	0.22	0.56
16040203	0.28	0.28	0.28	0.19	0.19	0.28	0.31	0.31	0.28	0.28
16040204	0.17	0.27	0.04	0.16	0.14	0.22	0.11	0.12	0.03	0.22
16040205	0.33	0.25	0.14	0.33	0.14	0.14	0.25	0.33	0.33	0.33
16040206	0.31	0.25	0.19	0.11	0.11	0.33	0.25	0.19	0.11	0.22
16040207	0.61	0.50	0.39	0.22	0.22	0.67	0.50	0.39	0.22	0.44
16040301	0.67	0.67	0.44	0.22	0.22	0.67	0.44	0.44	0.22	0.44
16040302	0.33	0.33	0.22	0.11	0.11	0.33	0.22	0.22	0.11	0.22
16040303	0.33	0.33	0.33	0.22	0.22	0.11	0.33	0.22	0.22	0.33
16050301	1.00	0.33	0.67	0.33	1.00	0.67	0.33	0.67	0.33	1.00
16050302	0.67	0.44	0.44	0.67	0.22	0.22	0.44	0.67	0.67	0.67
16070301	0.33	0.22	0.33	0.33	0.11	0.22	0.33	0.33	0.33	0.33
16070302	1.00	1.00	1.00	0.33	1.00	1.00	1.00	0.67	0.33	0.67
16060301	1.00	1.00	0.67	0.33	0.33	1.00	0.67	0.67	0.33	0.67
16060302	0.67	0.22	0.22	0.22	0.22	0.67	0.44	0.22	0.22	0.44
16040401	0.67	0.44	0.67	0.22	0.67	0.22	0.44	0.67	0.44	0.67
16040402	1.00	0.67	0.67	1.00	0.33	0.33	0.67	1.00	1.00	1.00
16050401	1.00	0.67	0.67	1.00	0.33	0.33	0.67	1.00	1.00	1.00
16050402	0.22	0.33	0.11	0.22	0.33	0.33	0.22	0.22	0.11	0.33
16070401	1.00	0.67	0.67	1.00	0.33	0.33	0.67	1.00	1.00	1.00
16070402	0.67	0.44	0.44	0.67	0.22	0.22	0.44	0.67	0.67	0.67
16060401	0.67	1.00	0.33	0.67	1.00	1.00	0.67	0.67	0.33	1.00
16060402	0.67	1.00	0.33	0.67	1.00	1.00	0.67	0.67	0.33	1.00
TOTAL PO ATTAINMENT	22.37	20.12	16.66	16.27	15.42	17.18	17.52	17.60	14.24	21.78
COUNT	33	33	33	33	33	33	33	33	33	33
AVERAGE ATTAINMENT	0.68	0.61	0.50	0.49	0.47	0.52	0.53	0.53	0.43	0.66

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SWARNIM

STARTUP & INNOVATION
UNIVERSITY
WHERE IDEAS COME ALIVE

SWARRIM STARTUP AND INNOVATION UNIVERSITY										
SWARNIM SCHOOL OF BUSINESS										
YEAR:- 1ST AND 2ND YEAR BATCH 2022-23										
MBA										
TARGET LEVEL FOR POS THROUGH COURSES										
SUBJECT	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
16040101	0.89	0.44	0.56	0.67	0.78	0.44	0.89	1.00	0.33	0.67
16040102	0.67	1.00	0.33	0.33	0.50	0.50	0.33	0.33	0.50	0.67
16040103	0.89	0.89	0.89	0.89	0.89	0.67	1.00	0.44	0.67	0.89
16040104	0.83	0.92	0.83	0.42	0.58	0.92	0.75	0.33	0.58	1.00
16040105	0.87	0.93	0.87	0.47	0.67	0.93	0.80	0.33	0.60	1.00
16040106	1.00	1.00	1.00	1.00	0.33	0.33	0.67	0.83	0.67	1.00
16040107	0.89	0.89	0.56	0.78	0.89	0.89	0.78	0.78	0.33	0.89
16040108	1.00	1.00	1.00	1.00	0.50	0.42	0.67	0.83	0.75	1.00
16040110	0.92	0.75	0.92	0.75	1.00	0.83	0.83	0.75	0.83	0.83
16040201	0.83	0.92	0.33	0.83	0.75	0.83	0.50	0.83	0.33	1.00
16040202	0.83	1.00	0.50	0.67	0.83	1.00	0.83	0.50	0.33	0.83
16040203	0.83	0.83	0.83	0.58	0.58	0.83	0.92	0.92	0.83	0.83
16040204	1.00	0.73	0.67	0.73	0.73	0.67	0.87	0.60	0.80	0.67
16040205	1.00	0.75	0.42	1.00	0.42	0.42	0.75	1.00	1.00	1.00
16040206	0.92	0.75	0.58	0.33	0.33	1.00	0.75	0.58	0.33	0.67
16040207	0.92	0.75	0.58	0.33	0.33	1.00	0.75	0.58	0.33	0.67
16040208	0.92	0.75	0.58	0.42	0.50	1.00	0.75	0.58	0.33	0.67
16040301	1.00	1.00	0.67	0.33	0.33	1.00	0.67	0.67	0.33	0.67
16040302	1.0	1.0	0.7	0.3	0.3	1.0	0.7	0.7	0.3	0.7
16040303	1.00	1.00	1.00	0.67	0.67	0.33	1.00	0.67	0.67	1.00
16050301	1.00	0.33	0.67	0.33	1.00	0.67	0.33	0.67	0.33	1.00
16050302	1.00	0.67	0.67	1.00	0.33	0.33	0.67	1.00	1.00	1.00
16070301	1.00	0.67	1.00	1.00	0.33	0.67	1.00	1.00	1.00	1.00
16070302	1.00	1.00	1.00	0.33	1.00	1.00	1.00	0.67	0.33	0.67
16060301	1.00	1.00	0.67	0.33	0.33	1.00	0.67	0.67	0.33	0.67
16060302	1.00	0.33	0.33	0.33	0.33	1.00	0.67	0.33	0.33	0.67
16040401	1.00	0.67	1.00	0.33	1.00	0.33	0.67	1.00	0.67	1.00
16040402	1.00	0.67	0.67	1.00	0.33	0.33	0.67	1.00	1.00	1.00
16050401	1.00	0.67	0.67	1.00	0.33	0.33	0.67	1.00	1.00	1.00
16050402	0.67	1.00	0.33	0.67	1.00	1.00	0.67	0.67	0.33	1.00
16070401	1.00	0.67	0.67	1.00	0.33	0.33	0.67	1.00	1.00	1.00
16070402	1.00	0.67	0.67	1.00	0.33	0.33	0.67	1.00	1.00	1.00
16060401	0.67	1.00	0.33	0.67	1.00	1.00	0.67	0.67	0.33	1.00
16060402	0.67	1.00	0.33	0.67	1.00	1.00	0.67	0.67	0.33	1.00
SUM OF PO	31.20	27.64	22.78	22.20	20.62	24.35	24.83	24.57	19.90	29.61
COUNT OF PO	34	34	34	34	34	34	34	34	34	34
DIRECT TARGET (AVG)	0.92	0.81	0.67	0.65	0.61	0.72	0.73	0.72	0.59	0.87
ATTAINMENT OF PO DIRECT (Average)	0.68	0.61	0.50	0.49	0.47	0.52	0.53	0.53	0.43	0.66
80% OF DIRECT ATT	0.54	0.49	0.40	0.39	0.37	0.42	0.42	0.43	0.35	0.53
20% OF INDIRECT	0.45	0.53	0.51	0.53	0.55	0.51	0.51	0.54	0.54	0.57
TOTAL	0.99	1.02	0.91	0.92	0.92	0.93	0.94	0.97	0.89	1.10

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SWARNIM SCHOOL OF
BUSINESS

SWARNIM SCHOOL OF MANAGEMENT, COMMERCE AND LIBERAL ARTS

PROGRAM NAME:- MBA

YEAR: - 1ST - 2ND/FINAL YEAR

FINAL INDIRECT ATTAINMENT LEVELS FOR PO'S (ALL COURSES)

ACADEMIC YEAR 2023-2024

INDIRECT SURVEY	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
Alumni Survey	2.69	2.64	2.49	2.64	2.67	2.59	2.57	2.55	2.65	2.77
Student exit survey	2.59	2.61	2.47	2.59	2.61	2.59	2.57	2.55	2.65	2.77
Employer survey	1.46	2.75	2.62	2.69	2.91	2.46	2.54	3	2.85	3
Total	6.74	8.00	7.58	7.92	8.19	7.64	7.68	8.10	8.15	8.54
Average	2.25	2.67	2.53	2.64	2.73	2.55	2.56	2.70	2.72	2.85
20% of indirect	0.449	0.533	0.505	0.528	0.546	0.509	0.512	0.540	0.543	0.569


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