

## **MBA POs AND COs**

### MBA POs

PO1	Apply knowledge of essential business - to analyze information in order to develop business strategies and make critical decisions
PO2	Demonstrate skills necessary for business, research, and intelligence using analytical and critical thinking abilities with the help of Information and Communication Technology (ICT)
PO3	Ability to develop Value based Leadership ability.
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Develop leadership and interpersonal skills to promote team work, business-ethics, values and integrity
PO6	Exhibit the act of humanitarian values with social justice, responsibilities and to serve as positive social change agents.

### MBA COs

	<b>Management Concepts &amp; Organizational Behaviour (MCOB) -</b>
CO1	Make decisions in a case or simulated context keeping the fundamental factors that influence management (BT6)
CO2	Evaluate simple management plans using planning, organizing, staffing, leading and controlling (BT5)
CO3	Explain the basics of leadership theories (BT1)
CO4	Apply the five pillars of OB (personality and perception, values and attitude, emotions, motivation and learning (BT3).
CO5	Create a simple motivation plan for a work team such as a sales team (BT6).
CO6	Design effective teams that can manage diversity, make innovations and manage simple changes (BT6).
	<b>Accounting for Management</b>
CO1	To introduce the nature and purpose of financial statements in relation to decision making
CO2	To develop the ability to understand a basic accounting system; to record, classify, and summarize financial data

CO3	To sensitize the participants about different types of accounting used for decision making
CO4	To state the uses and users of accounting information
CO5	To analyse, interpret and communicate the information contained in financial statements
<b>Business Communication</b>	
CO1	Understand the basic communication process and its role in the business environment
CO2	Formulate an effective communication strategy for any message
CO3	Apply the practices of non-verbal communication for an effective communication.
CO4	Understand the essentials of effective listening and speaking.
CO5	Draft a message, letter, circular and few such formal communications
<b>Legal Environment of Business</b>	
CO1	Understand the basic framework of Laws applicable to Business
CO2	Asses the three Negotiable Instruments
CO3	Analyze simple agreements which involves only two parties using real time agreement
CO4	Understand the steps for registering a Pvt Ltd company
CO5	Understand the functions of Consumer protection forums
<b>Managerial Economics</b>	
CO1	To familiarize the participants concepts and techniques in Economics
CO2	To make the participants appreciate the applications of core concepts in economics for managerial decision making
CO3	To sensitize the participants how economic environment affects Organizations
CO4	Appraise how demand and supply interact in various market structures to determine price and quantity of goods and services produced and consumed
CO5	Analyse the logical aspects of economic behaviour of individuals, firms and markets.
<b>Financial Management</b>	
CO1	To Introduce Objectives and Functions Financial Management, its importance, its applications in business
CO2	To understand the relationship of Financial Management with the business environment and the role of Financial Manager.
CO3	To understand both the theoretical and practical role of financial management in business.
CO4	To apply the fundamental concepts and tools of Financial Management.
CO5	To analyse the finances of firms in terms of their performance and capita

<b>HRM</b>	
CO1	To understanding the Concepts and Meaning of HRM as an Organizational function
CO2	To evaluate the basic skills required for employees in recruitment and talent management.
CO3	To Evaluate the training and development processes in the organization
CO4	To apply the compensation management schemes effectively
CO5	To apply the employee retentions strategies in HRM
<b>MIS</b>	
CO1	To understand applications of Operations Research in Managerial Decision Making
CO2	To Apply Scientific Tools and Models in OR for analysing the Business
CO3	To understand basics of Decision Science
CO4	To Analyse the Flow of Information in an Organisation
CO5	To evaluate the security aspects in Information Systems
<b>Integrated Marketing and Communication</b>	
CO1	introduce the key business function of Marketing with modern realities
CO2	impart key insights into the practical aspects of Marketing in different type of Organizations
CO3	understand the basic concepts and functions of marketing management
CO4	apply and analyze marketing concepts
CO5	evaluate the marketing strategies of various companies in the market
<b>Management Science</b>	
CO1	Understand the mathematical tools that are needed to solve optimization problems.
CO2	Use mathematical software for the proposed models.
CO3	Develop a report that describes the model and the solving technique
CO4	Analyze the results and propose recommendations in language understandable to the decision-makers.
CO5	Formulate real-life applications in terms of appropriate deterministic/stochastic models of operations research.
<b>Operations Management</b>	
CO1	To provide basic understanding of the Production / Operations Management function in Organizations.
CO2	To make the participants aware of the quality tools in Operations Management.
CO3	To sensitize the participants about the current Operations Management Process and Strategies followed in India and abroad
CO4	To understand various concepts and theories related to operations management.
CO5	To understand emerging concepts and best practices followed in manufacturing firms.

<b>Big Data and business analytics3</b>	
CO1	Understand what Business Analytics is, why it is used, and by whom
CO2	Understand the key concepts of Business Analytics and its Practical Application in Decision Making
CO3	Apply relevant Analytics tools and techniques to solve real world Business Problem
CO4	Apply R to create basic plots
CO5	Derive Actionable insights from data for Decision Making
<b>BUSINESS ETHICS AND CORPORATE GOVERNANCE</b>	
CO1	In a case context apply Indian Ethics and values in Business and recommend alternatives
CO2	Compare and evaluate Indian business and leadership ethos and practices vis-à-vis Western
CO3	Explain ethical dilemmas in a case context and recommend alternatives
CO4	In a case context apply theories and concepts of corporate governance and recommend alternative solutions
CO5	In a case context apply Indian Ethics and values in Business and recommend alternatives
<b>Digital and Social Media Marketing</b>	
CO1	Differentiate between various platforms of digital marketing(BT4) - Module 1
CO2	Apply concepts of web presence options for effective business(BT3)– Module 2
CO3	Apply concept of social media platforms for business growth(BT3)- Module 3
CO4	Develop an integrated digital marketing plan(BT6)- Module 4
CO5	Generate a comparative evaluation of the digital plan of selected brands within a sector (BT6) – Module 5
<b>Management of Banks and Fin Institutions</b>	
CO1	To acquaint the students with concepts of Banks and Financial Institutions
CO2	To familiarize various Techniques of Managing Banks and Financial Institutions
CO3	Develop conceptual knowledge on Banking practices and functioning of Financial Institutions
CO4	Ability to manage various processes in Banks and Financial Institutions

<b>Performance and Talent Management</b>	
CO1	Make decisions in a case or simulated context keeping the distinct importance of performance management in an organization
CO2	Evaluate the performance of the employees using various performance appraisal techniques
CO3	Analyse the suitability performance evaluation techniques for an organization
CO4	Apply the concept of performance management system as a tool for employee empowerment
CO5	Analyse talent management effectiveness using various talent management tools
<b>Services Marketing</b>	
CO1	To sensitize the participants about the role and importance of services in marketing process.
CO2	To analyze the impact of Environmental and Individual Influences on Buyer Behaviour related to services
CO3	To evaluate the importance of services marketing in Indian Context
CO4	To analyze the factors affecting the consumer behaviour related to services marketing
CO5	To understand the Indian Scenario on Services Marketing and its Trends
<b>Security Analysis and Portfolio Management</b>	
CO1	To have an in depth knowledge of the theory as well as practice of investment decision making
CO2	To Know the theory and practice of portfolio management
CO3	To Understand the various alternatives available for investment
CO4	To understand how to measure risk and return.
CO5	To Evaluate the various strategies followed by investment practitioners
<b>Supply Chain Management</b>	
CO1	To sensitize the participants about the role and importance of services in marketing process.
CO2	To analyze the impact of Environmental and Individual Influences on Buyer Behaviour related to services
CO3	To evaluate the importance of services marketing in Indian Context
CO4	To analyze the factors affecting the consumer behaviour related to services marketing
CO5	To understand the Indian Scenario on Services Marketing and its Trends
<b>Training and Development</b>	
CO1	Analyze the HR function of Training and Development

CO2	Evaluate Training and Development Practices in Industries
CO3	Analyze Training and development Programs in the organizations
CO4	Apply training methods and techniques for imparting training to employees
CO5	Analyze the career stages in the different job roles
<b>Total Quality Management</b>	
CO1	To familiarize the participants concepts and techniques in Total Quality Management
CO2	To develop skills to use Quality control tools and techniques in solving quality problems.
CO3	Ability to do Quality management practices
CO4	Ability to do quality planning activities
<b>Agri business and Rural Marketing</b>	
CO1	To make the Participants understand Agriculture and Rural Marketing System
CO2	To discuss Agricultural and Rural Marketing Strategies
CO3	To sensitize the Participants about emerging Rural Markets with Agricultural Marketing Potential
CO4	The Participants will understand the Relevance of Agriculture and Rural Marketing
CO5	The Participants will understand the emerging Rural Markets and how to adapt Marketing Functions suitable to Rural Consumers
<b>Consumer Behavior</b>	
CO1	To Sensitize the Participants about the Role and Importance of Consumer Behaviour in Marketing Process
CO2	To study the Impact of Environmental and Individual Influences on Buyer Behaviour
CO3	To Discuss about Consumer Behaviour in Indian Context
CO4	The Participants will have conceptual and practical knowledge on Factors affecting Buyer Behaviour
CO5	The Students may understand Indian Scenario on Consumer Behaviour and its Trends
<b>Counselling skill for managers</b>	
CO1	get an overview of Industrial Relations Scenario in India
CO2	get basic insights into the Labour Laws in India and the Role of Trade Unions in Industrial Relations
CO3	get an overview on Counseling and its nuances
CO4	gain insights into the Processes and Procedures involved in Counseling
<b>Global Operations and logistics Management</b>	

CO1	understand of the terminologies, concepts and tools needed to analyse global operations
CO2	to analyze the risks associated with operations and logistics in global context and effectively manage it.
CO3	to objectively measure and evaluate the performance of global logistics and develop effective structure to achieve excellence in global operations.
CO4	to analyze the risks associated with operations and logistics
CO5	to measure and evaluate the performance of global logistics
	<b>International Finance and forex Management</b>
CO1	To understand the significance of International Financial Management and operational aspects of foreign exchange markets
CO2	To develop knowledge, capability, and skills necessary for making sound investment and financial decisions for a multinational firm
CO3	To define and measure Forex Risks and to identify risk management strategies
CO4	understand economic concepts used for managerial decision making
	<b>Management of Financial Services</b>
CO1	To understand economic concepts used for managerial decision making
CO2	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
CO3	Understand the role and function of the financial system in reference to the macro economy.
CO4	To understand economic concepts used for managerial decision making
CO5	Evaluate and create strategies to promote financial products and services.
	<b>Material and purchase Management</b>
CO1	To familiarize the participants concepts and techniques of Materials Management
CO2	Provide an understanding to the advanced concepts and practices in Purchasing and Material Planning
CO3	Acquiring Purchasing and Material Planning skills
CO4	Ability to conduct stores auditing