



Sri Adichunchanagiri Shikshana Trust ®

SJB Institute of Technology

(Affiliated to Visvesvaraya Technological University, Belagavi. Approved by AICTE, New Delhi)



Department of Management Studies (MBA)

2017-18

PSO No	PSO DESCRIPTION
PSO1	NA
PSO2	NA
PSO3	NA

Course Outcomes During 2017-18 (For Naac) 2017-19 BATCH

Ist Sem

Course Code	Course Outcomes	Description					
17MBA11	CO1	Students understand and correlate management activities with day-to-day happenings.					
	CO2	Understand and apply fundamental concepts and principles of management					
	CO3	Knowledge about overview of management					
	CO4	Effectively use their individual skills to work in groups.					
	CO5	Exhibit their expertise in applying managerial and behavioral concepts					
	CO6	Understand the significance of individual behaviour to be effective					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	3			2			
CO3	3				2		
CO4					2		
CO5			2				
CO6				3			
17MBA12	CO1	Equipped with the skill to apply the theory of demand, theory of production and cost in decision making					
	CO2	Understand the theory of production and cost in decision making					
	CO3	Differentiate between various market structures, functioning and pricing decisions.					
	CO4	Acquire the knowledge of Indian Industrial Policies, its impact on industrial development so as to develop proper strategy in day to day management					
	CO5	Indian Industrial Policies and an impact on industrial development so as to develop proper strategies in day to day management					
	CO6	Knowledge on Monetary policy, global and fiscal policy					

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	3			2			
CO3	3				2		
CO4					2		
CO5			2				
CO6			3				

17MBA13	CO1	Acquire the knowledge about the concepts and fundamental principles of accounting.
	CO2	Demonstrate theoretical knowledge and its application in real time accounting.
	CO3	Capable of preparing financial statement of sole trading concerns and companies.
	CO4	Independently undertake financial statement analysis and take decisions.
	CO5	Comprehend emerging trends in accounting and taxation.
	CO6	Preparing financial statements of sole trading concerned companies

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1			3			
CO2		3	1				
CO3		3					
CO4	1				2		
CO5	1				2		
CO6		2					

17MBA14	CO1	Understand and applying descriptive statistical tools in business situations
	CO2	Exhibit the skills in developing and applying probability distribution concepts in business and real time scenario.
	CO3	Develop the skills of decision-making using Decision Theory.
	CO4	Develop mathematical models using Linear Programming technique.
	CO5	Illustrate the use of network techniques for successful project implementation

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2	1						
CO3		2					
CO4			3		2		
CO5							

17MBA15	CO1	Develop an ability to assess the impact of the environment on marketing function
	CO2	To formulate marketing strategies that incorporate psychological and sociological factors which influence buying
	CO3	Explain how the companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in market place.
	CO4	Build marketing strategies based on product, price, place and promotion objectives.
	CO5	Synthesize ideas into a viable marketing plan

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1			3			
CO2		3	1			2	
CO3		3					
CO4	1				2		
CO5	1				2		

17MBA16	CO1	Describe and develop written and oral communication.
	CO2	Independently prepare business letters and reports.
	CO3	Exhibit, develop and apply negotiation strategies
	CO4	Gain exposure to media management
	CO5	Demonstrate the skill in analyzing business situation.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2					
CO2	2	1					
CO3			2	2			
CO4	2	1	1				
CO5	2		2	2			

2nd Sem

Course Code	Course Outcomes	Description
17MBA21	CO1	Students understand the fundamentals of HRM activities
	CO2	Students understand and apply the concepts of job analysis and HRP
	CO3	Students get to know about recruitment, selection and placement
	CO4	Students understand the importance of training and development for organizational development
	CO5	Students understand the application of performance methods
	CO6	Students understand the significance of employee relation and welfare

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3		2				
CO2		3					
CO3	2		3				
CO4				2	2		
CO5		3	2				
CO6				2	2		

17MBA22	CO1	Understand the basic financial concepts
	CO2	Apply time value of money and cost of capital
	CO3	Understand the basic concept of cost of capital
	CO4	Evaluate the investment decisions
	CO5	Estimate working capital requirement
	CO6	Analyze the capital structure and dividend decisions

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2		2					
CO3			1				
CO4		2	1				
CO5			1	2			
CO6				2			

17MBA23	CO1	Describe and understand concepts of research methodology
	CO2	Apply concepts of research to take business decisions
	CO3	Exhibit and apply sampling techniques
	CO4	Gain exposure to testing hypothesis
	CO5	Demonstrate skills in applying statistics to make business decisions.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2		2					
CO3			2				
CO4					2	3	
CO5				2			

17MBA24	CO1	Demonstrate awareness about the laws pertaining to business
	CO2	Exhibit the knowledge in understanding the implications of Indian Contract Law
	CO3	Develop the skills to define the governing attributes of agency law and Companies Act.
	CO4	Define the rules and regulations pertaining to Indian Partnership Act
	CO5	Illustrate the paradigm shift in the laws relating to Intellectual Property Rights and recognize the ethical practices of good governance.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2		2					
CO3			2				
CO4				2			
CO5					2		

17MBA25	CO1	Understand the meaning and process of strategic management
	CO2	Understand key characteristics to be considered while framing effective vision mission, objectives of a company
	CO3	Analyze the situation of Business Environment
	CO4	Analyze various strategic management models for Business situations
	CO5	Understand to evaluate theories and models in corporate environment

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2		2					
CO3			2	2			
CO4					2		
CO5			2				

17MBA26	CO1	Formulate strategic plan that operationalizes the goals and objectives of the firm					
	CO2	Understand management concepts to analyze complex business situations					
	CO3	Associate with various strategic management models for business situations					
	CO4	Gain ability to evaluate theories and models in Corporate Environment					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3		2				
CO2		3					
CO3		3	2	3	2		
CO4				3	2		

3rd Sem

17MBAFM3 01	CO1	Understand the banking system in India						
	CO2	Analyze the functions of Bank						
	CO3	Gain the knowledge of role of IT in banks						
	CO4	Understand the concept of International Banking						
	CO5	Gain in depth knowledge of different types of loans provided by Banks						
	CO6	Understand the concept of Asset and Liability Management and its significance						
CO-PO MAPPING								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
CO1	1							
CO2		2		2				
CO3					3			
CO4			2					
CO5		3						
CO6				2				
17MBAFM3 02	CO1	Understand the functioning of Investment banking						
	CO2	Be aware of operation connected with depositories and custodians						
	CO3	Know how financial services like factoring, venture capital, leasing and hire purchase are provided in the financial system.						
	CO4	Understand the working of Housing finance and non-banking finance companies.						
	CO5	Identify the developments happening in micro finance, credit rating and securitization system.						
CO-PO MAPPING								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	
CO1	1	2						
CO2				2	2			
CO3					2			
CO4	2							
CO5			2					
17MBAFM3 03	CO1	Understand the concept of investment process and investment avenues and financial instruments						
	CO2	Get an insight into functioning of stock markets in India and abroad.						

	CO3	Equipped with skill to apply investor risk and return measurement
	CO4	Acquire the knowledge to analyze the conceptual knowledge of security
	CO5	Knowledge on technical analysis and fundamental analysis of various investment avenues
	CO6	Getting insights on Markowitz model SML, CML and beta measurement

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2					
CO2				2	2		
CO3					2		
CO4	2		2				
CO5		2					
CO6				2			

17MBAFM3 04	CO1	Realize the importance of management of working capital in an organization.
	CO2	Be aware of the techniques of cash, inventory and receivables management.
	CO3	Forecasting the cashflow of the company and analyse the cash budget.
	CO4	Analyzing the credit management through credit policy variables.
	CO5	Get an overview of capital structure theories.
	CO6	Understand and assess the dividend policy of the firm.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2	2	2					
CO3			2				
CO4			2	2			
CO5					2		
CO6		2					

17MBAFM3 05	CO1	Understand the cost concepts, cost behaviors, various elements of cost and cost accounting techniques that are applied to manufacturing and services business.
	CO2	Analyze the cost sheet to understand the cost concept.
	CO3	Understand overheads and its classification and collection and distinguish between the cost allocation and cost appropriation.
	CO4	Analyze various methods of overhead accounting
	CO5	Understand the role of marginal costing techniques appropriate to a variety of business and understand the cost accounting techniques
	CO6	Understand the concept of budgetary control and its comparison with the standard costing

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2	2						
CO3				2			
CO4				2			
CO5		2					
CO6			2				

**17MBAFM3
06**

CO1	Understand the meaning of strategic credit management
CO2	Understand what components to be considered in credit policy and loan characteristics
CO3	Analyze the procedure of consumer loans
CO4	Understand the loans and advances against the pledge
CO5	Students know about the agricultural finances and retail lending
CO6	Analyze the importance of NPA management

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2		2		2			
CO3					5		
CO4			2				
CO5				2			
CO6	2						

**17MBAHR3
01**

CO1	Gain the insights of IR practices in the industry.
CO2	Gain the insights of IR practices in India
CO3	Know about Trade Unions
CO4	Knowledge on Grievance and disciplinary procedures
CO5	Develop the knowledge related to employee-management relations
CO6	Implementation of various industrial acts

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		2					
CO3		2	3				
CO4		2	2				
CO5				2	2		
CO6				2	2		

**17MBAHR3
02**

CO1	Gain insights of various principles and practices of analyzing the jobs in the industry
CO2	Equip students with various hiring procedures practiced in industry
CO3	Estimate the cost of internal hiring and job advertisements
CO4	Demonstrate the different practices of external hiring and their merits and demerits
CO5	Develop students with latest selection tools in the corporate sector
CO6	Develop students with various testing, screening of job recruitment and selection

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2		2					
CO3		2					
CO4		2					
CO5			3		3		
CO6				2	2		

17MBAHR303	CO1	Examine the compensation's importance in achieving organisational goals
	CO2	Exhibit the knowledge in developing the role of compensation & applying concepts in business and real time scenario.
	CO3	Develop the skills of executive compensation
	CO4	Defines the global parameters of compensation
	CO5	Illustrates the paradigm shift in HR strategies
	CO6	Evaluates the compensation Globally

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2			3	2	2		
CO3		3		2			
CO4	2						
CO5			3				
CO6				3			

17MBAHR304	CO1	Understand the concepts of learning and development and its role
	CO2	Understand what components to be considered in doing training need analysis
	CO3	Analyse the training method and implement the training program
	CO4	Students will know about the parameters to be considered while evaluating the training program
	CO5	Analyze the importance of MDP in WDP
	CO6	Students will understand the role and contribution of organization and HR and WDP

CO-PO MAPPING

	PO1		PO2	PO3	PO4	PO5	PO6	PO7
CO1	2							
CO2			2		2	1	2	
CO3						2		
CO4				2	1			
CO5			2					
CO6	2							

17MBAHR305	CO1	Students will understand the scope and importance of knowledge management.
	CO2	Analyze the knowledge creation and capture through different models
	CO3	Understand the knowledge management cycle and knowledge codification

	CO4	Understand the sharing and communities of practice					
	CO5	Know about knowledge application and the role of organization culture					
	CO6	Understand the KM strategy and metrics and learning organization					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		2					
CO3		2	3				
CO4		2	2				
CO5				2	2		
CO6				2	2		
17MBAHR 306	CO1	Defining the structure of conflict from organization perspective					
	CO2	Understanding of various types of conflicts and its effects					
	CO3	Understanding effective conflict resolution strategies to handle conflict effectively					
	CO4	Comprehensive understanding in role of negotiation in conflict resolution					
	CO5	Analyze the various issues associated and factors leading to effective negotiation					
	CO6	Applying the negotiation strategies during tough situation					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2				1			
CO3	2						
CO4		2					
CO5				2			
CO6			2				
17MBAM M301	CO1	Understanding the meaning of consumer behaviour and factors.					
	CO2	Understand components of consumer research and influential factors					
	CO3	Understand the individual influences on consumer behaviour					
	CO4	Understand the factors influencing consumer attitude and communication					
	CO5	Understand the external influences on consumer behaviour					
	CO6	Students would be able to analyze importance of diffusion of innovation					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2					2	
CO2		1	3				
CO3		2	2				
CO4				2			
CO5	2						
CO6					2		
17MBAM M302	CO1	Find out the contemporary retail management issues and strategies.					
	CO2	Evaluate the recent trends in retailing and its impact in the success of modern business.					
	CO3	Relate store management and visual merchandising practices for effective retailing.					

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	2		3				
CO3	3				3		

17MBAM M303	CO1	To know the role and need of services in marketing
	CO2	Outline the consumer behaviour in service expectation, preparation and satisfaction
	CO3	Analyze the customer expectation through market research in customer relation and retention
	CO4	Understand the service design and standards and importance of service employees
	CO5	Analyze the role of marketing communications and pricing of services
	CO6	Outline physical evidence guidance and understanding service scape and its effects

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	2		3				
CO3					3		
CO4				2			
CO5		3		3			
CO6			3		2		

17MBAM M304	CO1	Comprehend the objectives of Market research & its application in solving marketing problems
	CO2	Analyze the practical aspects of Marketing Research
	CO3	Appreciate the use of different data collection methods, sampling design techniques
	CO4	Understand measurement methods to analyze the data
	CO5	Generalise and interpret the data with the help of various measurement techniques
	CO6	Understand the emergence of new trends in research

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2		3				3
CO2				3			3
CO3		3		3			3
CO4	2	2	3	3			3
CO5					2		
CO6	2						

17MBAM M305	CO1	Define the business environment and priorities of B2B marketing
	CO2	Outline the internal and external to organization
	CO3	Assess the techniques to conduct market analysis
	CO4	Define the process to formulate and manage the B2B marketing strategy
	CO5	Assess and apply 4Ps in B2B environment
	CO6	To know the effectiveness of salesforce and personal selling

CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2	2						
CO3				2			
CO4			2				
CO5		2					
CO6			1	2			

17MBAM M306	CO1	Demonstrate knowledge of the functions of logistics and supply chain management
	CO2	To relate concepts and activities of the supply chain to actual organization
	CO3	Highlight the role of technology in logistics and supply chain management
	CO4	Evaluate cases for effective supply chain management and its implementation

CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2	2						
CO3				3			
CO4			2		2		

18MBAF M401	CO1	Understand Corporate Merger and Acquisition activity
	CO2	Analyze the mergers and acquisition deals that have taken place in the recent past
	CO3	Understand the synergies of mergers and acquisitions deals
	CO4	Compute the valuation associated with mergers and acquisitions
	CO5	Understand the human and cultural aspects of M&A
	CO6	Getting insight on takeover strategies and defenses and knowledge on legal aspects of merger along with the SEBI guidelines

CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2	2						
CO3				3			
CO4			2		2		
CO5		2					
CO6	2						

18MBAF M402	CO1	Understand the process of identifying risks.
	CO2	Recognise the complexities involved in risk identification and measurement
	CO3	Be acquainted with the functions Insurance in risk management.
	CO4	Be aware of types of insurance contract.
	CO5	Understand the working of insurance company

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2				1			
CO3	2						
CO4		2					
CO5			2				

18MBAF M403	CO1	Understand the process of completing residential status
	CO2	Realize the complexities involved in tax liability of individuals
	CO3	Know the corporate tax system
	CO4	Be aware of deduction and exemption of taxes
	CO5	Understand working of GST system in the country

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2		1		2	2		
CO3					2		
CO4	2						
CO5			2				

18MBAF M404	CO1	Be aware of international economics and financial Environment
	CO2	To understand foreign exchange rate determinations.
	CO3	Know foreign exchange exposure measurement and management
	CO4	Comprehend the financial management aspects of MNC
	CO5	Understand the functioning of world financial markets and institutions.
	CO6	Understand foreign exchange rate determination

18MBAF M405	CO1	Know the features of financial derivatives
	CO2	Understand the risk management process using derivatives.
	CO3	Understand the basics of financial swaps and its applicability
	CO4	Realize the use of options and futures contracts
	CO5	Understanding the pricing of financial derivatives.
	CO6	Be aware of fundamentals of credit risk management and Value at Risk

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2				2	2		
CO3					2		
CO4	2						
CO5							
CO6			2				

18MBAF M406	CO1	Get an overview of basics o Valuation Process
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	CO2	Understand what concepts to be considered in Enterprise DCF model
	CO3	Understand the procedure to relative valuation
	CO4	Know about the advanced issues in valuation
	CO5	Understand Value based management
	CO6	Analyze the cases in valuation

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			2				
CO2	2						
CO3		2					
CO4				2		2	
CO5							2
CO6	2						

18MBAH R401	CO1	Know theoretical meaning of PR.
	CO2	Study various theories associated with public relations in business
	CO3	Understand importance of communication
	CO4	Examine the role of PR in community
	CO5	Know the elements of medi in community
	CO6	Understand various types of issues and management and situations of crisis and strategies

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2		3		2	2		
CO3			3		2		
CO4	2						
CO5				2			
CO6	2						

18MBAH R402	CO1	Integrate information regarding the importance of ethics in workplace
	CO2	Provides the importance of professionalism at workplace
	CO3	Understand the significance of business ethics and corporate governance.

	CO4	Facilitate students in understanding workplace privacy and ethics
	CO5	Provides the importance of teamwork in the workplace along with the harassment and discrimination at workplace.
	CO6	Enables to change the workplace ethics with implementing change

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2		3		2			
CO3			3		2		
CO4	2						
CO5				2			
CO6	2						

18MBAH R403

CO1	Describe and understand the concepts and policies of practices of MNCs
CO2	Understand the approaches to manage HR in MNCs to deploy expatriate employees
CO3	Apply the concept and knowledge about the range of HR functions
CO4	Gain exposure to international compensation related issues
CO5	Describe the effects of HR and international industrial relation strategies adopted by multinational organisations
CO6	Demonstrate the skills in applying strategies to maintain industrial relations

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2		2					
CO3		2					
CO4		2					
CO5			2				
CO6				2			

18MBAH R404	CO1	To understand the importance of organization change to organization effectiveness
	CO2	To understand the significance of organization change
	CO3	Understand the implications of OD and its dimension in organization
	CO4	Diagnosing organization at various level
	CO5	Human process intervention in different form in enhancing organization excellence
	CO6	Techno structural interventions for better performance and future OD

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2		3		2	2		
CO3			3		2		
CO4	2			1			
CO5		2					
CO6	1						

18MBAH R405	CO1	Students will understand the important components to be considered in managing talent
	CO2	Understand how to manage and retain talent
	CO3	Analyse which model and approaches are suitable in mapping the competency of talent
	CO4	Students will learn which approach to be used to design an effective competency based performance management system
	CO5	Students will know about the process and techniques suitable for assessing the employees

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	2						
CO3	2			2			
CO4		2	2				
CO5		2			2		

18MBAH R406	CO1	Understand the components of personal growth for better self-actualization in profession as well as personal front
	CO2	Gain insights of human personality, attitudes, beliefs, values and their impact on individual behaviour and to achieve organizational goals
	CO3	Familiarise the concepts of basic functions of mind to be more creative and innovative
	CO4	Gain insights in the aspects of interpersonal growth and handling conflicts, managing time, self analysis and transactional analysis
	CO5	Importance of interpersonal relations in organization for enhanced team work is understood
	CO6	The significance of transactional analysis and Ego states is made clear

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		2	2				
CO3		2	3				
CO4		2	2				
CO5				2	2		
CO6				2	2		

18MBAM M401	CO1	Understand the distinction between skill required for selling and sales management
	CO2	Develop a plan for organizing, staffing and training the sales force
	CO3	Organise the sales territories to maximize the selling effectiveness

	CO4	Understand the sales management strategies in terms of motivation and compensation management
	CO5	Understand the role of sales manager and sales personnel
	CO6	Understand the various methods of internet selling

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2						
CO2				1			
CO3	2						
CO4		2					
CO5							
CO6							

18MBAM M402	CO1	Understand the prerequisites for achieving the effectiveness of marketing communication
	CO2	Understand the application of various IMC tools
	CO3	To understand the skills of media planning
	CO4	Understand the importance of monitoring, evaluation and control in IMC
	CO5	Understand the factors affecting the global advertising industry.

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	2		3				
CO3	3				3		
CO4	3	2		2			
CO5	2	3	2	3			

18MBAM M403	CO1	Understand the underlying concepts of e-marketing.
	CO2	Learn the process of charting e-marketing plan
	CO3	Examine the attributes of e-marketing environment
	CO4	To study the different attributes of e-marketing
	CO5	To study integrated marketing communication and associated dimensions of e-marketing
	CO6	To study the aspects of customer relationship management

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2			3				
CO3					2		
CO4	2						
CO5		3		3			
CO6	1						

18MBAM M404	CO1	Develop skills for managing brands strategically.
	CO2	Compare and contrast the elements of product and brand management.
	CO3	Assess growth-opportunities for brands, e.g., brand extension strategies.
	CO4	Critique the different measures of brand equity.
	CO5	Analyze initiation brand strategy
	CO6	Identify strategies for luxuries and global management

CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2			3				
CO3		3			3		
CO4				2			
CO5		3					
CO6			2				
18MBAM M405	CO1	Explain the background and concepts vital for understanding Consumer Behaviour.					
	CO2	Identify the role of variables that determines Consumer Behaviour in Social & cultural domain.					
	CO3	Identifying the psychological and behavioural practices adopted by organization to enhance the Consumer Behaviour.					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	2		3				
CO3	3				3		
18MBAM M406	CO1	Be aware of the differences between domestic marketing and international marketing.					
	CO2	Draft international marketing Strategies					
	CO3	Note down the import export documentation.					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2			3				
CO3		3					

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	CO3	Emphasize the different strategies adopted by Indian companies for rural markets.					
	CO4	Apply the strategies to be adopted for influencing the rural consumers.					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	2		3				
CO3	3				3		
CO4	3			2			
18MBAM M406	CO1	Be aware of the differences between domestic marketing and international marketing.					
	CO2	Draft international marketing Strategies					
	CO3	Note down the import export documentation.					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2			3				
CO3		3					

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Head of the Department
Dept. of Management Studies
& Research Centre
SJB Institute of Technology
Kengeri, Bangalore-560 060