



Sri Adichunchanagiri Shikshana Trust ®

# SJB Institute of Technology

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



## Department of Management Studies (MBA)

2019-20

PSO No	PSO DESCRIPTION
PSO1	NA
PSO2	NA
PSO3	NA

### Course Outcomes During 19-20 (For Naac)

#### 2019-21 BATCH

Ist Sem

Course Code	Course Outcomes	Description						
18MBA11	CO1	Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management.						
	CO2	Understand the overview of management, theory of management and practical applications of the same						
	CO3	Effectively use their skills for self-grooming, working in groups and to achieve organizational goals						
	CO4	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation						
	CO5	Understand and demonstrate their exposure on recent trends in management.						
	CO6	Understand the significance of individual behavior 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				
18MBA12	CO1	The student will understand the application of Economic Principles in Management decision making.						
	CO2	The student will learn the micro economic concepts and apply them for effective functioning of a Firm and Industry.						
	CO3	The Student will be able to understand, assess and forecast Demand.						
	CO4	The student will apply the concepts of production and cost for optimization of production.						
	CO5	The student will design Competitive strategies like pricing, product differentiation etc. and marketing according to the market structure						

	CO6	The student will be able to understand macroeconomic concepts					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	3			2			
CO3	3				2		
CO4					2		
CO5			2				
CO6			3				
18MBA13	CO1	Demonstrate theoretical knowledge and its application in real time accounting.					
	CO2	Capable of preparing financial statement of companies					
	CO3	Independently undertake financial statement analysis and take decisions.					
	CO4	Analyze the results after applying various costing methods and techniques.					
	CO5	Comprehend emerging trends in accounting and computerization of Accounting systems					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1			3			
CO2		3	1				
CO3		3					
CO4	1				2		
CO5	1				2		
18MBA14	CO1	Facilitate objective solutions in business decision making under subjective conditions.					
	CO2	Demonstrate different statistical techniques in business/real-life situations.					
	CO3	Understand the importance of probability in decision making.					
	CO4	Understand the need and application of analytics					
	CO5	Understand and apply various data analysis functions for business problems.					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2	1						
CO3		2					
CO4			3		2		
CO5							
18MBA15	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 companies identify attractive market segments, differentiate and position their products for maximum competitive advantage in the 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		
18MBA16	CO1	The students will be aware of their communication skills and know their potential to become successful managers.					
	CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.					
	CO3	The students will be introduced to the managerial communication practices in business those are in vogue					
	CO4	Students will get trained in the art of business communication with emphasis on analysing business situations					
	CO5	Students will get exposure in drafting business proposals to meet the challenges of competitive environment.					
	CO6	Exhibit employment communication					
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			
CO6	1		2		2		

2<sup>nd</sup> Sem

Course Code	Course Outcomes	Description
<b>18MBA21</b>	CO1	Understanding of HRM functions, principles, Job analysis that facilitates students to design a job description and job specification for various levels of employees.
	CO2	Synthesize knowledge on effectiveness of recruitment process, sources & understanding of systematic selection procedure
	CO3	Identify the various training methods and design a training program.
	CO4	Understand the concept of performance appraisal process in an organization
	CO5	List out the regulations governing employee benefit practices.
	CO6	Apply and use various employee welfare measures in organizations.



**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		

<b>18MBA22</b>	CO1	Understand the basic financial concepts.
	CO2	Apply time value of money
	CO3	Analyse the cost of capital
	CO4	Evaluate the investment decisions.
	CO5	Estimate working capital requirements
	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			

<b>18MBA23</b>	CO1	Understand various research approaches, techniques and strategies in the appropriate in business.
	CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems
	CO3	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
	CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.

**CO-PO MAPPING**

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

<b>18MBA24</b>	CO1	Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate.
	CO2	Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company.
	CO3	To give the students an insight on Winding up of the companies, Mode of winding up of the companies
	CO4	should have an understanding of macro business environment and various macro-economic concepts



	CO5	Students should be able to understand industrial policies of the past and the present and the evolution over time and how the Indian industrial structure evolved over time
	CO6	Students should be able to understand the economic policies of the country and the state of economy

#### CO-PO MAPPING

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

<b>18MBA25</b>	CO1	Students should get clear idea about the concept of Strategic Management, its relevance, Characteristics, process nature and purpose.
	CO2	Student to acquire an understanding of how firms successfully institutionalize a strategy and create an organizational structure for domestic and overseas operations and gain competitive advantage
	CO3	To give the students an insight on strategy at different levels of an organization to gain competitive advantage
	CO4	To help students understand the strategic drive in multinational firms and their decisions in different markets
	CO5	To enable the students to gain knowledge of strategy implementation and the control measures for effective decision-making.

#### CO-PO MAPPING

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

<b>18MBA26</b>	CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunities in order to setup a business.
	CO2	As an entrepreneur learn to think creatively and understand the components in developing a Business plan.
	CO3	Become aware about various sources of funding and institutions supporting entrepreneurs.
	CO4	Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities
	CO5	Identify different international opportunities for entrepreneurship
	CO6	Know to approach different risk capital and venture capital market and Gain consciousness towards social entrepreneurship and rural entrepreneurship opportunities.

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

### 3<sup>rd</sup> Sem

<b>18MBAFM3 01</b>	CO1	Student will be acquainted to various Banking and Non-Banking financial services in India.
	CO2	Student will understand the activities of Merchant Banking and credit rating
	CO3	Student will be equipped to understand micro financing and other financial services in India.
	CO4	Student will understand how to evaluate and compare leasing & hire purchase.

#### CO-PO MAPPING

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

<b>18MBAFM3 02</b>	CO1	The student will understand the capital market and various Instruments for Investment.
	CO2	The learner will be able to assess the risk and return associated with investments and methods to value securities.
	CO3	The student will be able to analyse the Economy, Industry and Company framework for Investment Management
	CO4	The student will learn the theories of Portfolio management and also the tools and techniques for efficient portfolio management.

#### CO-PO MAPPING

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

<b>18MBAFM3 03</b>	CO1	Understand the basics of taxation and process of computing residential status.
	CO2	Calculate taxable income under different heads
	CO3	Understand deductions and calculation of tax liability of Individuals.
	CO4	Know the corporate tax system.

**CO-PO MAPPING**

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

<b>18MBAFM3 04</b>	CO1	Get an overview of capital structure theories.
	CO2	Understand and assess the dividend policy of the firm
	CO3	Realize the importance of management of working capital in an organization.
	CO4	Be aware of the techniques of cash, inventory and receivables management.
	CO5	Analyzing credit management through credit policy variable
	CO6	Understand the techniques of cash management

**CO-PO MAPPING**

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

<b>18MBAFM3 05</b>	CO1	Understand various cost methods and techniques with their features, merits and demerits
	CO2	Demonstrate the application of cost sheet, marginal costing, budgetary control techniques, Activity based costing etc. with numerical problems
	CO3	Analyse the results after applying various costing methods and techniques.
	CO4	Critically evaluate all traditional and non-traditional costing methods such as absorption costing, marginal costing and activity-based costing.

**CO-PO MAPPING**

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

<b>18MBAFM3 06</b>	CO1	Students would learn capital budgeting and project financing.
	CO2	Students would be quipped to appraise a project.
	CO3	Students would learn to prepare a Business plan.
	CO4	To understand various financial and technical aspects of project management.



**CO-PO MAPPING**

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

**18MBAHR3  
01**

CO1	Gain the insights of various principles and practices of recruitment and selection in an industry.
CO2	Equip students with decision making skills based on job analysis
CO3	Equip students with various selection procedure practiced in industry
CO4	Develop students with latest selection tools in the corporate sector.
CO5	Develop students with various testing of job recruitment and selection
CO6	Implementation of skills on writing appointment orders

**CO-PO MAPPING**

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

**18MBAHR3  
02**

CO1	Understand How HR function adds value and demonstrates the value in business terms
CO2	Measure the value of Intangibles that HR helps builds for the organization given a particular business context to facilitate decision making.
CO3	Convert soft factors in a people management context into measurable variables across various domains.
CO4	Devise, conduct and analyse a study on employees or any other related to the HR context in an organization.

**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

**18MBAHR3  
03**

CO1	Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
CO2	Determine the performance-based compensation system for business excellence and solve various cases.
CO3	Designing the compensation strategies for attraction, motivation and retaining high quality workforce.

	CO4	Understand the Legal & Administrative Issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus.
	CO5	To Gain insights of various conceptual aspects of Compensation and Benefits to achieve organizational goals.
	CO6	To Understand the Legal & Administrative Issues in global compensation

#### 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			

<b>18MBAHR 304</b>	CO1	Understand the concepts of learning and development and its role
	CO2	Learn various contemporary methods of learning and development
	CO3	Gain insights of various training evaluation methods and career planning
	CO4	Develop students with career management systems

#### CO-PO MAPPING

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

<b>18MBAHR 305</b>	CO1	Gain the insights of IR concepts and practices to design programs for better industrial relations and peace.
	CO2	Develop the knowledge related to employee-management relations and demonstrate it in solving human resource issues.
	CO3	Apply Knowledge on Grievance and disciplinary procedures
	CO4	Enhance necessary critical thinking skills in order to evaluate different labour laws for harmonious employee – management relations.
	CO5	Implementation of various industrial acts to an industry working.
	CO6	Implementation of major provisions related to wages to an industry working.

#### 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		

<b>18MBAHR 306</b>	CO1	To understand the concept of conflict and negotiation and its role
	CO2	Learn various contemporary methods of conflict handling mechanism
	CO3	Gain insight of various conflict handling mechanism
	CO4	Demonstrate the cross cultural and gender dimensions of negotiation
	CO5	Analysing the various issues associated and factors leading to effective negotiation
	CO6	Analysing the negotiation strategies during tough situations

#### CO-PO MAPPING

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

<b>18MBAM M301</b>	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.

#### CO-PO MAPPING

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

<b>18MBAM M302</b>	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.
	CO4	Understand the process of international retailing and research in relationship
	CO5	Gain the insight of retailing ethics and auditing procedure

#### CO-PO MAPPING

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



<b>18MBAM M303</b>	CO1	Develop an understanding about the various concepts and importance of Services Marketing.
	CO2	Enhance knowledge about emerging issues and trends in the service sector
	CO3	Learn to implement service strategies to meet new challenges.
	CO4	Understand the service design and standards & importance of service employees.
	CO5	Analyze the role of marketing communication & pricing of services.
	CO6	Outline physical evidence guidance & understanding service scapes& 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		

<b>18MBAM M304</b>	CO1	Comprehend the objectives of Market research & its application in solving marketing problems.
	CO2	Appreciate the use of different data collection methods, sampling design techniques, measurement methods to analyze the data.
	CO3	Generalize and interpret the data with the help of various measurement techniques.
	CO4	To 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

<b>18MBAM M305</b>	CO1	Describe the nature of business markets and the related concepts.
	CO2	Familiarize the business buying behaviour of industrial customers
	CO3	Analyze business situations in the context of buyer-seller relationships.
	CO4	Apply concepts of pricing strategies for industrial goods
	CO5	Assess and apply the 4 P's (Product, Place, Promotion, Price) in the B2B environment for products or services being marketed to organizations.
	CO6	To evaluate the significance of E –Commerce in Business Marketing.

**CO-PO MAPPING**

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

**18MBAM  
M306**

CO1	Demonstrate knowledge of the functions of logistics and supply chain management.
CO2	Highlight the role of technology in logistics and supply chain management.
CO3	Implement different algorithms required for memory management, process scheduling, Resource allocation used in OS
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 M&A with its different classifications, strategies, theories, synergy etc.
CO2	Conduct financial evaluation of M&A
CO3	Analyse the results after evaluation.
CO4	Critically evaluate different types of M&A, takeover and antitakeover strategies.

**CO-PO MAPPING**

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

<b>18MBAF M402</b>	CO1	Understand various types of risks.
	CO2	Assess the process of identifying and measuring the risk.
	CO3	Acquaint with the functioning of life Insurance in risk management.
	CO4	Understand general insurance contract.

**CO-PO MAPPING**

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

<b>18MBAF M403</b>	CO1	To Remember GST system in India.
	CO2	Understanding of levy and collection of GST in India.
	CO3	Have an overview of customs duty in India.
	CO4	Understanding of valuation for customs duty.
	CO5	Evaluate the baggage's duty on import of goods

**CO-PO MAPPING**

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

<b>18MBAF M404</b>	CO1	The student will have an understanding of the International Financial Environment.
	CO2	The student will learn about the foreign exchange market, participants and transactions.
	CO3	The student will be able to use derivatives in foreign exchange risk management
	CO4	The student will be able to evaluate the Firm's Exposure to risk in International environment and various theories associated with it.
	CO5	Understand foreign exchange rate determination
	CO6	The Student will able to evaluate the firms exposure to risk in international environment and various theories associated with it.

**CO-PO MAPPING**

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

<b>18MBAF M405</b>	CO1	Understand the mechanism of forwards/futures, options, financial swaps, various credit derivatives and VaR with their features, merits and demerits.
	CO2	Assess the application of forwards/futures, options, financial swaps, various credit derivatives and VaR using numerical problems
	CO3	Application of financial derivatives in risk management
	CO4	Critically evaluate various financial derivatives.



	CO5	Evaluate the 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							
18MBAF M406	CO1	Understand Corporate Valuation and Valuation Process					
	CO2	Familiarize herself or himself with Corporate Valuation Techniques of Corporate Valuation					
	CO3	Understand and apply Non-DCF approach to valuation					
	CO4	Analyze Valuation in different context					
	CO5	Evaluate strategic financial decisions in creating value					
	CO6	Apply Value Based Management to Corporate 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	Demonstrate an understanding of the fundamentals tools of public relations practices.					
	CO2	Describe the various emerging trends in the field of public relations.					
	CO3	Analyze the importance of employee communication and organizational change.					
	CO4	Evaluate the importance of community relations.					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1						
CO2		3		2	2		
CO3			3		2		
CO4	2						

<b>18MBAH R402</b>	CO1	Comprehend & correlate organizational leadership styles which are happening around with fundamental concepts of team leadership.
	CO2	Understand the overview of leadership behavior and motivation in organization
	CO3	Effectively use their skills for self-grooming on leadership traits and ethics that influences them to effectively work in groups to achieve organizational goals.
	CO4	Demonstrate their acumen in applying their knowledge in organizational leadership and behavioral concept in real world/situation

**CO-PO MAPPING**

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

<b>18MBAH R403</b>	CO1	Analyse the impact of contemporary issues and global imperatives on Human Resource concepts, policies and practices.
	CO2	Apply concepts and knowledge in deployment, expatriate on international assignments.
	CO3	Evaluate the effects of different human resource and international industrial relations.
	CO4	Develop students to adopt international industrial relation strategies.

**CO-PO MAPPING**

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

<b>18MBAH R404</b>	CO1	Gain insights of change management components, process and its functions.
	CO2	Enable with various OD diagnosing models.
	CO3	Ability to handle various OD interventions
	CO4	Analyze the role of OD Consultant.

**CO-PO MAPPING**

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

<b>18MBAH R405</b>	CO1	Aquire knowledge and the various challenges of acquisition and retention of talents for competitive advantage of the organization.
	CO2	Gain insights to develop and retain best talents in the industry.
	CO3	Learn the concepts of competency and its usage in evaluating a person's work.
	CO4	Adhere knowledge in the identified competencies
	CO5	To know the process of designing assessment centre and methods used in assessing employees

#### CO-PO MAPPING

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

<b>18MBAH R406</b>	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 behavior and to achieve organizational goals.
	CO3	Familiarize 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		

<b>18MBAM M401</b>	CO1	Understand the apply the selling techniques in an organisation
	CO2	Develop a plan for organising, staffing & training sales force.
	CO3	Organise sales territories to maximize selling effectiveness.
	CO4	Evaluate sales management strategies.

#### CO-PO MAPPING

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



<b>18MBAM M402</b>	CO1	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.					
	CO2	Ability to create an integrated marketing communications plan which includes promotional strategies					
	CO3	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.					
	CO4	Prepare advertising copy and design other basic IMC tools					
	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			
<b>18MBAM M403</b>	CO1	Recognize appropriate e-marketing objectives.					
	CO2	Appreciate the e-commerce framework and technology.					
	CO3	Illustrate the use of search engine marketing, online advertising and marketing strategies.					
	CO4	Use social media & create templates.					
	CO5	Develop social media strategy's to solve business problems.					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2			3				
CO3					2		
CO4	2						
CO5		3		3			
<b>18MBAM M404</b>	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.					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2			3				
CO3		3			3		
CO4				2			
<b>18MBAM M405</b>	CO1	Highlight the characteristics of Indian rural markets and describe the differences between rural and the urban economy.					
	CO2	Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets					

<b>M405</b>	CO2	Analyze the roadblocks of Indian rural market and advocate solutions for the problems of rural markets
	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			

<b>18MBAM M406</b>	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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**HOD**

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