



Sri Adichunchanagiri Shikshana Trust ®

SJB Institute of Technology

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



Department of Management Studies (MBA)

2021-22

PSO No	PSO DESCRIPTION
PSO1	NA
PSO2	NA
PSO3	NA

Course Outcomes During 2021-22 (For Naac) 2021-23 BATCH

Ist Sem

Course Code	Course Outcomes	Description					
20MBA11	CO1	Gain practical experience in the field of Management and Organization Behaviour					
	CO2	Acquire the conceptual knowledge of Management, various functions of Management and theories in Organizational Behaviour					
	CO3	Apply managerial and behaviour knowledge in real world situations					
	CO4	Develop a greater understanding about Management and Behavioral aspects to analyze the concepts related to individual behavior, attitude, perception and personality					
	CO5	Understand and demonstrate their exposure on recent trends in management.					
CO-PO-MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		3		1	2		
CO3					2		
CO4			2	1			
CO5				2	2		
20MBA12	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	2						
CO2		2					
CO3			2				
CO4				2			
CO5					2		
CO6						2	

20MBA13	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	2						
CO2		1	1				
CO3			1	2	1		
CO4	1			2			
CO5	1						

20MBA14	CO1	To make the students learn about the applications of statistical tools and techniques in decision making.
	CO2	To emphasize the need for statistics and decision models in solving business problems.
	CO3	To enhance the knowledge on descriptive and inferential statistics.
	CO4	To familiarize the students with analytical package MS Excel
	CO5	To develop analytical skills in students in order to comprehend and practice data analysis at different levels

CO-PO MAPPING

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

20MBA15	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	Understand concept of Branding, development of product and significance of market segmentation, targeting and positioning.
	CO4	Identifying marketing channels and the concept of product distribution.
	CO5	Identifying techniques of sales promotion, significance of marketing research.
	CO6	Synthesize ideas into a viable marketing plan for various modes of marketing

CO-PO MAPPING

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

20MBA16	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	Students will get exposure in drafting business proposals to meet the challenges of competitive environment
	CO4	The students will be introduced to the managerial communication practices in business those are in vogue.
	CO5	Students will get trained in the art of Interpersonal communication and technological advancement and social media usage in communications, with emphasis on analysing business situations

CO-PO MAPPING

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

2nd Sem

Course Code	Course Outcomes	Description
20MBA21	CO1	Analyze practical experience in the field of Human Resource Concepts, functions and theories
	CO2	Acquire the conceptual insight of Human Resource and various functions of HR
	CO3	Apply personnel, managerial and welfare aspects of HR
	CO4	Develop a greater understanding about HR practices, analyze the trends in the field of HR

CO-PO MAPPING

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

20MBA22	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	Analyse the capital structure and dividend decisions

CO-PO MAPPING

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

20MBA23	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 using excel in particular.

CO-PO MAPPING

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

20MBA24	CO1	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases
	CO2	Use appropriate quantitative techniques to get feasible and optimal solutions
	CO3	Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems
	CO4	Understand and apply the network diagram for project completion

CO-PO MAPPING

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

20MBA25	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	3		2				
CO2		3					
CO3	2		3				
CO4				2	2		
CO5		3	2				

20MBA26	CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules in order to setup a business and to think creatively.
	CO2	To know about the various business models and B-Plans across Business sectors.
	CO3	Able to understand the importance of marketing and different forms of businesses
	CO4	Become aware about various sources of funding and institutions supporting entrepreneurs.
	CO5	Awareness about legal aspects and ways to protect the ideas.
	CO6	To understand the ways of starting a company and to know how to protect their idea

CO-PO MAPPING

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

3rd Semester

Course code	Course outcome	Description
20MBA30 1	CO1	Identify different emerging technologies
	CO2	Select appropriate technology and tools for a given task
	CO3	Identify necessary inputs for application of emerging technologies
	CO4	Understand the latest developments in the area of technology to support business

CO-PO MAPPING

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

20MBA30 2	CO1	Acquire the knowledge about the concepts of production and operation management
	CO2	Demonstrate the basic concepts of process mapping
	CO3	Evaluate the importance of Lean Manufacturing
	CO4	Develop strategies of Total quality management
	CO5	Understand the roles of ISO standards and production system

CO-PO MAPPING

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

20MBA26	CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules' in order to setup a business and to think creatively.
	CO2	To know about the various business models and B-Plans across Business sectors.
	CO3	Able to understand the importance of marketing and different forms of businesses.
	CO4	Become aware about various sources of funding and institutions supporting entrepreneurs.
	CO5	Awareness about legal aspects and ways to protect the ideas.
	CO6	To understand the ways of starting a company and to know how to protect their ideas.

CO-PO MAPPING

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

3rd Sem

20MBAFM3 03	CO1	Understand The capital markets and various instruments for investment
	CO2	Assess the risk and return associated with investments and methods to value securities
	CO3	Understand and analyze the economy, industry and company framework for investment management
	CO4	Understand and apply 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	2		2			2	
CO2	3	2		3		3	
CO3	1		2		2	2	
CO4	2			4	4	4	

20MBAFM3 04	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	3						
CO2	3			3			
CO3	3						
CO4	3						

**20MBAFM3
05**

CO1	Students will be acquainted to various banking and non-banking financial services in India
CO2	Students will understand the activities of merchant banking and credit rating
CO3	Students will be equipped to understand micro financing and other financial services in India
CO4	Students will be able to understand how to evaluate and compute hire purchase and leasing

CO-PO MAPPING

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

**20MBAFM3
06**

CO1	Get an overview of capital structure theories
CO2	Understand and assess the dividend policy of the firm.
CO3	Realize the importance of working capital in an organization.
CO4	Be aware of the techniques of cash, inventory and receivables management

CO-PO MAPPING

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

**20MBAHR3
03**

CO1	Gain the insights of various principles and practices of recruitment and selection in an industry
CO2	Acquire knowledge of latest conceptual framework used in recruitment and selection process and procedure applied in various industries
CO3	Illustrate the application of recruitment and selection tools and techniques in various sectors.
CO4	Develop a greater understanding about strategies for workforce planning and assessment, analyse the hiring management system followed in various industries.

CO-PO MAPPING

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

20MBAHR 304	CO1	Gain practical insight of HR Processes, HR analytics and predictive modelling used in HR functions					
	CO2	Acquire conceptual knowledge of HRA frameworks, models and approaches					
	CO3	Illustrate the application of datafication of HR, predictive analytics tools and techniques.					
	CO4	Analyse the employee data set, considering the various concepts and functions of HR, facilitating the decision making in business context.					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2		2			2	
CO2	3	2		3		3	
CO3	1		2		2	2	
CO4	2			4	4	4	
20MBAHR 305	CO1	Gain practical experience to labour legislations in India across various sectors					
	CO2	Acquire conceptual knowledge of industrial relations and labour laws followed within industries					
	CO3	Develop greater understanding of IR concepts and its applications in solving various issues in IR					
	CO4	Apply the IR and labour law concepts in various industries in India					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		2					
CO3		2	3				
CO4		2	2				
18MBAHR 306	CO1	Gain 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 and administrative issues in global compensation to prepare compensation plan, CTC, wage survey and calculate various bonus					
CO-PO MAPPING							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2				2		
CO2	3	2	2				
CO3	2	3					
CO4	2			3	3		
20MBAM M303	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.					

CO-PO MAPPING

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

20MBAM M304	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		2			2	
CO2	3	2		3		3	
CO3	1		2		2	2	
CO4	2			1	3	2	

20MBAM M305	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 organizations to enhance the Consumer Behaviour.

CO-PO MAPPING

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

20MBAM M306	CO1	Career development in the field of sales
	CO2	Management of sales
	CO3	Management of sales 3.Find out the contemporary retail management, issues, and strategies.
	CO4	.Evaluate the recent trends in retailing and its impact in the success of modern business.
	CO5	Relate store management and visual merchandising practices for effective retailing

CO-PO MAPPING

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

4th semester

Course code	Course outcome	Description
20MBAF M401	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	1						
CO2		2		1			
CO3			2	1			
CO4	1	2					

20MBAF M402	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.

CO-PO MAPPING

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

20MBAF M403	CO1	Have clarity about GST system in India 2. 3. 4.
	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.

CO-PO MAPPING

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

20MBAF M404	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	3						
CO2	3			3			
CO3	3			3			
CO4	3			3			

20MBAF M405	CO1	Understand corporate valuation and valuation
	CO2	Familiarize with the standard techniques of corporate valuation
	CO3	Understand non-DCF approaches to valuation
	CO4	Analyze valuation in different context
	CO5	Evaluate strategic financial decisions in creating value
	CO6	Apply value based management

CO-PO MAPPING

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

20MBAF M406	CO1	The student will have an understanding of the International Financial Environment. 2.. 3. 4.
	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

CO-PO MAPPING

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

20MBAH R401	CO1	Understand the fundamental concepts and principles, theories of Organizational Leadership.
	CO2	Analyze the organizational leadership style, approaches and traits, its impact on the followers by using leadership theories and instruments.
	CO3	Developing better insight in understanding the leadership traits that influence them to work effectively in group
	CO4	Demonstrate their ability to apply of their knowledge in organizational leadership

CO-PO MAPPING

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

20MBAH R402

CO1	Have in-depth understanding the various personality traits which promotes personal growth. 2. 3. 4.
CO2	Analyze the concepts of human personality, behaviour and functioning of mind
CO3	Learn and apply the psychometrics tests in understanding the personality traits.
CO4	Develop the greater insight of self, and others through various theories and prepare the developmental plan for interpersonal effectiveness.

CO-PO MAPPING

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

20MBAH R403

CO1	Gain conceptual knowledge and practical experience in understanding the HR concepts globally
CO2	Comprehend and correlate the strategic approaches to HR aspects amongst PCN's, TCN's and HCN's.
CO3	Develop knowledge and apply the concepts of HR in global perspective

CO4	Have a better insight of HR concepts, policies and practices by critically analysing the impact of contemporary issues globally.
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CO-PO MAPPING

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

20MBAH R404	CO1	Gain conceptual insight of change management models, OD processes and interventions. 2. 3. 4.
	CO2	Develop the understanding of OD to apply OD aspects in private and public sectors in India.
	CO3	Analyse the tools and techniques available to implement changes in the organization environment
	CO4	Handle the OD interventions by analysing the role of OD consultant

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

20MBAH R405	CO1	Gain conceptual knowledge and practical experience in understanding the HR Audit.
	CO2	Comprehend and correlate the strategic approaches to HR Audit aspect
	CO3	Develop knowledge and apply the concepts of HR Audit in the organisation
	CO4	Have a better insight of HR Audit concepts, policies and practices by critically analysing the impact of contemporary issues in the organisation

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

20MBAH R406	CO1	Gain the practical insight of various principles and practices of Consultant and Consultancy.
	CO2	Acquire knowledge of latest conceptual framework used by Consultant and Consultancy process and procedure applied in various sectors
	CO3	Illustrate the application of Consultant and Consultancy tools and techniques in various sectors.
	CO4	Develop a greater understanding about strategies adopted/undertaken by Consultant and Consultancy.

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

20MBAM M401	CO1	Understand significance of B2B marketing.
	CO2	. Ability to create an integrated marketing communications plan which includes promotional strategies.
	CO3	Effectively use marketing communication for customer acquisition
	CO4	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics

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

20MBAM M402	CO1	Demonstrate knowledge of the functions of logistics and supply chain management.
	CO2	To relate concepts and activities of the supply chain to actual organizations

CO-PO MAPPING

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

**20MBAM
M406**

CO1	Understand the differences between domestic marketing and international marketing
CO2	Understand the concept of international pricing and distribution decision.
CO3	Acquire the knowledge of import export documentation

CO-PO MAPPING

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

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