

Indra Ganesan

COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai
Accredited by NAAC with 'B+' Grade, 2(f) & 12B Status Institution by UGC

IG Valley, Madurai Main Road, Manikandam, Tiruchirappalli - 620012

NAAC DOCUMENTS

QUALITY INDICATOR FRAME WORK

CRITERION – 2

TEACHING-LEARNING AND EVALUATION

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

INDRA GANESAN COLLEGE OF ENGINEERING





Indra Ganesan

COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli - 620 012
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NAAC Accredited, 2(F) Status Institution by UGC



Criteria 2	Teaching-Learning and Evaluation	350
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Key Indicator-2.6 Student Performances and Learning Outcome (90)

2.6.1 Programme Outcomes (POs) and Course Outcomes (COs) for all programmes offered by the institution are stated and displayed on website

**DEPARTMENT OF MANAGEMENT
STUDIES
RG-2017**

INDRA GANESAN COLLEGE OF ENGINEERING
 IG Valley, Manikandam, Tiruchirappalli, Tamil Nadu – 620 012, India
 (Approved by AICTE, New Delhi, Affiliated to Anna University, Chennai-25)

DEPARTMENT OF MANAGEMENT STUDIES

REGULATION -2017

COURSE OUTCOMES

SEM -I

C101-BA5101 ECONOMIC ANALYSIS FOR BUSINESS

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C101.1	Students are expected to become familiar with both principles of micro and macro economics.	1,2,3,4,6	1,2
C101.2	They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.	1,2,3,4,6	1,2
C101.3	To discuss the concepts of scarcity and efficiency	1,2,3,4,6	1,2
C101.4	To describe the perfect and imperfect market as well as the factor market	1,2,3,4,6	1,2
C101.5	To explain the inflation and its impacts	1,2,3,4,6	1,2
C101.6	To discuss the role of monetary policy in economics	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C101.1	3	3	2	2	-	2	-	-	2	2
C101.2	3	3	2	2	-	2	-	-	2	2
C101.3	3	3	2	2	-	2	-	-	2	2
C101.4	3	3	2	2	-	2	-	-	2	2
C101.5	3	3	2	2	-	2	-	-	2	2
C101.6	3	3	2	2	-	2	-	-	2	2
C101	3	3	2	2	-	2	-	-	2	2


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C102- BA5102 PRINCIPLES OF MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C102.1	The students should be able to describe and discuss the elements of effective management,	1,2,3,4,6	1,2
C102.2	Discuss and apply the planning, organizing and control processes,	1,2,3,4,6	1,2
C102.3	Describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication	1,2,3,4,6	1,2
C102.4	Communicate effectively through both oral and written presentation.	1,2,3,4,6	1,2
C102.5	To explain Budgetary and non-budgetary control technique	1,2,3,4,6	1,2
C102.6	Describe the complexity and wide variety of issues managers face in today's business firms.	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C102.1	3	3	2	2	-	2	-	-	2	2
C102.2	3	3	2	2	-	2	-	-	2	2
C102.3	3	3	2	2	-	2	-	-	2	2
C102.4	3	3	2	2	-	2	-	-	2	2
C102.5	3	3	2	2	-	2	-	-	2	2
C102.6	3	3	2	2	-	2	-	-	2	2
C102	3	3	2	2	-	2	-	-	2	2



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C103- BA5103 ACCOUNTING FOR MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C103.1	Possess a managerial outlook at accounts	1,2,3,4,6	1,2
C103.2	Acquire a reasonable knowledge in accounts	1,2,3,4,6	1,2
C103.3	Analysis and evaluate financial statements	1,2,3,4,6	1,2
C103.4	Describe the inflation and human resource accounting	1,2,3,4,6	1,2
C103.5	To explain the buy back securites	1,2,3,4,6	1,2
C103.6	To discuss the Pre packaged Accounting software.	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C103.1	3	3	2	2	-	2	-	-	2	2
C103.2	3	3	2	2	-	2	-	-	2	2
C103.3	3	3	2	2	-	2	-	-	2	2
C103.4	3	3	2	2	-	2	-	-	2	2
C103.5	3	3	2	2	-	2	-	-	2	2
C103.6	3	3	2	2	-	2	-	-	2	2
C103	3	3	2	2	-	2	-	-	2	2

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C104- BA 5104 LEGAL ASPECTS OF BUSINESS

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C104.1	Legal insight will be established in the business practices according to the situation of changing environment.	1,2,3,4,6	1,2
C104.2	To explain the essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies,	1,2,3,4,6	1,2
C104.3	Describe nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies,	1,2,3,4,6	1,2
C104.4	To discuss an Overview of Factories Act ,Payment of Wages Act ,Payment of Bonus Act , Industrial Disputes Act	1,2,3,4,6	1,2
C104.5	To explain the classification and practical implications of GST	1,2,3,4,6	1,2
C104.6	To explain the types of consumer Redressal Mechanism and Forums	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C104.1	3	3	2	2	-	2	-	-	2	2
C104.2	3	3	2	2	-	2	-	-	2	2
C104.3	3	3	2	2	-	2	-	-	2	2
C104.4	3	3	2	2	-	2	-	-	2	2
C104.5	3	3	2	2	-	2	-	-	2	2
C104.6	3	3	2	2	-	2	-	-	2	2
C104	3	3	2	2	-	2	-	-	2	2

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C105- BA5105 ORGANIZATIONAL BEHAVIOUR

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C105.1	Students will have a better understanding of human behaviour in organization.	1,2,3,4,6	1,2
C105.2	They will know the framework for managing individual and group performance.	1,2,3,4,6	1,2
C105.3	To describe the organizational behaviour models.	1,2,3,4,6	1,2
C105.4	To discuss the leadership style and theories	1,2,3,4,6	1,2
C105.5	To explain the organizational culture and climate and the factors affecting organizational climate	1,2,3,4,6	1,2
C105.6	To explore the organizational effectiveness Developing Gender sensitive workplace	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C105.1	3	3	2	2	-	2	-	-	2	2
C105.2	3	3	2	2	-	2	-	-	2	2
C105.3	3	3	2	2	-	2	-	-	2	2
C105.4	3	3	2	2	-	2	-	-	2	2
C105.5	3	3	2	2	-	2	-	-	2	2
C105.6	3	3	2	2	-	2	-	-	2	2
C105	3	3	2	2	-	2	-	-	2	2



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C106- BA5106 STATISTICS FOR MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C106.1	To facilitate objective solutions in business decision making under subjective conditions.	1,2,3,4,6	1,2
C106.2	To explain the applications of statistics in business decision making.	1,2,3,4,6	1,2
C106.3	To discuss the sampling techniques	1,2,3,4,6	1,2
C106.4	To discuss the parametric test for testing hypothesis	1,2,3,4,6	1,2
C106.5	To explain the non - parametric tests	1,2,3,4,6	1,2
C106.6	To analyze the correlation and regression	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C106.1	3	3	2	2	-	2	-	-	2	2
C106.2	3	3	2	2	-	2	-	-	2	2
C106.3	3	3	2	2	-	2	-	-	2	2
C106.4	3	3	2	2	-	2	-	-	2	2
C106.5	3	3	2	2	-	2	-	-	2	2
C106.6	3	3	2	2	-	2	-	-	2	2
C106	3	3	2	2	-	2	-	-	2	2



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C107- BA5107 TOTAL QUALITY MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C107.1	To explain the dimensions of product and service quality.	1,2,3,4,6	1,2
C107.2	To discuss an overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques	1,2,3,4,6	1,2
C107.3	To describe the statistical process control	1,2,3,4,6	1,2
C107.4	To analyze the tools and techniques of quality management	1,2,3,4,6	1,2
C107.5	To explain the quality systems	1,2,3,4,6	1,2
C107.6	To apply quality philosophies and tools to facilitate continuous improvement and ensure customer delight	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C107.1	3	3	2	2	-	2	-	-	2	2
C107.2	3	3	2	2	-	2	-	-	2	2
C107.3	3	3	2	2	-	2	-	-	2	2
C107.4	3	3	2	2	-	2	-	-	2	2
C107.5	3	3	2	2	-	2	-	-	2	2
C107.6	3	3	2	2	-	2	-	-	2	2
C107	3	3	2	2	-	2	-	-	2	2



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C108- BA5111 SPOKEN AND WRITTEN COMMUNICATION

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C108.1	Express themselves in different genres of writing from creative to critical to factual writing.	1,2,3,4,6	1,2
C108.2	Read quite widely to acquire a style of writing	1,2,3,4,6	1,2
C108.3	Identify their area of strengths and weaknesses in writing.	1,2,3,4,6	1,2
C108.4	Speak confidently with any speakers of English, including native speakers	1,2,3,4,6	1,2
C108.5	Speak effortlessly in different contexts – informal and formal.	1,2,3,4,6	1,2
C108.6	Take part in print and online media communication	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C108.1	3	3	2	2	-	2	-	-	2	2
C108.2	3	3	2	2	-	2	-	-	2	2
C108.3	3	3	2	2	-	2	-	-	2	2
C108.4	3	3	2	2	-	2	-	-	2	2
C108.5	3	3	2	2	-	2	-	-	2	2
C108.6	3	3	2	2	-	2	-	-	2	2
C108	3	3	2	2	-	2	-	-	2	2

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SEM -II
C201- BA5201 APPLIED OPERATIONS RESEARCH

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C201.1	To explain the concepts of operations research applied in business decision making	1,2,3,4,6	1,2
C201.2	To facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.	1,2,3,4,6	1,2
C201.3	To discuss the linear programming extensions	1,2,3,4,6	1,2
C201.4	To analyse the integer programming and game theory	1,2,3,4,6	1,2
C201.5	To elaborate inventory models, simulation and decision theory	1,2,3,4,6	1,2
C201.6	To explain the queuing theory and replacement models	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C201.1	3	3	2	2	-	2	-	-	2	2
C201.2	3	3	2	2	-	2	-	-	2	2
C201.3	3	3	2	2	-	2	-	-	2	2
C201.4	3	3	2	2	-	2	-	-	2	2
C201.5	3	3	2	2	-	2	-	-	2	2
C201.6	3	3	2	2	-	2	-	-	2	2
C201	3	3	2	2	-	2	-	-	2	2



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C202- BA5202 BUSINESS RESEARCH METHODS

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C202.1	Students would become acquainted with the scientific methodology in business domain	1,2,3,4,6	1,2
C202.2	They would also become analytically skilful	1,2,3,4,6	1,2
C202.3	They would become familiar with the nuances of scientific communications.	1,2,3,4,6	1,2
C202.4	To discuss analytical skills of business research;	1,2,3,4,6	1,2
C202.5	To describe the skills for scientific communications.	1,2,3,4,6	1,2
C202.6	To familiarise the students to the principles of scientific methodology in business enquiry	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C202.1	3	3	2	2	-	2	-	-	2	2
C202.2	3	3	2	2	-	2	-	-	2	2
C202.3	3	3	2	2	-	2	-	-	2	2
C202.4	3	3	2	2	-	2	-	-	2	2
C202.5	3	3	2	2	-	2	-	-	2	2
C202.6	3	3	2	2	-	2	-	-	2	2
C202	3	3	2	2	-	2	-	-	2	2



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C203- BA5203 FINANCIAL MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C203.1	Discuss the operational nuances of a Finance Manager	1,2,3,4,6	1,2
C203.2	Comprehend the technique of making decisions related to finance function	1,2,3,4,6	1,2
C203.3	To explain the working capital management	1,2,3,4,6	1,2
C203.4	Possess the techniques of managing finance in an organization	1,2,3,4,6	1,2
C203.5	To describe the Indian capital and stock market	1,2,3,4,6	1,2
C203.6	To discuss the capital structure and theories	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C203.1	3	3	2	2	-	2	-	-	2	2
C203.2	3	3	2	2	-	2	-	-	2	2
C203.3	3	3	2	2	-	2	-	-	2	2
C203.4	3	3	2	2	-	2	-	-	2	2
C203.5	3	3	2	2	-	2	-	-	2	2
C203.6	3	3	2	2	-	2	-	-	2	2
C203	3	3	2	2	-	2	-	-	2	2



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C204- BA5204 HUMAN RESOURCE MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C204.1	To explain the computer applications in human resource management	1,2,3,4,6	1,2
C204.2	To discuss the recruitment and selection procedures	1,2,3,4,6	1,2
C204.3	To describe the training methods	1,2,3,4,6	1,2
C204.4	To explain about motivation and application of theories of motivation	1,2,3,4,6	1,2
C204.5	To analyses the performance evaluation and control process	1,2,3,4,6	1,2
C204.6	Students will gain knowledge and skills needed for success as a human resources professional	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C204.1	3	3	2	2	-	2	-	-	2	2
C204.2	3	3	2	2	-	2	-	-	2	2
C204.3	3	3	2	2	-	2	-	-	2	2
C204.4	3	3	2	2	-	2	-	-	2	2
C204.5	3	3	2	2	-	2	-	-	2	2
C204.6	3	3	2	2	-	2	-	-	2	2
C204	3	3	2	2	-	2	-	-	2	2



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C205- BA5205 INFORMATION MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C205.1	To explain the importance of information in business	1,2,3,4,6	1,2
C205.2	To know the technologies and methods used for effective decision making in an organization.	1,2,3,4,6	1,2
C205.3	To discuss the database management system	1,2,3,4,6	1,2
C205.4	To explain about the security, control and reporting	1,2,3,4,6	1,2
C205.5	To discuss the role of information management in ERP	1,2,3,4,6	1,2
C205.6	Gains knowledge on effective applications of information systems in business	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C205.1	3	3	2	2	-	2	-	-	2	2
C205.2	3	3	2	2	-	2	-	-	2	2
C205.3	3	3	2	2	-	2	-	-	2	2
C205.4	3	3	2	2	-	2	-	-	2	2
C205.5	3	3	2	2	-	2	-	-	2	2
C205.6	3	3	2	2	-	2	-	-	2	2
C205	3	3	2	2	-	2	-	-	2	2



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C206- BA5206 OPERATIONS MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C206.1	To elaborate the operation management and supply chain management	1,2,3,4,6	1,2
C206.2	Describe an overview of Qualitative and Quantitative methods	1,2,3,4,6	1,2
C206.3	To explain the Measuring Productivity and Methods to improve productivity.	1,2,3,4,6	1,2
C206.4	To discuss the materials management	1,2,3,4,6	1,2
C206.5	To analyse the Project Management and Scheduling Techniques,	1,2,3,4,6	1,2
C206.6	Discuss the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization.	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C206.1	3	3	2	2	-	2	-	-	2	2
C206.2	3	3	2	2	-	2	-	-	2	2
C206.3	3	3	2	2	-	2	-	-	2	2
C206.4	3	3	2	2	-	2	-	-	2	2
C206.5	3	3	2	2	-	2	-	-	2	2
C206.6	3	3	2	2	-	2	-	-	2	2
C206	3	3	2	2	-	2	-	-	2	2



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C207- BA5207 MARKETING MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C207.1	Explained the techniques to conduct market analysis practices including market segmentation and targeting	1,2,3,4,6	1,2
C207.2	Describe the process to formulate and manage the B2B marketing strategy including all key components.	1,2,3,4,6	1,2
C207.3	Explained the role of IMC in the overall marketing program.	1,2,3,4,6	1,2
C207.4	Compare and contrast different perspectives that characterize the study of consumer behaviour.	1,2,3,4,6	1,2
C207.5	They procure knowledge of analytical skills in solving marketing related problems	1,2,3,4,6	1,2
C207.6	They got awareness of marketing management process	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C207.1	3	3	2	2	-	2	-	-	2	2
C207.2	3	3	2	2	-	2	-	-	2	2
C207.3	3	3	2	2	-	2	-	-	2	2
C207.4	3	3	2	2	-	2	-	-	2	2
C207.5	3	3	2	2	-	2	-	-	2	2
C207.6	3	3	2	2	-	2	-	-	2	2
C207	3	3	2	2	-	2	-	-	2	2

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C208- BA5211 DATA ANALYSIS AND BUSINESS MODELING

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C208.1	To describe the descriptive statistics	1,2,3,4,6	1,2
C208.2	To explain about correlation and regression	1,2,3,4,6	1,2
C208.3	Knowledge of spreadsheets and data analysis software for business modelling	1,2,3,4,6	1,2
C208.4	To analyse the inventory models	1,2,3,4,6	1,2
C208.5	To explain about risk analysis and sensitivity analysis	1,2,3,4,6	1,2
C208.6	To discuss about networking models	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C208.1	3	3	2	2	-	2	-	-	2	2
C208.2	3	3	2	2	-	2	-	-	2	2
C208.3	3	3	2	2	-	2	-	-	2	2
C208.4	3	3	2	2	-	2	-	-	2	2
C208.5	3	3	2	2	-	2	-	-	2	2
C208.6	3	3	2	2	-	2	-	-	2	2
C208	3	3	2	2	-	2	-	-	2	2

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SEM -III
C301- BA5003 CUSTOMER RELATIONSHIP MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C301.1	To describe the need and importance of maintaining a good customer relationship	1,2,3,4,6	1,2
C301.2	To explain CRM significance to the stakeholders	1,2,3,4,6	1,2
C301.3	To analyse the customer behaviour in relationship perspectives that is individual and group customer's	1,2,3,4,6	1,2
C301.4	To explain the CRM road map for business applications.	1,2,3,4,6	1,2
C301.5	To discuss an introduction to CRM software packages.	1,2,3,4,6	1,2
C301.6	To use strategic customer acquisition and retention techniques in CRM.	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C301.1	3	3	2	2	-	2	-	-	2	2
C301.2	3	3	2	2	-	2	-	-	2	2
C301.3	3	3	2	2	-	2	-	-	2	2
C301.4	3	3	2	2	-	2	-	-	2	2
C301.5	3	3	2	2	-	2	-	-	2	2
C301.6	3	3	2	2	-	2	-	-	2	2
C301	3	3	2	2	-	2	-	-	2	2



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C302- BA5004 INTEGRATED MARKETING COMMUNICATION

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C302.1	To explain the Social, Economic and Legal Implications of advertisements	1,2,3,4,6	1,2
C302.2	To discuss about the advertisement media	1,2,3,4,6	1,2
C302.3	To describe the out sourcing sales promotion national and international promotion strategies	1,2,3,4,6	1,2
C302.4	They acquire knowledge about Sales Report Preparation and Presentation	1,2,3,4,6	1,2
C302.5	To discuss about publicity and public relations	1,2,3,4,6	1,2
C302.6	Insight into the importance of advertising and sales promotion campaigns planning and objective setting in relation to consumer decision making processes.	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C302.1	3	3	2	2	-	2	-	-	2	2
C302.2	3	3	2	2	-	2	-	-	2	2
C302.3	3	3	2	2	-	2	-	-	2	2
C302.4	3	3	2	2	-	2	-	-	2	2
C302.5	3	3	2	2	-	2	-	-	2	2
C302.6	3	3	2	2	-	2	-	-	2	2
C302	3	3	2	2	-	2	-	-	2	2



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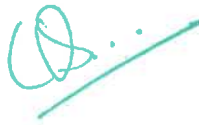
C303- BA5005 RETAIL MARKETING

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C303.1	To discuss the retail trends in India, Socio economic and technological Influences on retail management	1,2,3,4,6	1,2
C303.2	To explain the emerging trends in retail formats	1,2,3,4,6	1,2
C303.3	To discuss about the Government of India policy implications on retails.	1,2,3,4,6	1,2
C303.4	To acquire the skills about Retail Management Information Systems, Online retail and Emerging trends.	1,2,3,4,6	1,2
C303.5	To analyse the Challenges in Retailing in India.	1,2,3,4,6	1,2
C303.6	To manage the retail chains and understand the retail customer's behaviour	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C303.1	3	3	2	2	-	2	-	-	2	2
C303.2	3	3	2	2	-	2	-	-	2	2
C303.3	3	3	2	2	-	2	-	-	2	2
C303.4	3	3	2	2	-	2	-	-	2	2
C303.5	3	3	2	2	-	2	-	-	2	2
C303.6	3	3	2	2	-	2	-	-	2	2
C303	3	3	2	2	-	2	-	-	2	2



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C304- BA5009 CORPORATE FINANCE

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C304.1	To analyse the Indian Capital Market and Basic problem of Industrial Finance in India	1,2,3,4,6	1,2
C304.2	To discuss about Public deposits and inter corporate investments.	1,2,3,4,6	1,2
C304.3	To describe Simulation and investment decision, Decision tree approach in investment decisions.	1,2,3,4,6	1,2
C304.4	To explain the Financing decision in the Context of option pricing model and agency costs	1,2,3,4,6	1,2
C304.5	To discuss in detail about corporate finance	1,2,3,4,6	1,2
C304.6	Good ethical corporate manager	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C304.1	3	3	2	2	-	2	-	-	2	2
C304.2	3	3	2	2	-	2	-	-	2	2
C304.3	3	3	2	2	-	2	-	-	2	2
C304.4	3	3	2	2	-	2	-	-	2	2
C304.5	3	3	2	2	-	2	-	-	2	2
C304.6	3	3	2	2	-	2	-	-	2	2
C304	3	3	2	2	-	2	-	-	2	2

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C305- BA5011 MERCHANT BANKING AND FINANCIAL SERVICES

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C305.1	Understand the modes of issuing securities	1,2,3,4,6	1,2
C305.2	Acquire financial evaluation technique of leasing and hire purchase	1,2,3,4,6	1,2
C305.3	Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments	1,2,3,4,6	1,2
C305.4	Mergers and Acquisitions – Portfolio Management Services	1,2,3,4,6	1,2
C305.5	Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing	1,2,3,4,6	1,2
C305.6	Good knowledge on merchant banking activities	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C305.1	3	3	2	2	-	2	-	-	2	2
C305.2	3	3	2	2	-	2	-	-	2	2
C305.3	3	3	2	2	-	2	-	-	2	2
C305.4	3	3	2	2	-	2	-	-	2	2
C305.5	3	3	2	2	-	2	-	-	2	2
C305.6	3	3	2	2	-	2	-	-	2	2
C305	3	3	2	2	-	2	-	-	2	2



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C306- BA5012 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C306.1	To discuss about investment and alternatives as well as the risk return concepts	1,2,3,4,6	1,2
C306.2	To describe the financial market participants	1,2,3,4,6	1,2
C306.3	To explain the importance of fundamental analysis	1,2,3,4,6	1,2
C306.4	To discuss the technical analysis	1,2,3,4,6	1,2
C306.5	To discuss portfolio analysis, selection and evaluation	1,2,3,4,6	1,2
C306.6	Become a good investment analyst	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C306.1	3	3	2	2	-	2	-	-	2	2
C306.2	3	3	2	2	-	2	-	-	2	2
C306.3	3	3	2	2	-	2	-	-	2	2
C306.4	3	3	2	2	-	2	-	-	2	2
C306.5	3	3	2	2	-	2	-	-	2	2
C306.6	3	3	2	2	-	2	-	-	2	2
C306	3	3	2	2	-	2	-	-	2	2

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C307- BA5014 ENTREPRENEURSHIP DEVELOPMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C307.1	To describe the Knowledge and Skills of Entrepreneur.	1,2,3,4,6	1,2
C307.2	To explain the Central and State Government Industrial Policies and Regulations	1,2,3,4,6	1,2
C307.3	To discuss the Feasibility Report Preparation and Evaluation Criteria.	1,2,3,4,6	1,2
C307.4	To explain Product Launching , Incubation, Venture capital, IT start-ups	1,2,3,4,6	1,2
C307.5	To develop skills for Effective Management of small Business.	1,2,3,4,6	1,2
C307.6	Students will gain knowledge and skills needed to run a business	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C307.1	3	3	2	2	-	2	-	-	2	2
C307.2	3	3	2	2	-	2	-	-	2	2
C307.3	3	3	2	2	-	2	-	-	2	2
C307.4	3	3	2	2	-	2	-	-	2	2
C307.5	3	3	2	2	-	2	-	-	2	2
C307.6	3	3	2	2	-	2	-	-	2	2
C307	3	3	2	2	-	2	-	-	2	2



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C308- BA5015 INDUSTRIAL RELATIONS AND LABOUR WELFARE
After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C308.1	To discuss the growth of trade unions	1,2,3,4,6	1,2
C308.2	To explain in detail about industrial conflicts	1,2,3,4,6	1,2
C308.3	To describe the Voluntary Welfare Measures , Statutory Welfare Measures and Labour - Welfare Funds	1,2,3,4,6	1,2
C308.4	To analyze the Industrial Health and Hygiene	1,2,3,4,6	1,2
C308.5	To discuss the welfare of different categories of labour	1,2,3,4,6	1,2
C308.6	To know how to resolve industrial relations and human relations problems and promote welfare of industrial labour	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C308.1	3	3	2	2	-	2	-	-	2	2
C308.2	3	3	2	2	-	2	-	-	2	2
C308.3	3	3	2	2	-	2	-	-	2	2
C308.4	3	3	2	2	-	2	-	-	2	2
C308.5	3	3	2	2	-	2	-	-	2	2
C308.6	3	3	2	2	-	2	-	-	2	2
C308	3	3	2	2	-	2	-	-	2	2



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C309- BA5017 MANAGERIAL BEHAVIOUR AND EFFECTIVENESS

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C309.1	To examine managerial styles in terms of concern for production and concern for people	1,2,3,4,6	1,2
C309.2	To assess different systems of management and relate these systems to organisational characteristics.	1,2,3,4,6	1,2
C309.3	To discuss Current Industrial and Government practices in the Management of Managerial Effectiveness-	1,2,3,4,6	1,2
C309.4	To explain Organisational Processes and Organisational Climate	1,2,3,4,6	1,2
C309.5	To discuss the Knowledge Management , Fostering Creativity and innovation	1,2,3,4,6	1,2
C309.6	Students will gain knowledge about appropriate style of managerial behaviour.	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C309.1	3	3	2	2	-	2	-	-	2	2
C309.2	3	3	2	2	-	2	-	-	2	2
C309.3	3	3	2	2	-	2	-	-	2	2
C309.4	3	3	2	2	-	2	-	-	2	2
C309.5	3	3	2	2	-	2	-	-	2	2
C309.6	3	3	2	2	-	2	-	-	2	2
C309	3	3	2	2	-	2	-	-	2	2

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C310- BA5028 PROJECT MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C310.1	To learn the concepts of managing projects	1,2,3,4,6	1,2
C310.2	To explain Budget uncertainty and risk management.	1,2,3,4,6	1,2
C310.3	To discuss about scheduling and resource allocation	1,2,3,4,6	1,2
C310.4	To analyse the designing the control system, Project Evaluation, Auditing and Termination	1,2,3,4,6	1,2
C310.5	To describe about Formal Organisation Structure and Organisation Design	1,2,3,4,6	1,2
C310.6	To apply project management principles in business situations to optimize resource utilization and time optimisation.	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C310.1	3	3	2	2	-	2	-	-	2	2
C310.2	3	3	2	2	-	2	-	-	2	2
C310.3	3	3	2	2	-	2	-	-	2	2
C310.4	3	3	2	2	-	2	-	-	2	2
C310.5	3	3	2	2	-	2	-	-	2	2
C310.6	3	3	2	2	-	2	-	-	2	2
C310	3	3	2	2	-	2	-	-	2	2



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C311- BA5029 SERVICES OPERATIONS MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C311.1	To discuss how service performance can be improved by studying services operations management	1,2,3,4,6	1,2
C311.2	To explain Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology	1,2,3,4,6	1,2
C311.3	To describe the New Service Development and Design elements	1,2,3,4,6	1,2
C311.4	To know the Service facility layout and Service Facility Location	1,2,3,4,6	1,2
C311.5	To describe about the strategy for managing capacity and demand	1,2,3,4,6	1,2
C311.6	To design and operate a service business using the concepts, tools and techniques of service operations management.	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C311.1	3	3	2	2	-	2	-	-	2	2
C311.2	3	3	2	2	-	2	-	-	2	2
C311.3	3	3	2	2	-	2	-	-	2	2
C311.4	3	3	2	2	-	2	-	-	2	2
C311.5	3	3	2	2	-	2	-	-	2	2
C311.6	3	3	2	2	-	2	-	-	2	2
C311	3	3	2	2	-	2	-	-	2	2

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C312- BA5030 SUPPLY CHAIN MANAGEMENT

After the course, the student should be able to:

CO	Course Outcomes	POs	PSOs
C312.1	To describe Supply chain strategy and Supply Chain Performance Measures.	1,2,3,4,6	1,2
C312.2	To explain how to Create a world class supply base Supplier Development and World Wide Sourcing.	1,2,3,4,6	1,2
C312.3	To discuss the impact of uncertainty on Network Design and Network Design decisions using Decision trees	1,2,3,4,6	1,2
C312.4	Managing supply chain cycle inventory and Uncertainty in the supply chain	1,2,3,4,6	1,2
C312.5	Building partnership and trust in SC Value of Information	1,2,3,4,6	1,2
C312.6	Ability to build and manage a competitive supply chain using strategies, models, techniques and information technology.	1,2,3,4,6	1,2

Mapping of COs with POs and PSOs

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
C312.1	3	3	2	2	-	2	-	-	2	2
C312.2	3	3	2	2	-	2	-	-	2	2
C312.3	3	3	2	2	-	2	-	-	2	2
C312.4	3	3	2	2	-	2	-	-	2	2
C312.5	3	3	2	2	-	2	-	-	2	2
C312.6	3	3	2	2	-	2	-	-	2	2
C312	3	3	2	2	-	2	-	-	2	2



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