



2017 BBA – REGULATION (PO & CO MAPPING)

Sem	CourseCode	Title of the Course	COs	POS					
				PO1	PO2	PO3	PO4	PO5	PO6
1	17110AEC11	Tamill	CO:1Learnthechangesoccurredin literaturesinceclassicalperiod.	*	*				
			CO:2Makeuseofvocabularysystematically.	*					
			CO:3Understandhow toleadone'sliferealizingthemodernityanditsenvironment/atmosphere.	*	*	*			
	17111AEC12	EnglishI	CO:1Develop vocabulary	*	*				
			CO:2Learn to edit and do proof reading	*	*				
			CO:3Read and comprehend literature	*	*	*			
	17160SEC13	Principles of Management	CO:1 Read and comprehend literature	*	*	*			
			CO:2 Appreciate poetry and prose	*	*				
			CO:3Familiarizestudentswithfiction.	*	*	*			
	17160SEC14	Managerial Economics	CO:1 Understanding the fundamental of financial accounting				*	*	*
			CO:2Developthemodernmarketeconomy				*	*	
			CO:3preparethedifferentkinds offinancialstatement				*	*	*
			CO:4Acquire conceptualknowledgeofbasics ofaccounting				*	*	
			CO:5Identifyand analyzethereasonsforthedifferencebetween cashbookandpass bookbalances					*	*
			CO:6Developtheskillofrecordingfinancialtransactionsand preparationofreportsinaccordancewithGAAP				*	*	*
17160AEC15	Business Communication	CO:1Discuss the supply and demand theory and its impact on insurance				*	*		
		CO:2outlineanhowentit yoperateintheBusinessenvironment			*	*			
		CO:3 Explain the legal framework that regulate the insurance industry					*	*	

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		CO:4 Understand relationship between environment and business; Applying the environmental analysis techniques in practice						*
		CO:5 Understand Economic, Socio-Cultural and Technological Environment				*		*
		CO:6 Know state policies Economic legislations and Economic reforms laid by the government						
17160AEC16	Business Mathematics and Statistics	CO:1 Understand fundamental marketing concepts, theories and principles in areas of marketing policy				*		*
		CO:2 Apply the knowledge, concepts, tools necessary to understand challenges				*	*	*
		CO:3 Understand the marketing concepts and its evolution				*		*
		CO:4 Analyze the market based on segmentation, targeting and positioning				*	*	*
		CO:5 Know the consumer behavior and their decision making process				*	*	*
		CO:6 Understand the rural markets and the contemporary issues in marketing				*	*	*
		Co:7 Make decisions on product, price, promotion mix and distribution				*		*
17120SEC01AL	Skill Based Elective Course-I	CO:1 Apply the concept of opportunity cost.				*	*	*
		CO:2 understand the concepts of cost, nature of production and its relationship to Business operations.				*	*	*
		CO:3 Apply Economic theories to business decision				*		*
		CO:4 Use the theoretical concept of demand and supply analysis in practice				*	*	
		CO:5 Understand the cost concepts, theories of profit and business cycles				*	*	*
		CO:6 Use different demand forecasting techniques and apply different pricing techniques in business				*		*
		CO:7 Understand the importance of Fiscal policy				*		*
17111SEC01L	Communicative English Lab-I	CO1: Recognize when to use each of the Microsoft Office programs to create professional and academic documents.						*
		CO2: Use Microsoft Office program to create personal, academic and business documents following current professional and/or industry standards.					*	*
		CO3: Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.					*	*
171ETHVALS	Ethics and Values	CO:1 Learn grammar.	*	*	*			

			CO:2 Enrich vocabulary	*	*	*			
			CO:3 Understand the process of communication	*	*	*			
			CO:4 Develop listening skill	*	*	*			
II	17110AEC21	Tamil III	CO:1 Know what devotion really is.	*	*				
			CO:2 Know the fruitfulness obtained through devotion.	*	*				
			CO:3 Perceive the progress achieved in the society through devotion.	*		*			
	17111AEC22	English II	CO:1 Develop technological skill.	*	*	*			
			CO:2 Able to write in a variety of formats	*	*	*			
			CO:3 Read biographies and develop personality	*	*	*			
	17160SEC23	Core - III Financial Accounting	CO:1 Appreciate different forms of literature		*	*			
			Co:2 Acquire language skills through literature	*		*			
			Co:3 Broaden the horizon of knowledge	*		*			
	17160SEC24	Core - IV Organizational Behaviors	CO:1 familiarize the concept of Branch account and its system				*	*	*
			CO:2 understand the Scope of departmental accounting				*	*	
			CO:3 Appreciate the need for negotiable instruments and procedure of accounting for bills honored and dishonored				*	*	
			CO:4 Differentiate Trade bills from Accommodation Bills				*	*	*
	17160AEC25	Allied-III Business Environment	CO:1 Understand, and evaluate various organizational influences affecting ethical decisions			*	*		
			CO:2 Present and analyze ethical and moral issues			*	*		
			CO:3 Explore ethical theories			*	*		
			CO:4 Use contemporary and classical frameworks to analyze and suggest resolutions to ethical dilemmas.			*	*		
			CO:5 Identify and address common ethical issues that arise for individuals, managers, and organizations.			*	*		
			CO:6 Recognize how individual differences and cognitive barriers can influence ethical judgment.			*	*		
			CO:7 Identify and prioritize personal values and apply those to making ethical decisions.			*	*		
	17160AEC26	Allied-IV Management Information System	CO:1 Critically evaluate the underlying assumptions of analysis tools				*	*	
CO:2 Solve a range of problems using the techniques covered						*	*		
CO:3 Conduct basic statistical analysis of data.						*	*		

		CO:4 Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data				*	*	
		CO:5 Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis				*	*	
		CO:6 Choose a statistical method for solving practical problems				*	*	
17160RLC27	Research Led Seminar	CO:1 Understand the dynamics of marketing in business				*	*	*
		CO:2 Ability and confidence to tackle common practical financial problems of business.				*	*	*
		CO:3 Understand the scope of Business, and its importance.				*	*	*
		CO:4 Identify different forms of business organizations viz; Sole Proprietorship, Partnership, Joint Hindu Family Business & Co-operative Organizations.				*	*	
		CO:5 Understand a Joint Stock Company and various formalities to promote a Company				*	*	
		CO:6 Learn various sources of Industrial Financial resources and the means to raise them				*	*	*
17120SEC02AL	Skill Based Elective Course-II	CO:1 Identify the names and functions of the PowerPoint interface.		*	*			
		CO:2 Create, edit, save, and print presentations.		*	*			
		CO:3 Format presentations.		*	*			
		CO:4 Add a graphic to a presentation.		*	*			
		CO:5 Create and manipulate simple slideshows without lines and notes.		*	*			
		CO:6 Create slide presentations that include text, graphics, animation, and transitions.		*	*			
17111SEC02L	Communicative English Lab-II	CO:1 Learn grammar.	*	*	*			
		CO:2 Use a variety of reading strategies	*	*				
		CO:3 Enhance the skill of making grammatically correct sentences.	*	*	*			
		Co:4 Develop listening skill	*	*	*			
III	17110AEC31	Tamil III	CO:1 Achieve one's goal by following the ancestral path		*	*		
		CO:2 Learn to lead life of perfection by realizing the uncertainty in the life		*	*			
		CO:3 Attain happiness through honesty		*	*			
17111AEC32	English III	CO:1 Understand phonetics.	*	*	*			
		CO:2 Develop writing skill	*	*	*			

		CO:3 Able to develop creative writing	*	*	*			
17160SEC33	Core – V Management Accounting	CO:1 Enable to appreciate different types of prose	*	*				
		CO:2 Develop the conversational skills through one-act plays	*					
		CO:3 Enhance the skill of making grammatically correct sentences.	*	*	*			
17160SEC34	Core – VI Marketing Management	CO:1 Understand various costing systems and management systems				*	*	*
		CO:2 Analyse and provide recommendations to improve the operations of organisations				*	*	
		CO:3 Imbibe conceptual knowledge of cost accounting.				*	*	
17160AEC35	Allied-V Business Law	CO:1 Understanding of Banking Channels and Payments				*	*	
		CO:2 Practices on Banking Technology				*	*	*
		CO:3 Understanding of Core Banking				*	*	*
		CO:4 To gather knowledge on banking and financial system in India				*	*	*
17160AEC36	Allied- VI Human Resource Management	CO:1 Explain the concepts in business laws with respect to foreign trade			*	*	*	
		CO:2 Apply the global business law to current business environment				*	*	
		CO:3 Demonstrate an understanding of the Legal Environment of Business.				*	*	
		CO:4 Communicate effectively using standard business and legal terminology.			*	*	*	
171CBMRM37	Research Methodology	CO:1 Identify ethical, legal, cultural, and global issues affecting business communication.			*	*		
		CO:2 Utilize analytical and problem-solving skills appropriate to business communication.	*		*	*	*	
		Co:3 Effective business writing	*	*	*			
		CO:4 Research approaches and information collection.			*	*		
17120SEC03AL	Skill Based Elective Course- III	CO:1 Able to carry out independent literature survey corresponding to a specific publication type and assess basic literary research tools.			*			
		CO:2 familiarize participants with basic of research and the research process.			*	*		
		CO:3 enable the participants in conducting research work and formulating research synopsis and report.			*			
		CO:4 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.			*			
17111SEC03L	Communicative English-III	CO:1. Indicate the names and functions of the Excel interface components.		*	*			

			CO:2.Enterandeditdata.		*				
			CO:3.Formatdataandcells.		*				
			CO:4.Constructformulas,includingtheuseofbuilt-infunctions, andrelativeandabsolutereferences.		*				
			CO:5.Createandmodifycharts.		*				
			CO:6.Previewandprintworksheets.		*				
IV	17110AEC41	Tamil IV / Hindi IV/AdvancedEnglishIV	CO:1Realizehowtheancientpeoplechangedtheirlifestyle accordingtothe ages		*	*			
			CO:2 Learnhowtochangeone'slifestyleaccordingtotheneedsof thefuture		*	*			
			CO:3 Acceptthetrendstrendsanditsuses		*	*			
	17111AEC42	EnglishIV	CO:1 Develop writingskill.	*	*	*			
			CO:2 Comprehendanddescribepoems	*	*	*			
			CO:3Learninterviewingskills	*	*	*			
	17160SEC43	Core - VII Total QualityManagement	CO:1Improvetheirabilitytoreadandunderstandthem	*	*	*			
			CO:2KnowthegeniusofShakespeare	*	*	*			
			CO:3 Expressinwritingtheirviews.	*	*	*			
	17160SEC44	Core-VIII Cost Accounting	CO:1 Understandtheconceptofpartnership				*	*	*
			CO:2 Understandthejournalentriesfortheformationofpartnership				*	*	*
			CO:3FamiliarizetheconceptofBranchaccount anditssystem				*	*	
	17160AEC45	Allied -VII Retail Management	CO:1 Understandthekeyprinciplesandtoolsofintegrated marketingcommunication				*	*	
			CO:2Explaintheenvironmentalfactorswhichinfluenceconsumer andorganizationaldecision				*	*	*
			CO:3Identify the elements of the communication process betweenbuyersandsellersinbusiness. makingprocess				*	*	*
	17160AEC46	Allied -VIII Industrial Relations and Labour Law	CO:1 Getabasicunderstandingofdifferentyeofmeetingofboard ofdirectors.				*	*	
CO:2Useinternationaltradetermsand conceptswhen communicating.			*		*	*			
CO:3Demonstratecomprehensiveknowledgeandunderstandin gofsocialandeconomicpolicyconsiderationsarisinginthisarea.						*	*		
CO:4Understandingofthoseareasofcompanylawidentifiedinthei ndicative syllabusabove andformacriticaljudgementonareasof controversywithinthetopicstudied;						*	*		

	17120SEC04AL	Skill Based Elective Course-IV	CO:1 Examine database concepts and explore the Microsoft Office Access environment.		*				
			CO:2. Design a simple database.		*				
			CO:3. Build a new database with related tables.		*				
			CO:4. Manage the data in a table.		*				
	17111SEC04L	Communicative English -IV	CO:1 Learn grammar.	*	*	*			
			CO:2 Enable to express their views in conversation	*	*				
			CO:3 Develop soft skills	*	*				
			CO:4 give presentations skills	*	*				
	171ENVSTU	Environmental Studies	CO:1 Learn about environmental pollution.		*	*			
			CO:2 Familiarize with the social issues and the environment		*	*			
			CO:3 will be able to do independent research on human interactions with the environment.		*	*			
			CO:4 To recognize the physical, chemical, and biological components of the earth's systems and show how they function		*	*			
			CO:5 Analyze and evaluate ideological and philosophical approaches used to understand environmental relationships.		*	*			
CO:6 Carry out an applied research project in the natural sciences.				*	*				
V	17160SEC51	Core - IX Financial Management	Co:1 Find out how can a company dissolve.				*	*	
			CO:2 Understand Mutual funds investments.				*	*	*
			CO:3 Learn about Working format of companies.				*	*	
			CO:4 Enabling the students to understand the features of Shares and Debentures				*	*	
			CO:5 Develop an understanding about redemption of Shares and Debenture and its type				*	*	*
			CO:6 Exposure to the company final accounts				*	*	*
	17160SEC52	Core - X Services Marketing	CO:1 Use business finance terms and concepts when communicating.	*				*	*
			CO:2 Demonstrate basic understanding of financial management.				*	*	*
			CO:3 Provide introduction to Financial Management				*	*	*
			CO:4 Create an awareness about capital structure and theories of capital structure				*	*	
			CO:5 Make them understand the cost of capital in wide aspects				*	*	
	17160SEC53		CO:1 Forecast a firm's future financing requirements				*	*	*

	Core – XI Production and Operations Management	CO:2 Design an optimal capital structure.				*	*	
		CO:3 Give an idea about fundamental of financial services and players in financial sectors				*	*	
		CO:4 Create an awareness about merchant banking, issue management, capital markets and role of SEBI				*	*	
		CO:5 Provide knowledge about leasing and hire purchase concepts				*	*	*
		CO:6 Make them understand about different types of insurance and IRDA Act.				*	*	
17160DSC54	Discipline Specific Elective- I	Co1: Study the development of computers and their components in each stage.						*
		CO2: Develop an idea of software, programming language and operating system.	*					
		CO3: Study the concept of developing database and its maintenance using computers in a business Concern				*		*
		CO4: Analyze the importance of management information system and networking in a business.				*	*	*
		CO5 : Be aware and perform various activities using computers in day to day life.				*	*	*
17160BRC55	Participation Bounded Research	CO:1 Know about the company law in the India.				*	*	
		CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course				*	*	
		CO:3 Develop Professionals in the field of Co-operation, Co-operative law and Management.				*	*	
		CO:4 Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions.				*	*	*
		CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management.				*	*	*
17120SEC05AL	Skill Based Elective Course-V	CO:1 Do the allotted work in research			*			
		CO:2 Learn to do review of literature			*			
		CO:3 Demonstrate knowledge of research processes			*			
		CO:4 Perform literature reviews using print and online database			*			
		CO:5 Identify, explain, compare, and prepare the key elements of a research proposal/report			*			
17111SEC05L	Communicative English Lab-V	CO:1 work with the Photoshop workspace	*					
		CO:2. navigate images	*					
		CO:3. resize and crop images	*					

			CO:4. makeandworkwithselections		*					
			CO:5. createnewlayersandperformotherbasiclayerfunctions		*					
VI	17160SEC61	Core - XII Strategic Management and Business Policy	CO:1 Prepare analysis of various special decisions, using relevant costing and benefits				*	*	*	
			CO:2 More effective planning and controls systems				*	*		
			CO:3 The student's thought and knowledge on management Accounting				*	*		
			CO:4 Help to give proper idea on financial statement analysis in practical point of view				*	*	*	
			CO:5 Introduce the concept of fund flow and cash flow statement				*	*		
	17160SEC62	Core – XIII Entrepreneurial Development	CO:1 Understand the systematic process to select the business ideas.					*	*	*
			CO:2 Write a business plan		*		*	*	*	
			CO:3 Develop students about Entrepreneurship development				*	*	*	
			CO:4 Create an awareness on various Entrepreneurship Development Programme				*	*	*	
	17160SEC63	Core – XIV Logistics and Supply Chain Management	CO:1 Articulate the knowledge of fundamental audit concepts -					*	*	
			CO:2 Apply critical thinking skills and solve auditing Problems.				*	*	*	
			CO:3 Apply and demonstrate the accounting knowledge and skills in Auditing.				*	*	*	
	17160DSC64	Discipline Specific Elective –II	CO:1 File ITR return on individual basis					*	*	*
			CO:2 Compute the total Income and Define tax complications and structure.				*	*	*	
			CO:3 In order to familiarize the different know-how and heads of income with its components				*	*	*	
	17160GEC65	General Elective-I	CO:1 Greater Social support			*		*	*	
CO:2 More on-task behaviour						*	*	*		
CO:3 Develop Professionals in the field of Co-operation, Co-operative law and Management.						*	*	*		
17160PRW66	Project Work	CO:1 To help to gather knowledge on banking and financial system in India								
		CO:2 To provide knowledge about commercial banks and its products				*	*	*		
		CO:3 Aim to familiarize banking system in India				*	*	*		
17111SEC06L	Communicative English Lab-VI	CO:1 Develop plans with relevant people to achieve the project's goals								

		CO:2 Break workdownintotasksanddeterminehandover procedures							
		CO:3Identifylinksanddependencies,andscheduletoachieve deliverables							

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			PO1	PO2	PO3	PO4	PO5	PO6	
17120SEC01A	Fundamentals ofComputers	Tofamiliarizethestudentstothebasicconceptsofmanagementinordertoaidinunder standinghowanorganizationfunctions,andin understanding the complexity and wide variety of issues managers faceintoday'sbusinessfirms.							
17160SEC01B	SoftSkills-I	Toprovideanoverviewoftheoriesandpracticesin organizationalbehavior inindividual,groupand organizationallevel.	*	*					
17120SEC02A	MsofficePackagesLab	Toacquaintthestudentswiththefundamentalprinciplesoffinancial,cost&Manage mentAccounting.Enablethestudentstotakedecisionsusingmanagementaccounti ngtoolsandto exposes the students to various concepts and principles of accounting formakingefficientdecisions.	*						
17160SEC02B	SoftSkills-II	To make the students aware of the various economic theories andprinciples - To equip them with the required tools and techniquesforimprovingtheirdecision-makingskills.	*	*	*				
17120SEC03A	Writing andPresentationSkills Lab	TocreatetheknowledgeofLegal perspectiveanditspracticestoimprovise thebusiness.	*	*					
17160SEC03B	SoftSkills-III	ThiscoursemainlydealswiththeuseofStatisticalconceptsinthresolution of managerial decision problems. As such the coursewilldealnotonlywithsomeofthetheoreticalconceptsinStatisticsbutwillalso beconcernedwiththeirapplication.	*	*					

17120SEC04A	General Aptitude and Personality Development Lab	Facilitate student to understand the operational nuances of a Finance Manager Comprehend the technique of making decisions related to finance function	*	*	*			
17160SEC04B	Soft Skills-IV	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.	*	*	*			
17120SEC05A	Photoshop Lab	To understand fundamental concepts of Marketing in Modern Marketing Practices	*	*				
17160SEC05B	Soft Skills-V	To provide a broad introduction to the field of production and operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.	*	*	*			


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				PO1	PO2	PO3	PO4	PO5	PO6
1	17260C011	Management Concepts	CO:1Thisspecializationlayssthenecessarygroundworkforanoverallsuccessfulmarketingstrategy	*	*				*
			CO:2knowledgerequiredtounderstandthestateofyourproductbeforeapproachingthemarketstrategy	*	*				*
			CO:3Interpretdevelopmentofmarketingresearch	*	*				*
			CO:4 Identify the major influences in ConsumerBehaviour	*	*				*
			CO:5theory of Consumer behaviour and relates it to thepracticeofmarketing.	*	*				*
			CO:6Demonstratehowknowledgeofconsumerbehaviourcanbeappliedtomarketing.	*	*				*
	17260C012	Organisational Behaviour	CO:1 Contribute to the development, implementation,and evaluation of employee recruitment, selection, andretentionplansandprocesses	*	*			*	
			CO:2Develop,implement,andevalueemployeeorientation,training,anddevelopmentprograms.	*	*			*	


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		CO:3 Understanding of the basic concepts, functions and processes of HRM	*	*			*	
		CO:4 develop a selection and interviewing program	*	*			*	
		CO:5 know formalize, Design and evaluate various Recruitment and Placement policies.	*	*			*	
		CO:6 Use methods of collecting job analysis information.	*	*			*	
17260C013	Accounting for Managers	CO:1 Focuses on services, service design, and service innovation, with the aim of developing empathy for customers and understanding the customer experience	*	*			*	*
		CO:2 strategies that support broader marketing decisions.	*	*			*	
		CO:3 Develop an understanding of the role of relationship marketing and customer service	*	*			*	
		CO:4 Demonstrate knowledge of the extended marketing mix for services.	*	*			*	*
		CO:5 Exhibit the capability to work effectively within a team environment.	*	*			*	
		CO:6 Develop and Justify marketing planning and Control Systems.	*	*			*	
17260C014	Economics for Managers	CO:1 Study of decision making and performance evaluation techniques in management accounting	*	*				
		CO:2 Understand decision making and performance evaluation techniques in management accounting.	*	*	*	*		
		CO:3 In modern competitive business environment, suitable business decision making is very crucial	*	*	*			
		CO:4 Identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders.	*	*	*	*		
		CO:5 Use standard costs to prepare budgets for planning and control purposes.	*	*	*	*		
		CO:6 Understand the principles of standard costing.	*	*	*	*		
17260C015	Legal Aspects of Business	CO:1 examine the differences and similarities between leadership, power, and management	*	*			*	

		CO:2 impact that a company's structure and design can have on its organizational behavior	*	*			*	
		CO:3 impact of culture on organizational behavior	*	*			*	
		CO:4 Analyze management issues as related to organizational behavior	*	*			*	
		CO:5 Examine challenges of effective organizational communication	*	*			*	
		CO:6 Evaluate ethical issues as related to organizational behavior	*	*			*	
17260C016	Statistics for Managers	CO:1 Develop skills in data collection and complex analysis					*	
		CO:2 Clarify terminology and approaches to different facets of research-based teaching	*	*				
		CO:3 Explore good practices in institution-driven, strategic approaches on how to integrate research and education missions	*	*				
		CO:4 Generate ideas on how to build the capacity of faculty members to implement research-based teaching	*	*				
		CO:5 create a research-based learning environment	*	*				
		CO:6 Analyze national frameworks, policies and funding	*	*				
17260P017	Managerial Skill Development-Lab	CO:1 Employ basic statistical methods to decision making	*	*				
		CO:2 Understand how to apply basic models and theories in business	*	*		*		
		CO:3 Solve management problems effectively	*	*		*		
		CO:4 Use software tools to model decision problems.	*	*				
		CO:5 Clearly identify an otherwise unstructured business problem and its components	*	*		*		
		CO:6 Employ effective techniques for addressing the major challenges presented	*	*				
		CO:7 Provide a solution to the decision process	*	*		*		
II	17260C021	Financial Management	CO:1 Given a product or a service type, the student manager will be able to enumerate and justify the dimensions of product quality or service quality for the same	*	*		*	

		CO:2 Given the quality gurus (Deming/ Juran/ Taguchi/Crosby), the student manager will be able to justify their philosophies/contributions in Quality Management.	*	*			*	
		CO:3 Given a quality problem/ failure mode, the student manager will be able to identify causes and subcauses of the effect/problem draw and justify Ishikawa Diagram.	*	*			*	
		CO:4 For a given type of organization, the student manager will be able to enlist and justify the four levels of benchmarking and/or enlist and brief seven step benchmarking model	*	*			*	
17260C022	Human Resources Management	CO:1 Activity based approaches to management and cost analysis	*	*	*	*		
		CO:2 Analysis of common costs in manufacturing and service industry	*	*	*	*		
		CO:3 Techniques for profit improvement, cost reduction, and value analysis	*	*	*	*		
		CO:4 Throughput accounting	*	*	*			
		CO:5 Target costing; cost ascertainment and pricing of products and services	*	*	*	*		
		CO:6 Pricing Decisions	*	*	*	*		
		CO:7 Budgets and Budgetary Control	*	*	*	*		
		CO:8 Evolution of standards, continuous - improvement; keeping standards meaningful and relevant; variance analysis	*	*	*	*		
		CO:6 Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture	*	*	*	*		
		CO:7 Understand the meaning and features of Non-Profit Organisations	*	*	*			
17260C023	Marketing Management	CO:1 The role that retailing plays in the distribution component of the marketing mix	*	*			*	
		CO:2 Understanding of the concept of social responsibility and the role it plays in retailing	*	*			*	
		CO:3 Aware of the moral and ethical dilemmas that face the retailing industry in today's business environment	*	*			*	

		CO:4 Development and understanding of implementing a retail strategy.	*	*			*	
		CO: 5 Understanding of the increased use of technology in the field of retailing	*	*			*	
		CO:6 Identify key roles within retail businesses	*	*			*	
17260C024	Production & Operations Management	CO:1 Demonstrate knowledge of research processes (reading, evaluating, and developing)	*	*		*		
		CO:2 Perform literature reviews using print and online databases	*	*		*		
		CO:3 Identify, explain, compare, and prepare the key elements of a research proposal/report	*	*		*		
		CO:4 Select and define appropriate research problem and parameters	*	*		*		
		CO:5 Prepare a project proposal (to undertake a project)	*	*		*		
		CO:6 Understand some basic concepts of research and its methodologies	*	*		*		
171CBMRM25	Research Methodology	CO:1 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	*	*		*		
		CO:2 Have basic knowledge on qualitative research techniques	*	*		*		
		CO:3 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis	*	*		*		
		CO:4 Have basic awareness of data analysis- and hypothesis testing procedures	*	*		*		
		CO:5 knowledge for enabling students to develop data analytics skills and meaningful interpretation to the datasets so as to solve the business/Research problem.	*	*		*		
		CO:6 Describe sampling methods, measurement scales and instruments, and appropriate uses of each	*	*		*		
17260C026	Strategic Management	CO:1 Understand the How Subcontract Administration and Control are practiced in the Industry.	*	*			*	
		CO:2 Understand the contract management, Project Procurement, Service level Agreements and productivity	*	*			*	
		CO:3 Apply the risk management plan and analyse the role of stakeholders.	*	*			*	

		CO:4 Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.	*	*		*		
		CO:5 Understand the conceptual clarity about project organization	*	*			*	
		CO:6 Understand project characteristics and various stages of a project	*	*		*		
17260P027	Data Analysis Lab	CO:1 Critically analyse both older and newer MA methods and their effects in organisations	*	*	*	*		
		CO:2 knowledge and understanding about MA issues, including its problems and difficulties	*	*	*	*		
		CO:3 Part in the design and use of the management accounting system in organisations	*	*	*	*		
		CO:4 Updated concerning the more recent development in MA and the emergence of new methods	*	*	*	*		
		CO:5 More advanced level compared to the basic knowledge acquired on the Bachelor level	*	*	*	*		
		CO:6 Exposure to the company final accounts	*	*	*	*		
17161BRC27	Participation in Bounded Research	CO:1 Knowledge, understanding and skills in the area of international financial relations and tolls for its implementation	*	*	*			*
		CO:2 Knowledge and understanding of characteristics, activities, principles and specifics of international financial relations	*	*				*
		CO:3 Ability to summarize and critically evaluate results obtained by researchers in the field of international financial relations	*	*				*
		CO:4 Ability to analyse and use various sources of information and data in the field and make assessment	*	*				*
		CO:5 Use methods in the field of international finance in practice;	*	*				*
		CO:6 Economic essence and currency classifications: the concept of currency and its basic classification; characteristics of currencies.	*	*				*
III	17260C031	International Business Environment	CO:1 To introduce meaning and functions of Financial Intermediaries	*	*	*		
			CO:2 To understand the role of merchant bank and its services	*	*	*		

		CO:3 To provide information regarding management of mutual funds and Regulations	*	*	*			
		CO:4 To understand the role and functions of financial services Marketing	*	*	*			*
		CO:5 To know the structure and types of debt Instruments	*	*	*			
		CO:6 To realize Foreign Exchange Market	*	*	*			*
17260C032	Operational Research	CO:1 to help students manage individual or team projects.	*	*			*	
		CO:2 Begin project-planning with a specific audience with a specific and pressing concern	*	*			*	
		CO:3 Let students design their own projects. Or require that projects iterate or counter existing cultural trends and patterns or that address compelling social concerns (e.g. technology addiction).	*	*			*	
		CO:4 Use concept-mapping before, during, and after the project is completed.	*	*			*	
		CO:5 Give students the opportunities to use their specific gifts, skills, and backgrounds in completing the project.	*	*			*	
		CO:6 Help students brainstorm the opportunities for creative risk-taking at the beginning of a project.	*	*			*	
17161SRC33	Participation in Scaffold Research	CO:1 File ITReturn on individual basis	*	*		*		
		CO:2 Compute the total Income and Define tax complications and structure.	*	*		*		
		CO:3 In order to familiarize the different know-how and heads of income with its components	*	*		*		
		CO:4 Help to build an idea about income from house property as a concept	*	*		*		
		CO:5 Give more idea about the income from business or profession	*	*		*		
		CO:6 Make the students familiarizes with the concept of depreciation and its provisions	*	*		*		
IV	17260C041	Entrepreneurial Development	CO:1 Have developed an understanding of major issues related to international Business	*	*			*

			CO:2 Have developed skills in researching and analyzing trends in global markets and in modern marketing practice	*	*					*
			CO:3 An organization's ability to enter and compete in international markets.	*	*					*
			CO:4 Develop skills in researching and analyzing international Business opportunities	*	*					*
			CO:5 Develop a high level of analytical skills and critical thinking in an international Business context	*	*					*
			CO:6 Explain the main institutions that shape the global marketplace;	*	*					*
	17261PRW44	Project Work	CO:1 Know about the company in the Abroad.	*	*					*
			CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course	*	*				*	
			CO:3 Develop Professionals in the field of Project	*	*				*	
SPECIALIZATIONS										
MARKETING										
2017		MBA								
Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	
III	17260EA33	Consumer Behaviour	The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.	*	*				*	
	17260EA34	Integrated Marketing Communication	Due to ever increasing business dealings the subject of International Marketing has gained utmost importance in recent times. The world these days, indeed has shrunk and foreign markets have particularly become important especially for a developing country like India. The major objective of this course is to provide an exposure to the area of Marketing in the International perspective.	*	*				*	

Sem	CourseCode	TitleoftheCourse	COs	POS					
				PO1	PO2	PO3	PO4	PO5	PO6
III	17260EB33	Knowledge Management	The goal of the course is to prepare students to become familiar with the current theories, practices, tools and techniques in knowledge management (KM), and to assist students in pursuing a career in the information sector for profit and not for profit organizations. In addition, students will learn to determine the infrastructure requirements to manage the intellectual capital in organizations.	*	*			*	
	17260EB34	Organizational Development & Change Management	The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioral science.	*	*			*	
	17260EB35	Performance Management	The objective of this course is to help the students gain understanding of the functions of performance management system in the organization and provide them tools and techniques to be used in appraising the performance of the employees.	*	*			*	
	17260EB36	Labour Legislations	This course will help the student to get exposure on Industrial Law. Understand the relationship between the employee, employer, union and government and to have awareness of various industrial laws relating to employees.	*	*		*		
	17260EB37	Compensation Reward Management	The course is designed to promote understanding of issues related to the compensation and rewarding human resources in the organizations and to impart skills in designing analyzing and restructuring reward management systems, policies and strategies.	*	*		*		
	17260EB38	Cross Culture Management	The objective of this course is to develop a diagnostic and conceptual understanding of the cultural and related behavioral variables in the management of global organizations.	*	*		*		
	17260EB39	Conflict and Negotiation Management	The course plan to develop an understanding of conflict dynamics and the art and science of negotiation. On the completion of syllabus, students will be in a position to answer the role that can be played by conflict resolution techniques such as mediation.	*	*		*		

IV	17260EB42	IndustrialRelation	This course will help the student to get exposure onIndustrial Relations. Understand the relations shipbetweentheemployee, employer,unionandgovernment	*	*		*		
	17260EB43	Training&De velopment	The objective of this course is to help the students gainunderstanding of the objectives of training in theorganization and provide them tools and techniques to beusedin trainingtheemployees.Thispaperwillattempttoorient the students to tailor themselves to meet thespecificneedsoftheorganizationsintrainingand developmentactivities.	*	*		*		
	17260EB44	Talent Management	ThiscoursewillhelpestudenttogetexposureonTalentmana gement.Understandthehowtoacquiretalentemployeesandh owtoretainsuchemployeesintheorganizationforeffectiveper formanceandachievementofgoals.	*	*				*
FINANCE									
2017		MBA							
Sem	CourseCode	TitleoftheCourse	COs	POS					
				PO1	PO2	PO3	PO4	PO5	PO6
III	17260EC33	Security Analysis andPortfolioManagem ent	The objective of this course is to impart knowledge tostudents regarding the theory and practice of SecurityAnalysisandtogivestudents anin- depthknowledge ofthetheoryandpracticeofPortfolioManagement.	*	*			*	
	17260EC34	Derivatives Management	To give an in-depth knowledge of the functioning ofderivativescuritiesmarket.	*	*			*	
	17260EC35	Project Finance		*	*			*	
	17260EC36	Financial Services andInstitutions	The objective of the course is to provide to the students aspecialized knowledge of the techniques of evaluatingproposed investments and to acquaint them with theproblemsencounteredin thedecisionalprocesspertaining tocapitalinvestmentsoftheproject.	*	*		*		
	17260EC37	InternationalFinance	This course provides an understanding of the followingfund-based and fee-based financial services offered byfinancial intermediaries such as non-banking financecompanies,banksandfinancialinstitutions.This course will also focus on issues concerning the financialmanagementoffinancialintermediaries.	*	*		*		

	17260EC38	Insurance and Risk Management	To give the students an overall view of the international financial system – instruments and markets.	*	*		*		
	17260EC39	Corporate Finance	To provide the basics of insurance contracts and to explain the various types of insurance policies.	*	*		*		
IV	17260EC42	Micro Finance	Student will acquire Nuances involved in short term corporate financing, Good ethical practices	*	*		*		
	17260EC43	Strategic Financial Management	To enable the students to understand the principles, practices and application in Micro Finance.	*	*		*		
	17260EC44	Merchant Banking and Financial Services	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.	*	*				*
Production and Operations									
2017		MBA							
Sem	Course Code	Title of the Course	COs	POS					
				PO1	PO2	PO3	PO4	PO5	PO6
III	17260ED33	Project Management	This course focuses on project management methodology that will increase the ability of students to initiate and manage projects more efficiently and effectively. Also they will learn key project management phases through an innovative model.	*	*			*	
	17260ED34	Planning and control of operations	This course is designed to acquaint the student with the methods of planning and control	*	*			*	
	17260ED35	Technology Management	This course helps to understand the dynamics of technological innovation and be familiar with how to formulate technology strategies	*	*			*	
	17260ED36	Logistics Management	The objective of this course is to get the exposure of logistics management and to understand the relationship between the logistics and packaging.	*	*		*		
	17260ED37	Supply Chain Management	The objective of this course is to get the exposure of supply chain management and to understand the relationship between the procurement and supply chain management	*	*		*		
	17260ED38	Business Process Reengineering	The objectives of this course are to acquaint the student with understanding process orientation in business management and develop skills and abilities in re-	*	*		*		

			engineering and business process for optimum performance.							
	17260ED39	Material Management	To understand the working of a materials management department, Aspects of Stores management, Warehousing management and material requirement planning.	*	*		*			
IV	17260ED42	Maintenance Management	To enable the students to understand the principles, practices and applications in Maintenance Management.	*	*		*			
	17260ED43	Service and Operation Management	To help understand how service performance can be improved by studying services operations management.	*	*					*
	17260ED44	Product Design	To help Understand the application of structured methods to develop a product. Student gains knowledge on how a product is designed based on the needs of a customer.	*	*					*
	LOGISTICS AND SUPPLY CHAIN MANAGEMENT									
2017		MBA								
Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	
III	17260EE33	Purchasing and Procurement Management	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.	*	*			*		
	17260EE34	Material Management	To give an in-depth knowledge of the functioning of derivatives securities market.	*	*			*		
	17260EE35	Inventory Management		*	*			*		
	17260EE36	Supply Chain Management	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.	*	*		*			
	17260EE37	Logistics Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.	*	*		*			

	17260EE38	Custom House Practice And Legalities	To give the students an overall view of the international financial system— instruments and markets.	*	*		*		
	17260EE39	Export Trade And Documentation	To provide the basics of insurance contracts and to explain the various types of insurance policies.	*	*		*		
IV	17260EE42	Quality Management	Student will acquire Nuances involved in short term corporate financing, Good ethical practices	*	*		*		
	17260EE43	Air Cargo Logistics Management	To enable the students to understand the principles, practices and application in Micro Finance.	*	*		*		
	17260EE44	Shipping And Ocean Freight Logistics Management	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.	*	*				*

INTERNATIONAL BUSINESS

2017		MBA							
Sem	Course Code	Title of the Course	COs	POS					
				PO1	PO2	PO3	PO4	PO5	PO6
III	17260EF33	International Marketing	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.	*	*			*	
	17260EF34	International Human Resource Management	To give an in-depth knowledge of the functioning of derivative securities market.	*	*			*	
	17260EF35	Cross Cultural Management		*	*			*	
	17260EF36	Global Logistics and Supply Chain Management	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.	*	*		*		
	17260EF37	International Trade Procedures and Documentation	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.	*	*		*		
			To give the students an overall view of the international financial system— instruments and markets.	*	*		*		

	17260EF38	International Strategic Management	To provide the basics of insurance contracts and to explain the various types of insurance policies.	*	*		*		
	17260EF39	Global Business Ethics and Corporate Governance	To give the students an overall view of the international financial system – instruments and markets.	*	*		*		
IV	17260EF42	Management Of International Developmental Organizations	To enable the students to understand the principles, practices and application in Micro Finance.	*	*		*		
			To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.	*	*				*
	17260EF43	Merger and Acquisitions	The course is to sensitize the students to issues pertaining to sustainable development and business ethics and enable them to understand the implications of various statutory and policy guidelines concerning corporate governance for actual business decision making.	*	*		*		
	17260EF44	International Financial Management	The course is to sensitize the students to issues pertaining to sustainable development and business ethics and enable them to understand the implications of various statutory and policy guidelines concerning corporate governance for actual business decision making.	*	*		*		

SYSTEM

2017		MBA							
Sem	Course Code	Title of the Course	COs	POS					
				PO1	PO2	PO3	PO4	PO5	PO6
III	17260EG33	Software Engineering	This course aims to understand the software engineering and apply the knowledge of a disciplined approach to the development of software and to the management of the software product lifecycle.	*	*			*	
	17260EG34	Software Project Management	To give an in-depth knowledge of the functioning of derivative securities market.	*	*			*	
	17260EG35	Relational Database Management		*	*			*	

	17260EG36	E-Business Technology Management	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.	*	*		*		
	17260EG37	Data Warehousing & Data Mining	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.	*	*		*		
	17260EG38	Knowledge Management	To give the students an overall view of the international financial system – instruments and markets.	*	*		*		
	17260EG39	Enterprise Resource Planning	To provide the basics of insurance contracts and to explain the various types of insurance policies.	*	*		*		
IV	17260EG42	Information Storage & Management	Student will acquire Nuances involved in short term corporate financing, Good ethical practices	*	*		*		
	17260EG43	Cloud Computing	To enable the students to understand the principles, practices and application in Micro Finance.	*	*		*		
	17260EG44	Decision Support System And Intelligent Systems	To understand the components of DSS and IS. To know the appropriate model to be used for a problem	*	*				*
HOSPITAL MANAGEMENT									
2017		MBA							
Sem	Course Code	Title of the Course	COs	POS					
				PO1	PO2	PO3	PO4	PO5	PO6
III	17260EH33	Management Of Hospital Services	To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of both clinical and non clinical services in a hospital.	*	*			*	
	17260EH34	Operations Management In Health Care	To give an in-depth knowledge of the functioning of derivative securities market.	*	*			*	

	17260EH35	Marketing Management Of Hospital And Health Care Services		*	*			*		
	17260EH36	Community Health and Management of	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.	*	*		*			
		National Health Programmes	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.	*	*		*			
	17260EH37	Management of Clinical and Super Specialty Services in Hospitals	To give the students an overall view of the international financial system – instruments and markets.	*	*		*			
			To provide the basics of insurance contracts and to explain the various types of insurance policies.	*	*		*			
IV	17260EH38	Patient Care Management	Student will acquire Nuances involved in short term corporate financing, Good ethical practices	*	*		*			
	17260EH39	Health Related Laws and Ethics	To enable the students to understand the principles, practices and application in Micro Finance.	*	*		*			
	17260EH42	Medical Tourism	The Objective of the Course is to familiarize the learner with the importance, techniques and the procedures involved in the management of Hospital Waste.	*	*					*
TOURISM										
2017		MBA								
Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	
III	17260EI33	Tourism Principles, Policies and Practices	To realize the potential of tourism industry in India. To understand the various elements of Tourism Management and familiarize with the Tourism policies in the national and international context.	*	*			*		
	17260EI34	Tourism Product of India	To give an in-depth knowledge of the functioning of derivatives securities market.	*	*			*		

	17260EI35	Destination Planning and development		*	*			*	
	17260EI36	Travel agency and Tour operations	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.	*	*		*		
	17260EI37	Hospitality Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.	*	*		*		
	17260EI38	Indian culture and Heritage	To give the students an overall view of the international financial system – instruments and markets.	*	*		*		
	17260EI39	Tourism Marketing	To provide the basics of insurance contracts and to explain the various types of insurance policies.	*	*		*		
IV	17260EI42	Ecotourism	Student will acquire Nuances involved in short term corporate financing, Good ethical practices	*	*		*		
	17260EI43	Event Management	To enable the students to understand the principles, practices and application in Micro Finance.	*	*		*		
	17260EI44	E-Tourism	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.	*	*				*
AGRIBUSINESS MANAGEMENT									
2017		MBA							
Sem	Course Code	Title of the Course	COs	POS					
				PO1	PO2	PO3	PO4	PO5	PO6
III	17260EJ33	Agribusiness Environment and Policy	To realize the potential of tourism industry in India. To understand the various elements of Tourism Management and familiarize with the Tourism policies in the national and international context.	*	*			*	
	17260EJ34	Agricultural Marketing Management	To give an in-depth knowledge of the functioning of derivatives securities market.	*	*			*	
	17260EJ35	Farm Business Management		*	*			*	

	17260EJ36	Management of Agribusiness Cooperatives	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.	*	*		*		
	17260EJ37	Food Retail Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.	*	*		*		
	17260EJ38	Management of Agricultural Input Marketing	To give the students an overall view of the international financial system – instruments and markets.	*	*		*		
	17260EJ39	Agri Supply Chain Management	To provide the basics of insurance contracts and to explain the various types of insurance policies.	*	*		*		
	17260EJ42	Agriculture Economics	Student will acquire Nuances involved in short term corporate financing, Good ethical practices	*	*		*		
IV	17260EJ43	Agricultural and Micro-Finance	To enable the students to understand the principles, practices and application in Micro Finance.	*	*		*		
	17260EJ44	New Trends and Development in Agri-Sector	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.	*	*				*


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