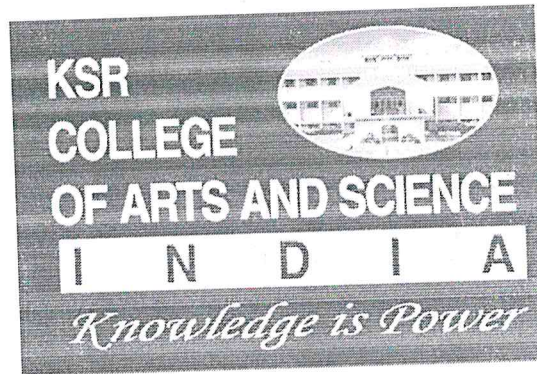


K.S.Rangasamy College of Arts and Science, (Autonomous),

Tiruchengode-637 215

Department of Management studies - PG



MASTER OF BUSINESS ADMINISTRATION


PRINCIPAL
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(Autonomous)
TIRUCHENGODE - 637 215
Namakkal-Dt. Tamil Nadu. INDIA

PROGRAMME OUTCOMES (PO)

After completion of the programme, the graduates will be able to

- PO 1:** Demonstrate professionalism, self-awareness and leadership and language proficiencies.
- PO 2:** Formulate conceptual models and develop business strategies for management decisions.
- PO 3:** Develop professional skills required to integrate concepts from various specialized disciplines necessary for management practice.
- PO 4:** Analyse the business ideas and develop business plans to start new business ventures.
- PO 5:** Apply skills to manage multidisciplinary teams and to become an ethically and socially responsible leader.

PROGRAMME SPECIFIC OUTCOMES (PSO)

After completion of the programme, the graduates will be able to

- PSO 1:** Apply the knowledge of functional areas of business management, economics, finance, marketing, human resources, law and research for integrative solution for complex management problems.
- PSO 2:** Recognise the appropriate business management concepts which benefit the stakeholders on whole.
- PSO 3:** Solve the complex problems in their field of specialisation with the practical understanding of the social, legal, economical, political, technological, cultural and ethical impacts of the solution.
- PSO 4:** Evaluate and classify various strategies to enhance the business portfolio management.
- PSO 5:** Recognize the changes and adopt to the changing business world.



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COURSE OUTCOMES (CO)

18PBAM101	CORE I: MANAGEMENT AND DECISION MAKING
CO1	Apply the fundamental management concepts and identify the types of business organisations.
CO2	Plan effectively and take good decisions.
CO3	Evaluate the context for taking managerial actions of organizing, delegating authority and responsibility
CO4	Communicate effectively and coordinate various activities.
CO5	Assess situation, including opportunities and threats using various controlling techniques.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	L	H	M	L	M	M
CO2	M	H	M	H	H	M	H	H	M	M
CO3	H	M	H	M	M	H	M	L	L	M
CO4	H	H	L	M	H	H	M	H	L	L
CO5	M	H	H	M	H	M	H	M	M	H

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAM102	CORE II: MANAGERIAL ECONOMICS
CO1	Identify the principles of micro and macro economics.
CO2	Apply various demand forecasting techniques for demand analysis.
CO3	Use the cost analysis methods to plan the production function
CO4	Design competitive pricing strategies for the different market conditions
CO5	Analyse real world business for the nations/firms economic development


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MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	M	H	M	H	L	M
CO2	M	M	L	M	H	M	H	M	M	M
CO3	M	M	M	H	M	M	L	L	L	L
CO4	M	M	M	M	M	M	M	M	M	H
CO5	M	M	H	M	M	M	L	M	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAM103	CORE III: ORGANIZATIONAL BEHAVIOUR
CO1	Analyze individual and group behaviour, and understand the implications of organizational behaviour on the process of management.
CO2	Understand the concepts of perception, attitude, personality and values which help in shaping the individual behaviour.
CO3	Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
CO4	Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
CO5	Know the organizational change and culture which has impact on working relationships within organizations.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	M	H	H	H	M	H	M
CO2	M	L	M	M	M	M	M	M	L	M
CO3	M	M	M	M	M	M	L	M	M	L
CO4	M	M	M	M	M	L	M	M	M	M
CO5	M	M	M	M	H	M	M	H	M	H

H-High; M-Medium; L-Low


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COURSE OUTCOMES (CO)

18PBAM104	CORE IV: ACCOUNTING FOR MANAGERS
CO1	Record the business transactions in Journal, Ledger and Trial balance and preparation of final accounts.
CO2	Ability to interpret and analyse financial statements and combine financial analysis with other information to assess the financial performance and capital spending position of a company.
CO3	Demonstrate the financial situation of a firm which helps the make better sense of the accounts and better understand the current fiscal scenario of an entity.
CO4	Communicate the integration of cost accounting concepts into business situations.
CO5	Understand the role of budgets in organisations, its types and the behavioural issues to consider when developing and using budgets for planning and control.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	M	M	H	M	L	M	L
CO2	M	M	M	H	M	M	M	M	M	M
CO3	M	M	M	M	M	M	M	M	M	M
CO4	M	M	L	M	M	M	M	M	M	M
CO5	M	M	M	M	M	M	M	M	H	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAM105	CORE V: ENTREPRENEURIAL DEVELOPMENT
CO1	Identify the knowledge, skills and traits required for an entrepreneur.
CO2	Learn the environmental factors that motivate the entrepreneurship.
CO3	Identify the business ideas and prepare the blueprint of a business
CO4	Analyse the availability of various sources of finance.
CO5	Design a business plan.


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MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	M	M	M	M	M	M
CO2	M	M	L	M	H	L	M	H	M	H
CO3	M	M	M	H	M	M	M	M	M	M
CO4	M	M	M	M	M	H	L	M	H	L
CO5	M	M	H	M	M	M	M	M	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAMP101	CORE PRACTICAL I: EXECUTIVE COMMUNICATION
CO1	Get into the habit of writing regularly.
CO2	Express themselves in different genres of writing from creative to critical to factual writing.
CO3	Take part in print and online media communication.
CO4	Read quite widely to acquire a style of writing.
CO5	Identify their areas of strengths and weaknesses in writing.

COURSE OUTCOMES (CO)

18PLS101	CAREER COMPETENCY SKILLS – I
CO1	Carry out mathematical calculations using shortcuts.
CO2	Calculate Problems on Ages with shortcuts.
CO3	Understand the core concepts of Pipes & Cisterns, Calendar & Clocks.
CO4	Obtain knowledge on shortcuts to Time & Work and Time & Distance.
CO5	Calculate Ratio & Proportion, Partnership with shortcuts.


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COURSE OUTCOMES (CO)

18PBAM201	CORE VI: OPERATIONS MANAGEMENT
CO1	Understand the scope of operations management to improve productivity.
CO2	Analyse the product design process and process selection
CO3	Outline the product and process layout and evaluate the location alternatives
CO4	Utilise the various quality management tools to optimize the quality in operations management
CO5	Design inventory management system

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	M	H	M	M	H	M
CO2	M	H	H	M	M	L	M	L	M	M
CO3	H	M	L	L	M	M	M	M	M	M
CO4	H	M	H	L	L	M	M	M	M	M
CO5	M	H	M	M	H	M	L	M	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAM202	CORE VII: FINANCIAL MANAGEMENT
CO1	Understand the overall role and importance of the finance functions and basic finance management knowledge.
CO2	Estimate the required return on projects of differing risk and its application in evaluating investment decisions and describe the capital budgeting techniques to make investment decisions.
CO3	List the primary sources of capital and incorporate their cost when making dividend decisions and also make a recommendation to accept or reject the project.
CO4	Integrate student knowledge to evaluate the finance and dividend decisions and calculate the cost of debt, equity and capital.
CO5	Understand the working capital, cash, receivables and inventory management for the development of an organisation.


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MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	L	H	L	M	M	M
CO2	M	M	M	M	M	M	M	M	H	M
CO3	M	M	M	M	M	M	M	M	M	M
CO4	M	M	M	M	M	M	M	L	M	M
CO5	M	M	M	H	M	M	M	M	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAM203	CORE VIII: HUMAN RESOURCE MANAGEMENT
CO1	Identify the role of HRM in creating organization's competitive advantage.
CO2	Formulate job analysis and effective human resource planning
CO3	Design an appropriate technique to recruit employees
CO4	Develop, implement and evaluate employee orientation, training and appraisal programmes.
CO5	Design career planning and manage the necessary benefits to be provided for the employees.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	M	H	L	M	M	H
CO2	M	M	M	L	M	M	L	M	M	M
CO3	M	L	M	M	L	M	M	M	M	M
CO4	L	M	M	M	M	M	M	M	M	M
CO5	M	M	H	M	H	M	M	M	M	H

H-High; M-Medium; L-Low


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COURSE OUTCOMES (CO)

18PBAM204	CORE IX: MARKETING MANAGEMENT
CO1	Identify core concepts of marketing and the role of marketing in business and society.
CO2	Plan the product characteristics, packaging and labeling and also craft the brand positioning.
CO3	Analyse the various pricing strategies and channel of distribution.
CO4	Create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
CO5	Design and manage sales force ethically.

MAPPING

	PO 1	PO 2	PO 3.	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	M	M	H	L	M	L	M
CO2	H	M	M	M	L	M	M	L	M	H
CO3	M	M	M	H	M	M	M	M	H	M
CO4	M	M	H	H	M	M	M	M	M	M
CO5	M	M	L	M	M	M	M	H	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PMABAM205	CORE X: OPERATIONS RESEARCH
CO1	Identify and develop operational research models from the verbal description of the real system.
CO2	Understand the mathematical tools that are needed to solve optimisation problems.
CO3	Apply the mathematical software to solve the proposed models
CO4	Develop a report that describes the model and the solving techniques
CO5	Know the decision-making processes in Management.


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MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	L	H	M	M	M	M
CO2	M	II	II	M	M	M	M	M	M	M
CO3	M	M	H	H	M	H	L	M	M	M
CO4	H	M	M	H	H	L	M	M	M	M
CO5	M	M	L	M	H	M	L	L	M	L

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PVE201	VALUE EDUCATION: HUMAN RIGHTS
CO1	Understand the core principles of human rights philosophy
CO2	Know the importance and functions of human rights commission
CO3	Apply their rights for democracy, human rights and gender equality
CO4	Know the rights from the Governance, economic and social development through various Acts
CO5	Understand the right to information Act, rights for women, children, Nomads, refugees and various sector of people in our country

COURSE OUTCOMES (CO)

18PLS201	CAREER COMPETENCY SKILLS – II
CO1	Understand the types of Interviews, Dress Code and Styles
CO2	Develop Resume content and structures.
CO3	Improve body language skills.
CO4	Know how to represent self through communication.
CO5	Attain the different level of Learning Skills.


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COURSE OUTCOMES (CO)

18PCSBAMP201	CORE PRACTICAL II: COMPUTER APPLICATIONS FOR MANAGERS
CO1	Know about Microsoft word for better business written communications
CO2	Practice the Excel calculations and various types of charts for graphical representations.
CO3	Apply Design templates for effective slide presentation
CO4	Know about the Data Base Management in single user environment
CO5	Know about basic HTML tags and apply it to make static web pages

COURSE OUTCOMES (CO)

18PBAM301	CORE XI: STRATEGIC MANAGEMENT
CO1	Outline the strategy, vision and mission for the organisation
CO2	Evaluate the companies' external and internal environment through SWOT and PESTEL analysis.
CO3	Identify the competitive strategies for the companies/ firms portfolio management
CO4	Create strategy to fit specific industry and company situations
CO5	Execute the strategy formulated with ethics and social responsibility.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	M	M	M	L	M	H	L
CO2	M	H	M	H	M	H	M	H	L	M
CO3	H	M	M	H	L	M	M	M	H	M
CO4	M	M	M	L	M	L	M	M	M	H
CO5	M	M	M	M	M	M	M	M	M	M

H-High; M-Medium; L-Low


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COURSE OUTCOMES (CO)

18PBAM302	CORE XII: BUSINESS RESEARCH METHODS
CO1	Outline the research problem and identify the types of research to be applied.
CO2	Evaluate the type of research design and validate the same
CO3	Identify the data for research and construct the questionnaire for data collection
CO4	Determine the suitable methods for data analysis
CO5	Construct the research report considering the ethics in research.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M	H	M	H	H	M
CO2	M	M	M	M	M	M	L	M	H	H
CO3	H	L	M	M	M	M	L	H	M	M
CO4	L	M	M	M	M	M	M	M	M	M
CO5	M	L	L	M	L	M	L	H	L	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PCSBAM303	CORE XIII: INFORMATION MANAGEMENT
CO1	Define and access the expert systems for Decision making in Business Process.
CO2	Analyze and represent the business data in various types of Models.
CO3	Expertise with data base management and OLAP operations for knowledge discovery.
CO4	Apply the knowledge in system security, reporting and visualization.
CO5	Gain knowledge in different types computing and intelligence process in Business.


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MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	L	H	M	H	M	M
CO2	H	H	M	H	M	M	H	M	M	M
CO3	M	M	H	H	M	M	M	M	L	L
CO4	M	L	M	M	H	L	M	M	H	M
CO5	M	M	L	H	H	M	L	M	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAEF301	ELECTIVE I: FINANCIAL SERVICES
CO1	Acquire knowledge on the concept of financial markets and Financial Institution
CO2	Learn the various financial services that are rendered to the corporates' relating to their assets
CO3	Outline the function of merchant banking and asset securitization.
CO4	Determine the personal financing and various investment avenues available for individuals.
CO5	Determine the tax rebates and various insurance schemes available.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	M	H	M	L	M	L
CO2	M	H	M	M	M	M	M	M	H	M
CO3	M	M	M	L	L	L	M	M	M	L
CO4	L	M	M	H	M	M	H	M	H	M
CO5	M	L	M	M	M	M	H	M	M	M

H-High; M-Medium; L-Low


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COURSE OUTCOMES (CO)

18PBAEF302	ELECTIVE II: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
CO1	Gain the knowledge about market regulators and various participants in the securities market.
CO2	Explore the various fundamental analysis techniques towards stock investment.
CO3	Learn the basic of technical analysis and various indicators for short term trading.
CO4	Apply the portfolio methods, construction and various models of portfolio analysis.
CO5	Demonstrate the portfolio evaluation and revision.


MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M	M	L	M	M	L
CO2	M	M	M	H	M	M	M	H	H	M
CO3	M	L	M	H	L	M	M	M	M	L
CO4	M	M	M	M	M	H	M	M	H	M
CO5	L	M	M	L	H	M	M	L	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAEF303	ELECTIVE III: STRATEGIC FINANCIAL MANAGEMENT
CO1	Identify the importance of strategic planning and kinds of restructuring
CO2	Communicate the reasons for merger, amalgamation, takeover and demerger
CO3	Evaluate the efficiency of post merger reorganization
CO4	Plan the areas of restructuring with the techniques of corporate restructuring
CO5	Analyse the causes of industrial sickness and design the revival activities for the sick unit.


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MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	L	H	M	M	L	M	M
CO2	M	H	M	M	M	M	H	M	H	M
CO3	M	M	H	M	M	H	M	M	H	L
CO4	H	M	M	H	M	M	M	M	L	M
CO5	M	L	M	M	H	M	M	M	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAEH301	ELECTIVE I: EMPLOYEE RELATIONS MANAGEMENT
CO1	Outline the basic concepts of Industrial relations and Identify the causes of industrial disputes and study the impact and government machineries for solving dispute.
CO2	Study the growth and importance of trade union and collective bargaining process.
CO3	Identify about the welfare facilities to be provided by an organization and various schemes for welfare available in government.
CO4	Identify the various social security legislations available for the welfare of the working community.
CO5	Utilise the knowledge of contract labour act in employee relations management.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	M	H	M	H	H	M	M
CO2	M	H	M	M	M	M	M	M	L	M
CO3	H	M	H	M	M	M	M	M	M	M
CO4	M	M	M	H	H	M	M	M	M	M
CO5	M	M	M	M	H	H	M	H	M	M

H-High; M-Medium; L-Low


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COURSE OUTCOMES (CO)

18PBAEH302	ELECTIVE II: STRATEGIC HUMAN RESOURCE MANAGEMENT
CO1	Outline the aims of strategic human resource management
CO2	Identify the strategic role of HR director and HR specialist
CO3	Formulate the strategies for organisational development
CO4	Compute resourcing strategies for human resource planning and retention
CO5	Design learning and development strategies for the employees performance management

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	M	M	M	M	M	M	M
CO2	M	H	M	H	M	H	M	M	M	L
CO3	H	M	H	H	L	M	M	M	H	M
CO4	M	M	M	L	M	M	M	H	H	M
CO5	M	M	M	M	M	M	M	L	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAEH303	ELECTIVE III: TRAINING AND DEVELOPMENT
CO1	Identify the basics of training and its needs
CO2	Select the methods of training according to the nature of job.
CO3	Identify the ways of management development
CO4	Evaluate the training needs, designing and implementing of training and budgeting
CO5	Formulate the training strategies for the improving the performance.


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MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	M	M	M	H	L	H	M
CO2	M	H	H	L	M	M	M	M	M	M
CO3	M	H	H	M	M	H	M	M	M	M
CO4	L	M	H	H	M	M	M	M	H	M
CO5	M	M	M	H	H	M	L	M	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAEO301	ELECTIVE I: ADVANCED OPERATIONS MANAGEMENT
CO1	Adopt the advanced manufacturing technology to optimize the plan
CO2	Evaluate the operations reliability
CO3	Plan and control strategic capacity of production
CO4	Design special inventory models
CO5	Outline the recent trends in operations management.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	L	M	H	M	M	M	M
CO2	M	H	L	M	H	M	M	M	H	M
CO3	M	M	H	H	M	M	L	M	H	L
CO4	M	M	M	H	M	M	M	M	M	M
CO5	M	M	H	M	H	L	M	M	L	H

H-High; M-Medium; L-Low


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COURSE OUTCOMES (CO)

18PBAEO302	ELECTIVE II: SUPPLY CHAIN MANAGEMENT
CO1	Outline the role of information systems in supply chain performance
CO2	Design the distribution network through demand forecasting
CO3	Plan and manage inventories in supply chain.
CO4	Create logistics to overcome the current challenges
CO5	Identify the emerging trends in supply chain management.


MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	M	M	M	M	M	M	L
CO2	M	H	H	L	M	H	L	M	L	M
CO3	M	H	H	H	M	M	M	M	H	M
CO4	L	M	H	H	M	M	M	M	M	H
CO5	M	M	M	H	H	M	M	L	M	H

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAEO303	ELECTIVE III: WORLD CLASS MANUFACTURING
CO1	Identify the various country's historical perspective of manufacturing
CO2	Assess the best practices in the industry to benchmark
CO3	Outline the system and tools for world class manufacturing
CO4	Explain the role of human resource management in world class manufacturing
CO5	Analyse the leading Indian companies' performance towards world class manufacturing


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MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	H	M	M	M	L	M	H
CO2	M	H	M	H	H	L	H	M	H	L
CO3	M	L	H	M	M	M	M	M	M	M
CO4	M	M	M	H	M	M	M	M	M	M
CO5	M	L	H	L	H	M	L	M	M	M

H-High; M-Medium; L-Low


COURSE OUTCOMES (CO)

18PBAM401	CORE XIV: GLOBAL BUSINESS MANAGEMENT
CO1	Recognize the Nature, Characteristic features and forms of International Business and its determining environmental factors.
CO2	Outline the concepts of Imports, Exports, Tariff Barriers and Non-Tariff Barriers.
CO3	Assess the International product decisions and pricing decisions
CO4	Analyze foreign exchange market, role of export credit Guarantee Corporation and steps in export procedures.
CO5	Identify various organisations that promote international trade.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	H	L	M	M	H	M	M
CO2	M	H	M	H	H	M	H	L	M	L
CO3	H	M	H	M	M	M	M	M	H	M
CO4	H	H	L	H	H	H	L	M	M	M
CO5	M	II	II	M	II	M	M	L	M	M

H-High; M-Medium; L-Low


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COURSE OUTCOMES (CO)

18PBAEM401	ELECTIVE I: CUSTOMER RELATIONSHIP MANAGEMENT
CO1	Identify the needs and importance of the CRM concept.
CO2	Compute sales force automation for the modern business
CO3	Construct the measures to improve customer satisfaction.
CO4	Compile the customer database with the help of technology
CO5	Prepare the strategies to retain customers and improve customer value.


MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	M	M	M	M	M	M	M
CO2	M	H	M	H	M	M	M	H	L	M
CO3	M	M	H	M	M	M	H	M	M	M
CO4	M	M	L	H	M	L	M	H	M	M
CO5	M	M	H	M	H	M	M	M	H	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PBAEM402	ELECTIVE II: INTEGRATED MARKETING COMMUNICATION
CO1	Outline the basic concepts of advertisement and ad agency and evolution of Integrated marketing communication.
CO2	Identify the uses of strategic research in planning the advertisement
CO3	Formulate media planning and buying
CO4	Assess the pros and cons of OOH ad and broadcast media ad
CO5	Evaluate the effectiveness of ad campaign.


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CO1	H	L	M	L	M	M	M	M	M	M
CO2	M	H	L	M	H	M	M	M	H	M
CO3	M	M	H	H	M	M	M	M	M	M
CO4	H	M	M	H	M	M	M	H	M	L
CO5	M	M	H	M	H	L	M	M	H	M

H-High; M-Medium; L-Low


COURSE OUTCOMES (CO)

18PBAEM403	ELECTIVE III: RETAIL MANAGEMENT
CO1	Outline the retail chains and rate the retail trends in India
CO2	Demonstrate the various retail formats, characteristics and trends
CO3	Select the retail locations, positioning of shops and formulate retail supply chain
CO4	Formulate the space management and inventory management in retailing
CO5	Analyse the trends in online retailing.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	M	L	M	M	M	M	H
CO2	H	H	M	L	M	H	H	M	M	M
CO3	M	M	H	H	M	M	M	M	H	M
CO4	M	L	M	H	H	L	M	L	H	M
CO5	M	M	L	M	H	M	L	M	M	M

H-High; M-Medium; L-Low


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COURSE OUTCOMES (CO)

18PCSBAES401	ELECTIVE I: ENTERPRISE RESOURCE PLANNING
CO1	Outline the enterprise resource planning and its trend in India.
CO2	Formulate the system perspectives of enterprise resource planning
CO3	Formulate the resource management perspectives of enterprise resource planning
CO4	Assess the key issues related to enterprise resource planning
CO5	Demonstrate the next generation enterprise, emerging trends and information mapping.

MAPPING

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	M	H	L	H	M	L	L	H
CO2	H	H	H	L	M	M	M	M	M	M
CO3	M	M	M	H	M	M	M	M	M	M
CO4	M	M	M	H	H	H	M	M	H	M
CO5	M	L	M	M	H	M	L	M	M	H

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PCSBAES402	ELECTIVE II: DATA MINING AND WAREHOUSING
CO1	Demonstrate the data mining and data warehouse.
CO2	Apply data cleaning, data Integration and transformation
CO3	Formulate the rules for data mining
CO4	Assess the methods of data mining and warehousing
CO5	Apply the data mining techniques and learn its impact.


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CO1	H	M	H	M	M	M	L	M	M	M
CO2	M	H	M	M	M	H	M	M	M	M
CO3	M	M	H	L	L	M	M	L	H	M
CO4	L	M	M	H	M	M	M	M	M	M
CO5	M	L	H	M	H	H	M	M	M	M

H-High; M-Medium; L-Low

COURSE OUTCOMES (CO)

18PCSBAES403	ELECTIVE III: DATABASE MANAGEMENT SYSTEM
CO1	Compile the database designing and frame the data model
CO2	Attain knowledge on relational database models
CO3	Demonstrate advanced structured query language and Systems development life cycle.
CO4	Assess the Transaction management
CO5	Create new database technologies and applications.

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	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	M	M	M	M	M	L	M
CO2	L	M	H	M	H	M	M	M	M	L
CO3	M	M	H	M	M	M	H	M	M	L
CO4	H	L	M	H	H	M	M	H	H	M
CO5	M	M	M	M	M	H	L	M	M	M

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